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**Revenue Maximization Strategy Summary:**

Increase LNR/KNR business by obtaining accounts through face to face market interaction and competitive property pricing. Also, to increase group business by marketing the property to third party group agencies booking corporate, and tour operators. With e-Commerce, we will create a successful online presence and optimize rates via all booking channels to maximize revenue. To compete more effectively within comp set for share, we will penetrate key SMERF markets by leveraging our relationship with tour operators, shipping receptives and special event destinations.

**Key Points:**

- Double Tour Series Business
- Continue to expand business transient
- Expand our E-commerce campaign
- Expand Group base business

**2019 Market Outlook:**

Looking towards 2019 the City of Savannah is projecting a 2.3% decline in RevPar with 1.6% decline coming from occupancy and .07% decline coming from ADR. This is being driven primarily by increased supply in the market as noted above.

The fundamentals remain attractive across the vast majority of markets. Industry growth will persist comfortably through 2018 and likely beyond. Markets will soften in 2020; plan for a slowdown but not a downturn. Increasing hotel construction will continue, with the next 2 years presenting challenges for Savannah. The long-term view remains positive.

**Positioning Statement:**

With the challenging market conditions projected for the Savannah MSA for 2019, The Holiday Inn Savannah will optimize business levels by promoting and selling the hotel as a modern, value-driven full-service hotel located in the attractive Savannah Historic District downtown corridor. Value-add packages will be marketed and sold directly to the tour wholesaler and corporate meetings market, and promoted through industry trade shows and direct sales. Increased business levels in the transient market will be achieved by optimizing contribution through the Intercontinental Hotels business travel channels, securing volume agreements with local corporate business travel decision makers, and by providing a cost-savings alternative to the premium upscale branded hotels in the downtown area. By doing so, the Holiday Inn Savannah Historic District will be positioned just below the premium upscale branded hotels in the downtown area as a value alternative, and above the select service hotels in the market as an affordable and viable full-service option.

<b>Competition Name</b>	<b>Hilton Boston</b>	<b>Best Western</b>	<b>Comfort Inn</b>	<b>Best Western Braintree</b>	<b>Hampton Inn Braintree</b>
Competition Type	Extended stay, weekend wedding and sports business, overflow Clean Harbors room nights.	Extended stay, weekend wedding and sports business, overflow Clean Harbors room nights.	Weekend tour and sports business, construction and extended stay.	Midweek corporate, weekend wedding and sports business.	Midweek corporate, weekend wedding and sports business.
Year Built	1980	1984	1989	1970	2001
Address	900 Hingham Street Rockland, MA 02370	900 Hingham Street Rockland, MA 02370	850 Hingham Street Rockland, MA 02370	190 Wood Road Braintree, MA 02184	215 Wood Road Braintree, MA 02184
Trip Advisor Ranking	Ranking: 1 of 3 hotels in Rockland	Ranking: 1 of 3 hotels in Rockland	Ranking: 3 of 3 hotels in Rockland	Ranking: 3 of 6 hotels in Braintree	Ranking: 1 of 6 hotels in Braintree
# of Rooms	80	76	100	103	103
Food and Beverage Description	Continental breakfast	Continental breakfast	Continental breakfast	Continental breakfast	Continental breakfast
Function Space	1 Function room 60 person capacity	1 Function room 60 person capacity	1 Meeting room 40 person capacity	2 Meeting rooms each with 220 square feet	1 Meeting room 676 square feet
Recreation Services	Free HBO, fitness center, game room	Free HBO, fitness center, game room	Complimentary Wi-Fi	Exercise room, business center, complimentary Wi-Fi	Indoor heated pool and hot tub, exercise room, complimentary Wi-Fi
Distance from Hotel	0 Miles	.02 Miles	.03 Miles	10 miles	10 miles
Curb Appeal	Positive curb appeal with new signage,, grounds maintained	Positive curb appeal with new signage,, grounds maintained	Positive curb appeal, nice brick building with entry columns	Currently under renovation on face of building and interior	Clean building, no wear
Room Condition	Completed renovations end of 2016. Updated bathrooms in 2017.	Completed renovations end of 2016. Updated bathrooms in 2017.	Nice guestrooms, renovated in 2001. Updated said to begin 2018.	Very good renovated 2010	Good, Recently renovated guestrooms.
Market Segment	Transient, Corporate, Extended Stay	Transient, Corporate, Extended Stay	Corporate, Tour, Transient	Corporate, Transient, Sports	Corporate, Transient
Trip Advisor Recommend Percentage	81%	81%	62%	54%	83%
Strengths	Low rates, continental breakfast	Low rates, continental breakfast	Attractive lobby, complimentary continental breakfast	Complimentary breakfast, complimentary shuttle service	Complimentary breakfast, Hilton Honor rewards, indoor pool, complimentary shuttle
Weaknesses	Exterior corridors, no pool	Exterior corridors, no pool	No pool, limited meeting space	No pool, limited meeting space	Limited meeting space
Opportunities	Ability to take more meeting and catering business. Higher end product for guests. Pool for social and sports team business. Hilton Honors rewards.	Ability to take more meeting and catering business. Higher end product for guests. Pool for social and sports team business. Hilton Honors rewards.	Ability to take more meeting and catering business. Higher end product for guests. Pool for social and sports team business. Hilton Honors rewards.	Ability to take more meeting and catering business. Pool for social and sports team business. Hilton Honors rewards.	Ability to take more meeting and catering business.

