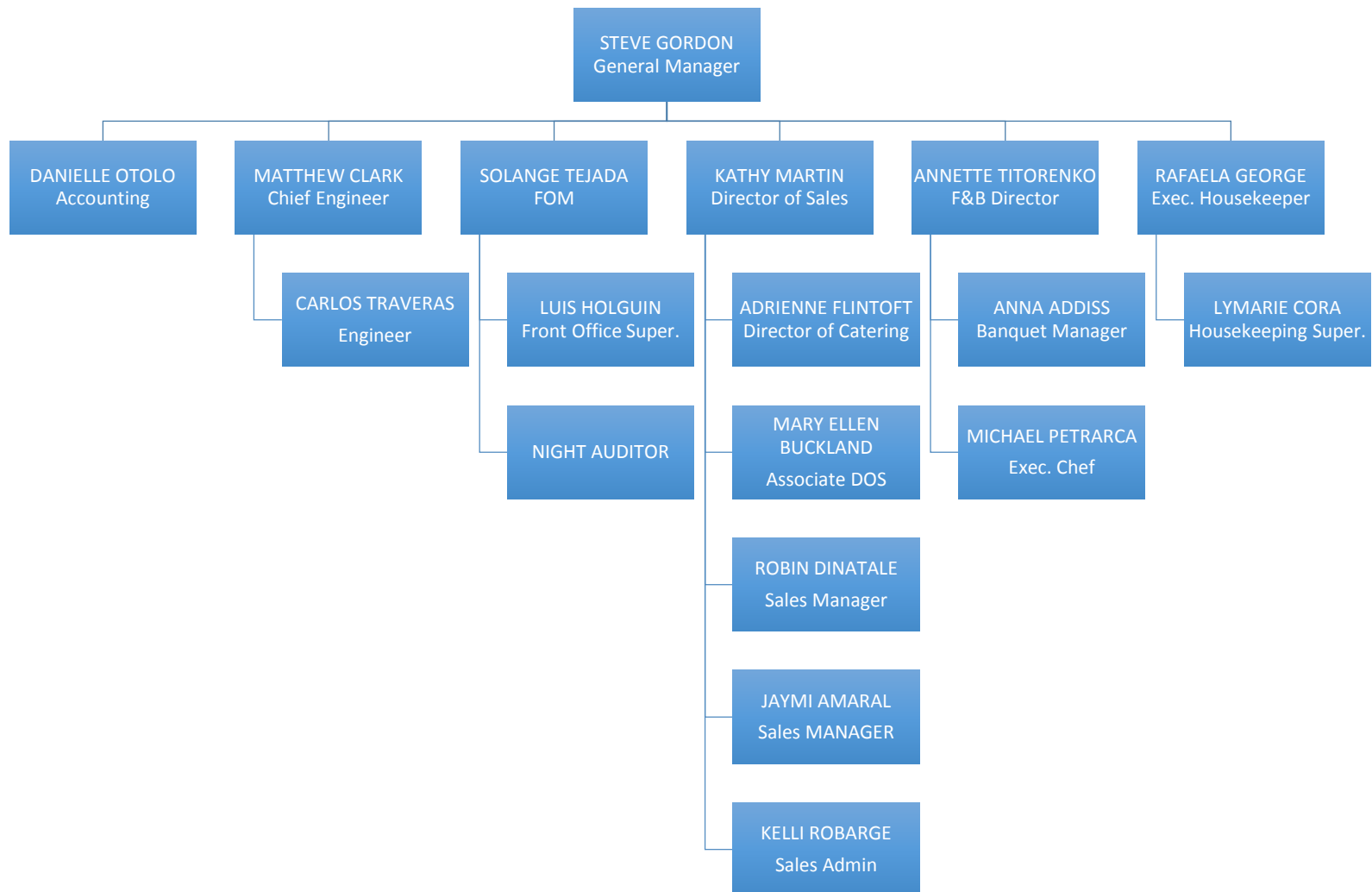


DoubleTree Andover, MA Organizational Chart





DoubleTree by Hilton
Boston-Andover

Business Plan

2019

TOP TARGETED ACCOUNTS-Catering

Account Name	Account Type	Room Nights	Room Revenue	Catering Revenue	Contract Room Rate	Property Total Revenue
New England Orchard Society	Local	50	\$4,950	\$ 3,400	\$99	\$8,350
Lazarus House	Local			\$ 6,000		\$6,000
SC Torrice Company	Local			\$ 12,000		\$12,000
Aetna Health	Local			\$ 8,000		\$8,000
Charter Foids	Local			\$ 10,000		\$10,000