<b>Competition Name</b>	<b>Hilton Boston</b>	<b>Best Western</b>	<b>Comfort Inn</b>	<b>Best Western Braintree</b>	<b>Hampton Inn Braintree</b>
Threats	Breakfast included in rate. Able to offer extremely low rates. Extended stay business.	Breakfast included in rate. Able to offer extremely low rates. Extended stay business.	Breakfast included in rate. Able to offer extremely low rates.	Breakfast included in rate and complimentary shuttle.	Breakfast included in rate and complimentary shuttle.
Comments	Renovated the entire property, rooms, common areas and signage.	Renovated the entire property, rooms, common areas and signage.	Room renovations to begin in 2018.	Currently selling as the Beantown Inn until they complete renovations and requirements to Best Western.	Capturing more business while renovations are ongoing at Beantown Inn which is next door.

BIRTHPLACE	CLUB	EMAIL	POSITION	SALARY
Terrassa	Barcelona	Austin@abcConsulting.com	Midfielder	10000
Terrassa	Borussia Dortmund	Thomaslp@abcConsulting.com	Forward	8000
Terrassa	Barcelona	De Haan@abcConsulting.com	Midfielder	7000
Estella	IIN	Hunold@abcConsulting.com	Forward	12000
Metkovic	IN	De Haan@abcConsulting.com	Midfielder	15000
Metkovic	Croatia	Christian Eriksen@abcConsulting.com	Forward	14000
Estella, Lizarra	PSG	Kochhar@abcConsulting.com	Midfielder	9500
Estella	Bayern Munich	Alupet@abcConsulting.com	Defender/ midfielder	4500

BIRTHPLACE 2\*\*\*\*\*

BIRTHPLACE	CLUB	EMAIL	POSITION	SALARY
Terrassa	Barcelona	Austin@abcConsulting.com	Midfielder	10000
Terrassa	Borussia Dortmund	Thomaslp@abcConsulting.com	Forward	8000
Terrassa	Barcelona	De Haan@abcConsulting.com	Midfielder	7000
Estella	IIN	Hunold@abcConsulting.com	Forward	12000
Metkovic	IN	De Haan@abcConsulting.com	Midfielder	15000
Metkovic	Croatia	Christian Eriksen@abcConsulting.com	Forward	14000
Estella, Lizarra	PSG	Kochhar@abcConsulting.com	Midfielder	9500
Estella	Bayern Munich	Alupet@abcConsulting.com	Defender/ midfielder	4500

# 2018 BUSINESS PLAN

**Hotel HardRock**

**San Jose**

**CA**



**HOTEL HARDROCK**



# PHYSICAL ATTRIBUTES

The Hotel HardRock, San Jose, CA is a 150-room full service property that was built in 1985 as a Holiday Inn and experienced various franchise changes over the years. Located 17 miles south of the Boston Logan International Airport, the property has a total of 5 floors and sits ½ mile from Route 3, a major artery linking Boston to Cape Cod.



# GUESTROOMS

- The Hotel HardRock has 127 total guestrooms, 2 of which are whirlpool suites. All guest rooms feature brand new Serta Suite Dreams beds, 47 inch flat panel high definition televisions, ergonomic desk chairs, carpeting, lighting, and artwork.
- Microwaves and refrigerators are featured in all rooms on the fourth and fifth floors. Our guest rooms have tiled floors in both the entry way and bathroom. All guest rooms feature a closet, hairdryer, coffeemaker, iron and ironing board, voicemail, telephones with speakerphone capability, in-room safe and wireless internet.
- Guests also have available to them electrical cubes for additional outlets and a small sleek alarm clock.



# LOBBY

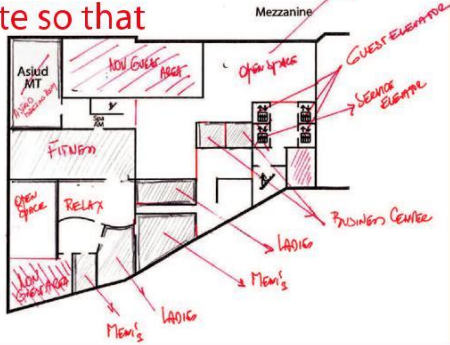
- Upon entering the hotel, guests are welcomed by the spacious lobby. It includes vaulted ceilings up to the third floor.
- The front desk consists of two pods that allow for the front desk to have more guest interaction and personalize each guest's experience. The lobby also features a MADE Market with a variety of snacks, beverages, fresh salads and sandwiches, and amenities for sale, an ATM and two elevators.
- The spiral staircase that was once the central focal point of the lobby was removed during the 2016 redecoration in order to create an open airy modern lobby with plenty of plush seating that allows for guests to use the common space as a social hub to spend time interacting and working.
- The lobby also features a high top communal table with two computers that act as the business center.



# BOSRODT-HardRock 929 Hingham Street

**Note to Hotel:**

If there are changes, please print the floorplan and mark any necessary changes in **RED** (as shown below), scan and upload to the Blueprintwebsite so that we may make the changes quickly and accurately.



### Note to Hotel:

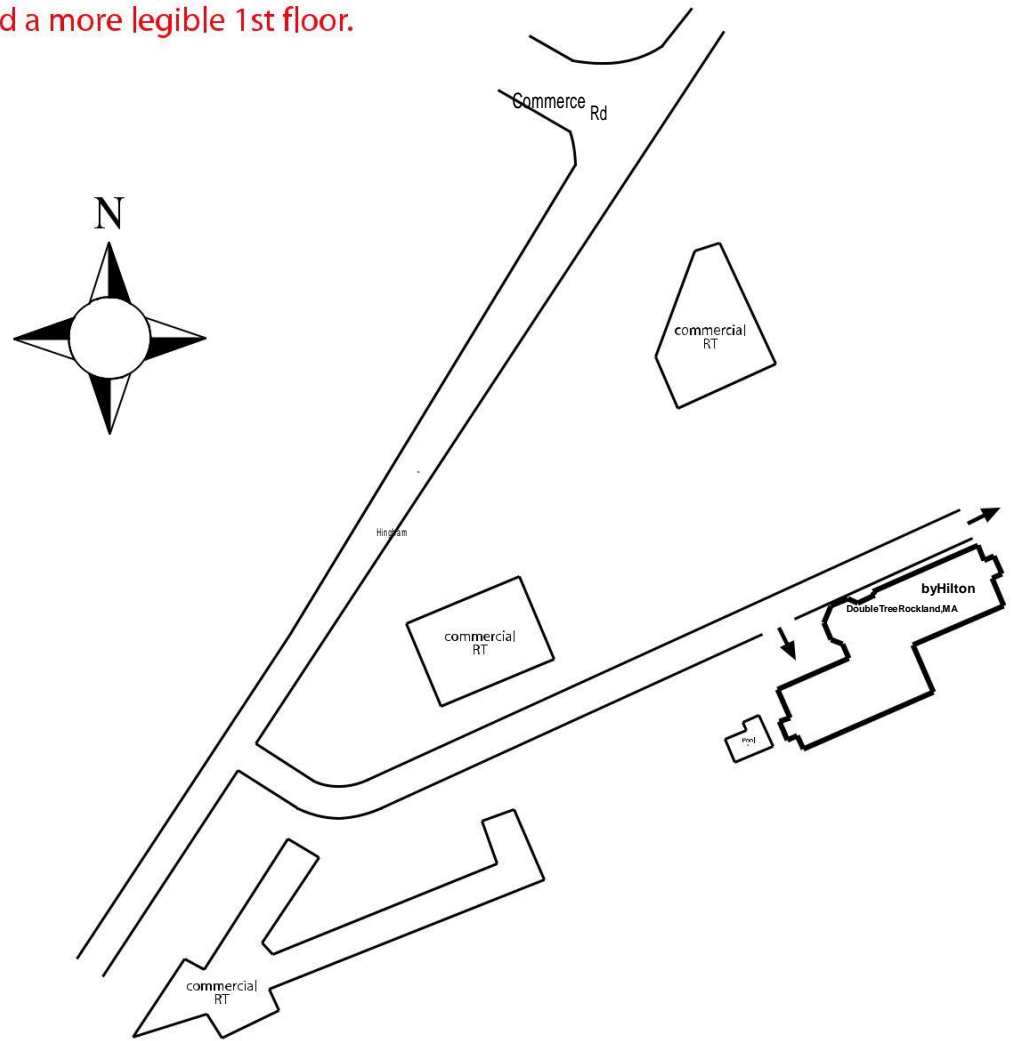
Please Verify Room Numbers and Cross Reference Against Your PM System List Of Rooms.

**Room Numbers Must Appear On Floor Plan As They Appear In Your PM System.**

**Make Sure No Changes Have Been Made To Room Numbers Due To Prior Renovations.**

**Note to Hotel:**

Upload a more legible 1st floor.



**Note to Hotel:**

**Please Identify and Label:**

Front Desk  
Lobby/Lounge/Gathering Areas  
Gift Shop  
Business Center  
Breakfast/Dining Area  
Restaurants by Name  
Mens and Womens Restrooms  
Meeting Rooms by Name