Account Name	Comments & Action Steps	Competing Hotels/V
New England Orchid Society	This group has been at their current venue for 3 years. We would fit their needs for a February/March. Offering 1 comp suite and welcome reception as new clients.	Courtyard Marriott, N
Lazarus House	They host their annual gala in November. Will meet with director and board to discuss partnership for events all year long and relocation of gala event	Andover Country Cl
SC Torrice Company	Held 14 Events in Boston Area. Will solicit meeting planners and leverage HHonors points promotions and catering incentives.	Hilton Woburn, Crown Plaza, E Waltham, Burlington M
Aetna Health	Targeting Holiday Party. Will offer value add catering incentive based on client's wants/needs to reloacte.	Burlington Marriot
Charter Foods	Leadership meetng 4-5 times a year 40 people. Will solicit meeting planners and leverage HHonors points promotions and catering incentives. Holiday meeting 80 people. Will offer value add catering incentive based on client's wants/needs to reloacte.	LaQuinta, Andove

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TOP TARGETED ACCOUNTS

		2018					
Account Name	Account Type	Total Annual Market Room Nights	Total Annual Market Revenue	No. Rooms (Act/FC)	Contract Room Rate	Property Total Revenue	No. Rooms Forecasted
Semcasting	Local	100	\$13,900			\$0	100
Rudolph Technologies	Local	100	\$14,900			\$0	100
Trial Solutions	Local	100	\$14,200			\$0	100
Hyland Software	Local	100	\$14,200			\$0	100
Loco Robotics	Local	100	\$14,400			\$0	100
Asahi America	Local	200	\$26,400			\$0	200
Sarepta Therapeutics	Local	0				\$0	125
Federal Express	National	0				\$0	150
OSI Systems	Local	0				\$0	100
Alliance Radiology	Local	100				\$14,900	300

Account Name	Comments & Action Steps	Comments
Semcasting	Semcasting is new to North Andover and in a slight growth mode. The hotel will invite the travel planners for a tour of the hotel. The hotel's strategy is to offer a introductory preferred rate of \$154.00 in 2019. The hotel will sign up travelers for Hilton Honors Rewards program to ensure loyalty.	Holiday
Rudolph Technologies	Rudolph Technologies is in Wilmington. The hotel will invite planners for a tour. The hotel will pursue the transient and group markets. The hotel's strategy is to offer introductory preferred rate of \$154.00 in 2019. The hotel will sign up travelers for Hilton Honors Rewards program to ensure loyalty.	Residence
Trial Solutions	Trial Solutions is doing project business in Tewksbury. The hotel's strategy is offer Gold Status to the top travelers and will offer a introductory preferred rate \$154.00 in 2019.	Holiday
Hyland Software	Hyland Software has a regional office in Andover. The company prefers to have breakfast included in their rate. The hotel's strategy is offer Gold Status to the top travelers and will offer a preferred rate \$154.00 in 2019.	Spring
Loco Robotics	Loco Robotics moved to Andover in 2018. The hotel's strategy is offer Gold Status to the top travelers and will offer a preferred rate \$154.00 in 2019.	Marriott
Asahi America	Asahi America currently uses the Sonesta Hotel at \$132.00. The hotel's strategy is offer Gold Status upgrades to the top 10 travelers and offer a preferred rate of \$139.00 in 2019. Gold status will give the travelers breakfast included in their rate.	Sonesta - \$13
Sarepta Therapeutics	Sarepta Therapeutics moved to a new lab and research and development site in Andover. The hotel's strategy is to invite planners for a tour of the hotel. The hotel will offer an introductory preferred rate of \$149.00. The hotel will sign up travelers for Hilton Honors Rewards program to ensure loyalty.	

TOP TARGETED ACCOUNTS

Federal Express	Federal Express has a distribution center in Wilmington, MA. The hotel has submitted an RFP for and offered a preferred rate \$152.00 for 2019.	
OSI Systems	OSI Systems acquired Rapsican in Andover, MA. The hotel submitted an RFP and offered a preferred rate of \$154.00 in 2019.	
Alliance Radiology	Alliance Radiology has renovated their regional office in Andover to conduct training at their facility. The hotel's strategy is to pursue the 2019 training series and offer group rates of \$149.00 during low season demand and \$159.00 during peak season demand. The hotel will offer Event Planner Reward points to retain the series.	

N/A
N/A
N/A