## Guest Laundry

Fitness Center

## Pool

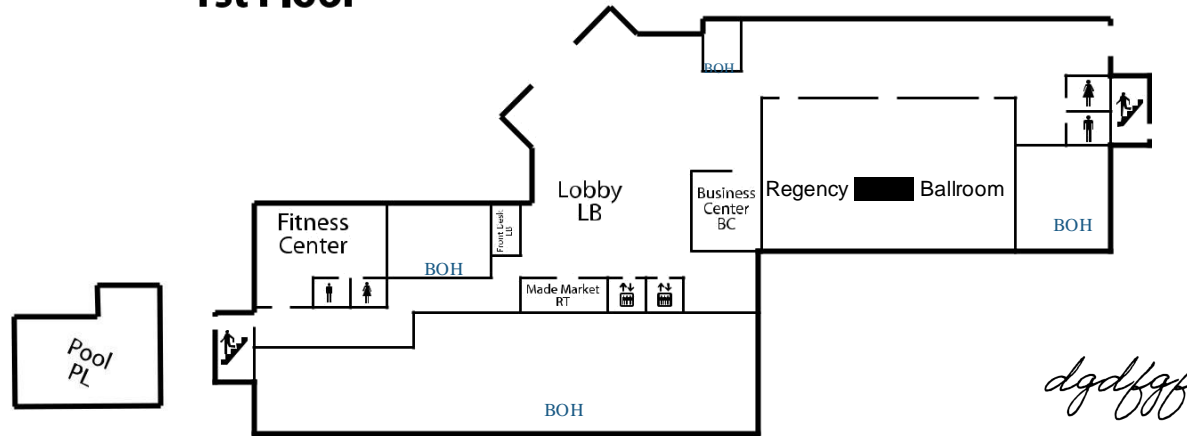
## Outdoor Areas

### Guest Room Numbers

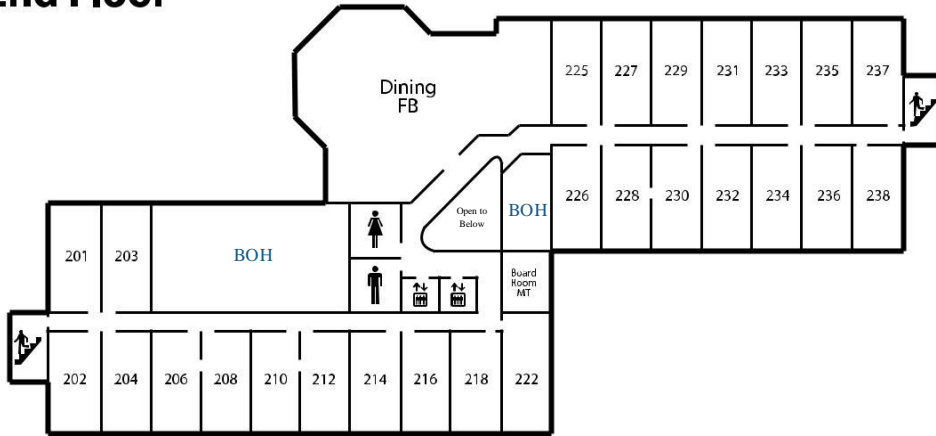
## Connecting Guest Rooms

Label any other guest areas not shown

## 1st Floor



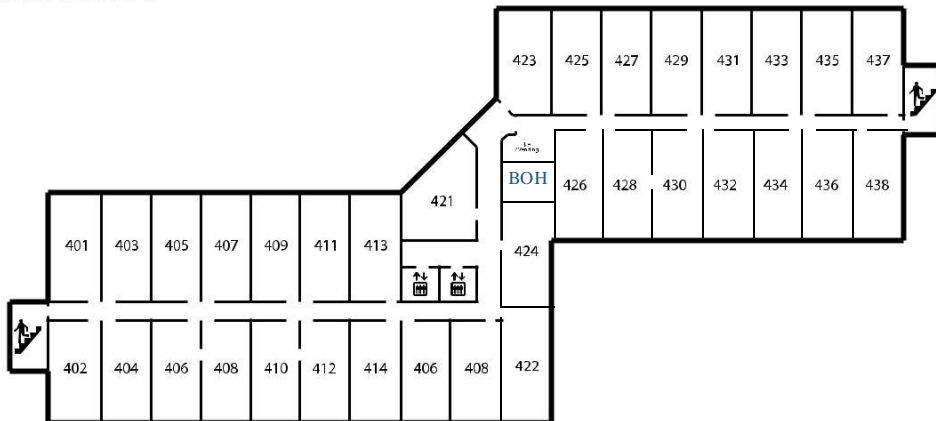
## 2nd Floor



## 3rd Floor



## 4th Floor



## 5th Floor



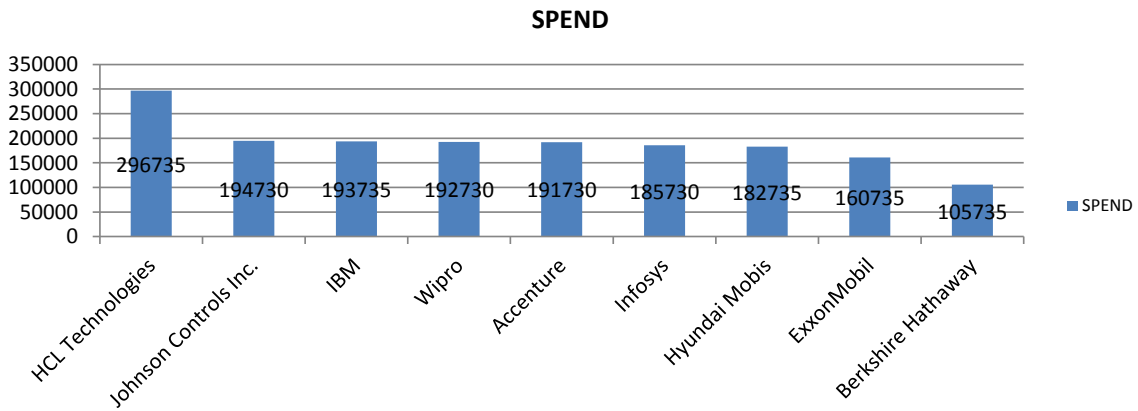
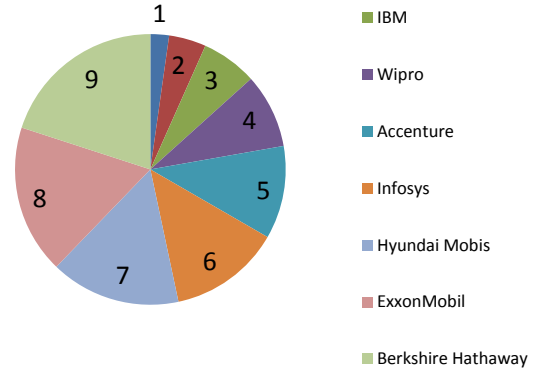
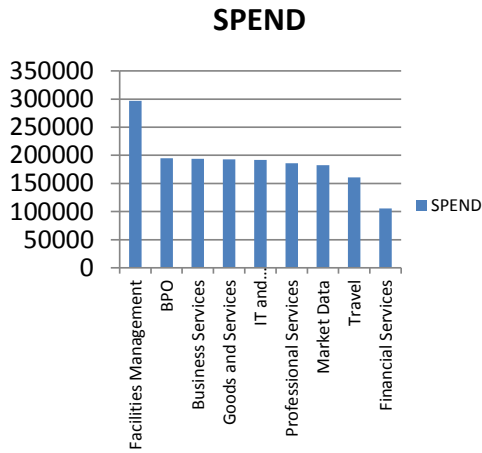
# SPEND SUMMARY REPORT

Breakdown of Spend by Category

Reporting Year: 2017

BU Name : CN

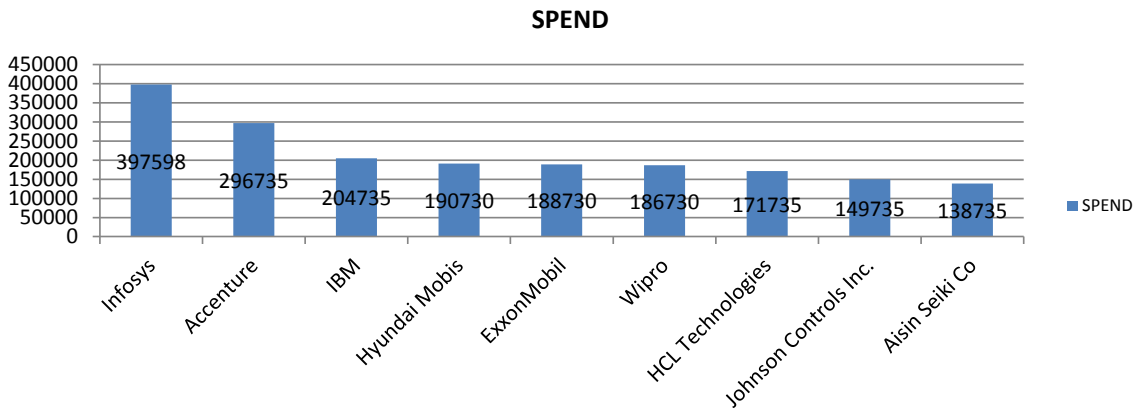
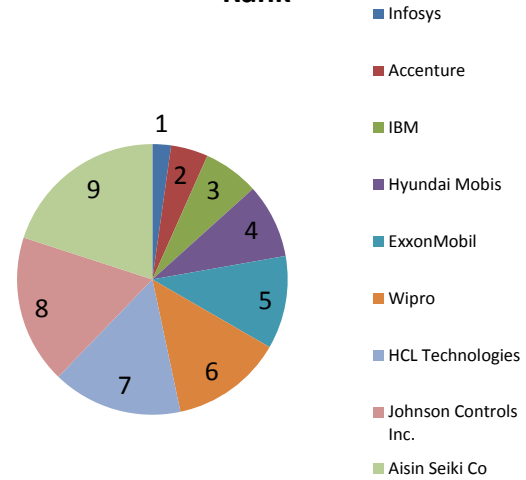
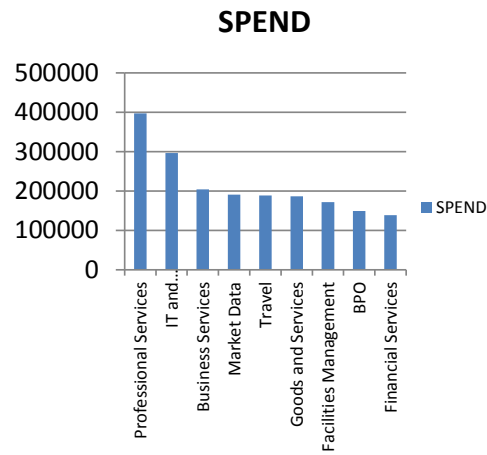
Rank



Rank	SUPPLIER	CAT	REGION	SPEND
1	HCL Technologies	Facilities Management	South	\$296,735.00
2	Johnson Controls Inc.	BPO	South	\$194,730.00
3	IBM	Business Services	Central	\$193,735.00
4	Wipro	Goods and Services	West	\$192,730.00
5	Accenture	IT and Telecommunications	West	\$191,730.00
6	Infosys	Professional Services	West	\$185,730.00
7	Hyundai Mobis	Market Data	Central	\$182,735.00
8	ExxonMobil	Travel	South	\$160,735.00
9	Berkshire Hathaway	Financial Services	South	\$105,735.00
Grand Total				\$1,704,595.00

BU Name : HR

Rank

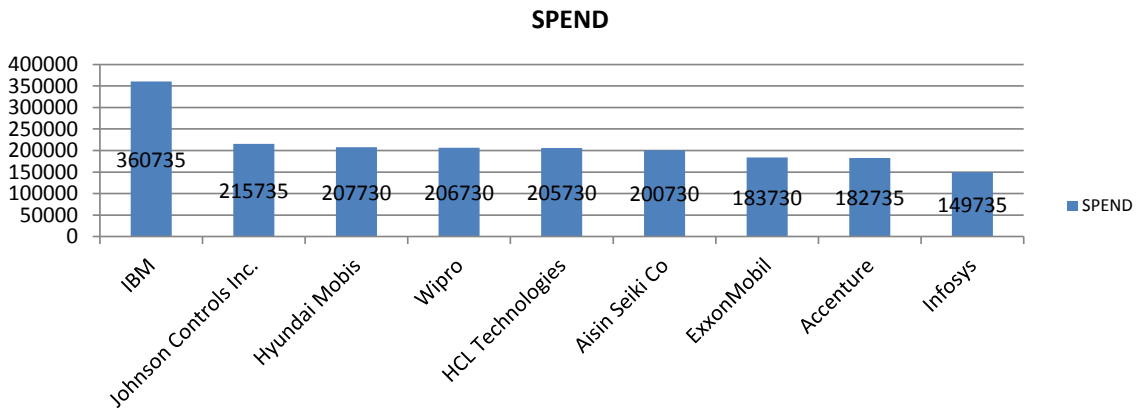
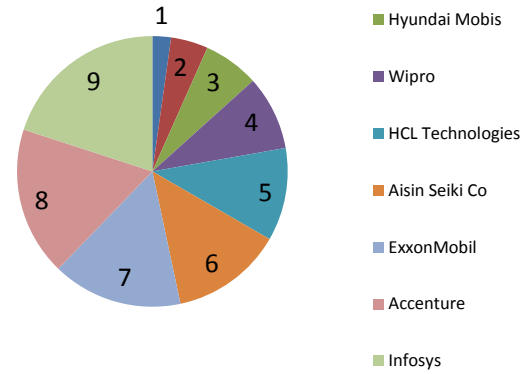
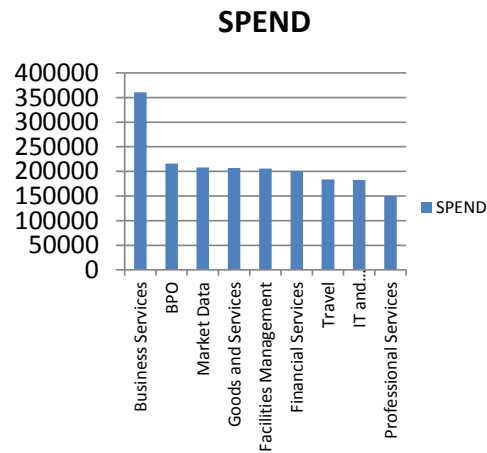


Rank	SUPPLIER	CAT	REGION	SPEND
1	Infosys	Professional Services	West	\$397,598.00
2	Accenture	IT and Telecommunications	West	\$296,735.00
3	IBM	Business Services	Central	\$204,735.00
4	Hyundai Mobis	Market Data	Central	\$190,730.00
5	ExxonMobil	Travel	South	\$188,730.00
6	Wipro	Goods and Services	West	\$186,730.00
7	HCL Technologies	Facilities Management	South	\$171,735.00
8	Johnson Controls Inc.	BPO	South	\$149,735.00
9	Aisin Seiki Co	Financial Services	South	\$138,735.00
Grand Total				\$1,925,463.00



BU Name : IND

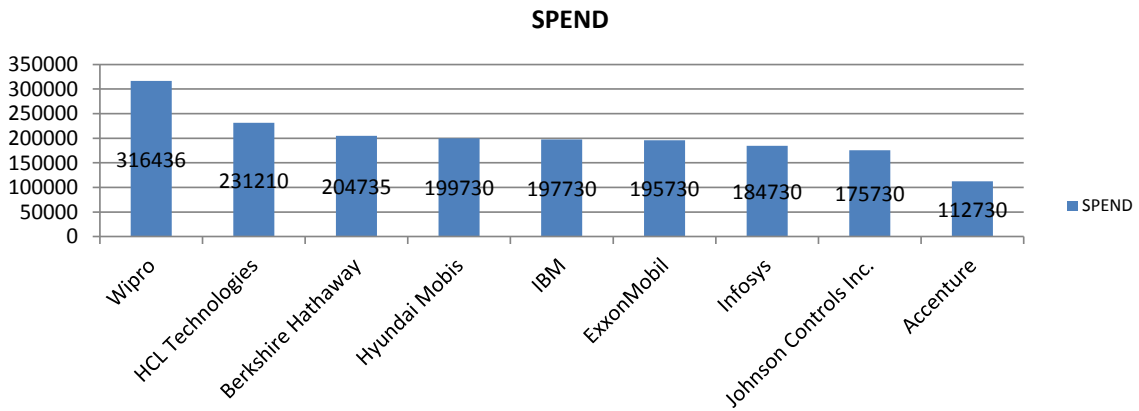
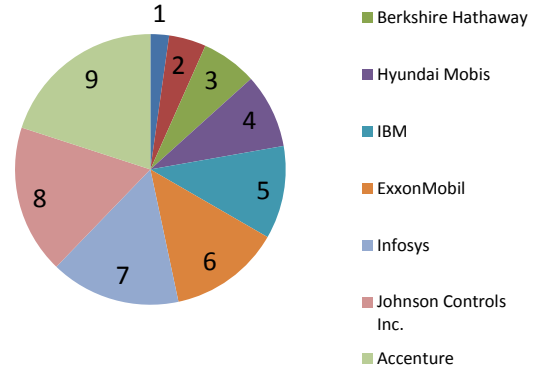
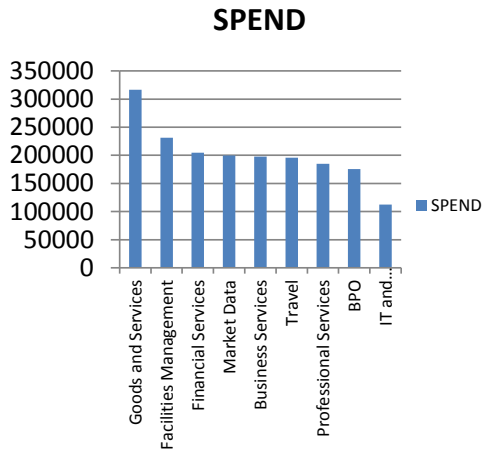
Rank



Rank	SUPPLIER	CAT	REGION	SPEND
1	IBM	Business Services	Central	\$360,735.00
2	Johnson Controls Inc.	BPO	South	\$215,735.00
3	Hyundai Mobis	Market Data	Central	\$207,730.00
4	Wipro	Goods and Services	West	\$206,730.00
5	HCL Technologies	Facilities Management	South	\$205,730.00
6	Aisin Seiki Co	Financial Services	South	\$200,730.00
7	ExxonMobil	Travel	South	\$183,730.00
8	Accenture	IT and Telecommunications	West	\$182,735.00
9	Infosys	Professional Services	West	\$149,735.00
Grand Total				\$1,913,590.00

BU Name : ISA

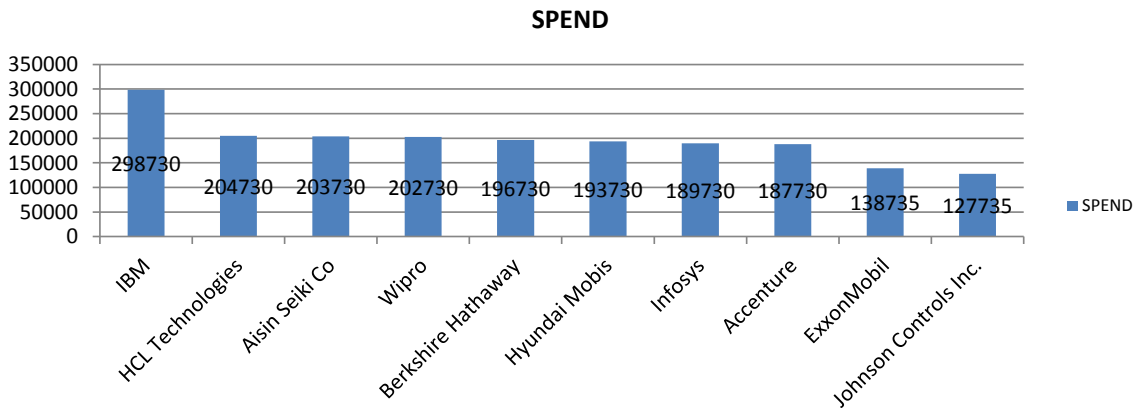
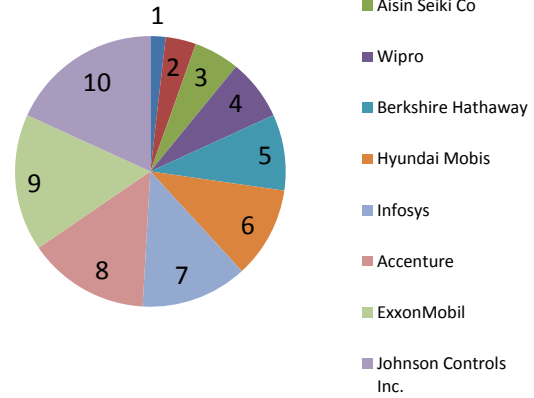
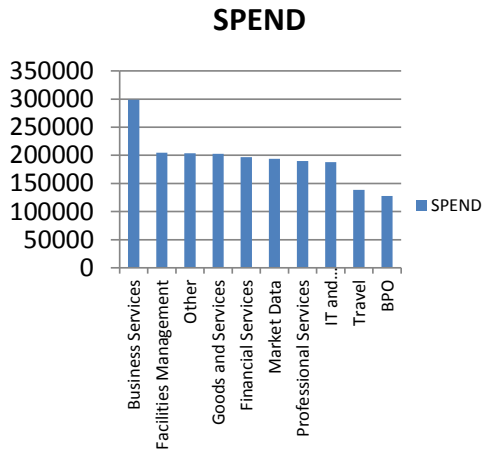
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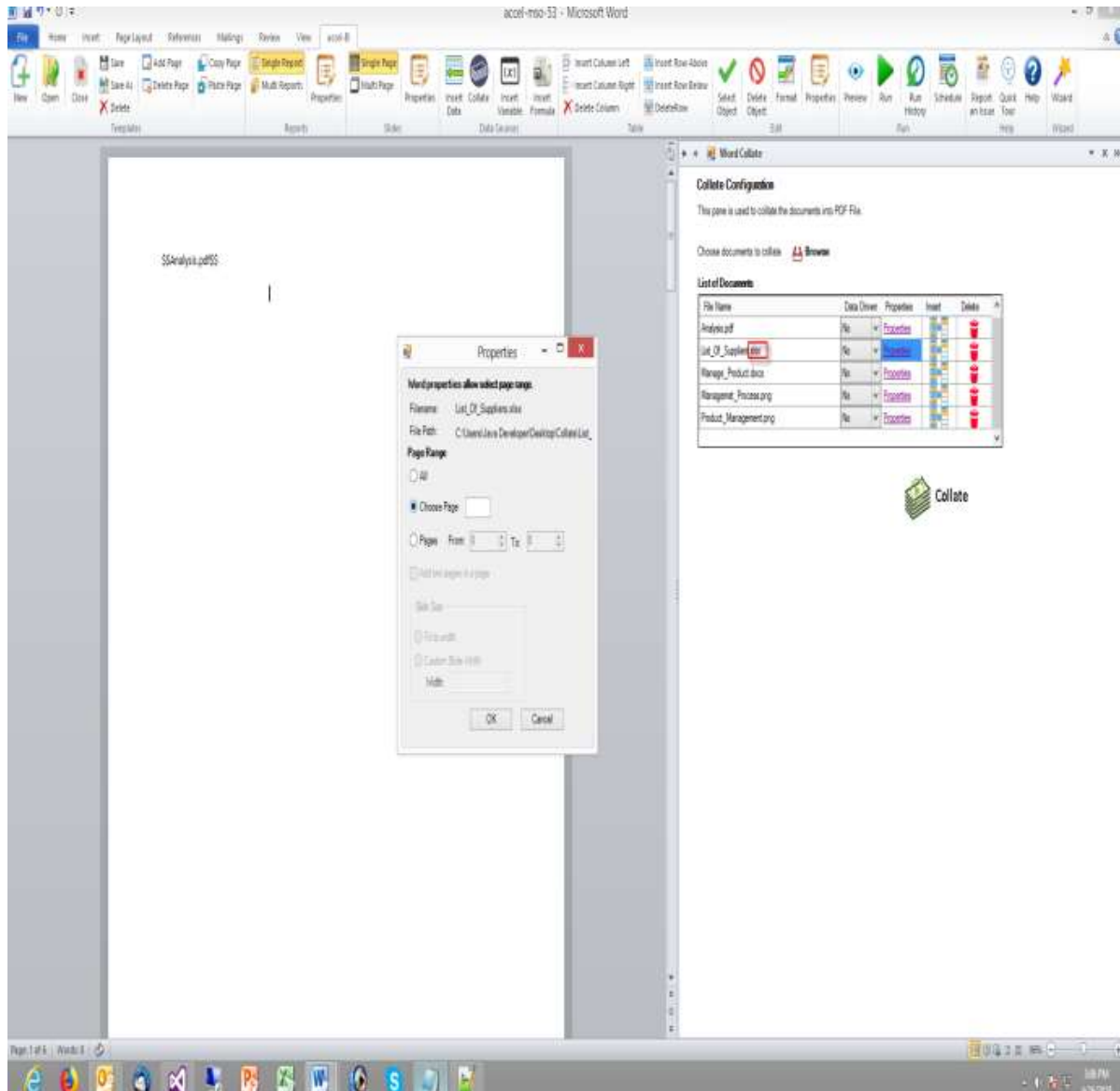
Rank	SUPPLIER	CAT	REGION	SPEND
1	Wipro	Goods and Services	West	\$316,436.00
2	HCL Technologies	Facilities Management	South	\$231,210.00
3	Berkshire Hathaway	Financial Services	South	\$204,735.00
4	Hyundai Mobis	Market Data	Central	\$199,730.00
5	IBM	Business Services	Central	\$197,730.00
6	ExxonMobil	Travel	South	\$195,730.00
7	Infosys	Professional Services	West	\$184,730.00
8	Johnson Controls Inc.	BPO	South	\$175,730.00
9	Accenture	IT and Telecommunications	West	\$112,730.00
Grand Total				\$1,818,761.00

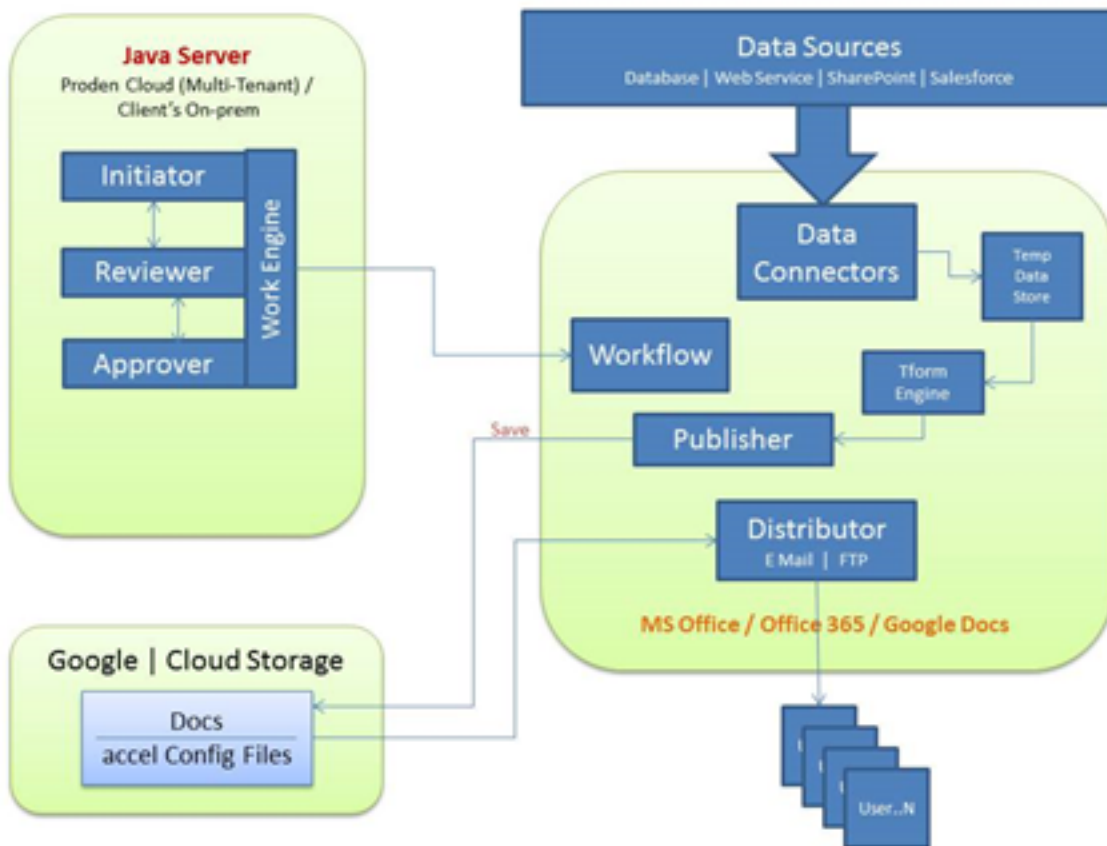
BU Name : NA

Rank



Rank	SUPPLIER	CAT	REGION	SPEND
1	IBM	Business Services	Central	\$298,730.00
2	HCL Technologies	Facilities Management	South	\$204,730.00
3	Aisin Seiki Co	Other	South	\$203,730.00
4	Wipro	Goods and Services	West	\$202,730.00
5	Berkshire Hathaway	Financial Services	South	\$196,730.00
6	Hyundai Mobis	Market Data	Central	\$193,730.00
7	Infosys	Professional Services	West	\$189,730.00
8	Accenture	IT and Telecommunications	West	\$187,730.00
9	ExxonMobil	Travel	South	\$138,735.00
10	Johnson Controls Inc.	BPO	South	\$127,735.00
<b>Grand Total</b>				<b>\$1,944,310.00</b>





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