

## **Food and Beverage Overview**

### **Introduction**

Hard rock by Hilton Nashua provides full service food and beverage services to both the corporate and social markets. The hotel features three outlets including: Speaker's Corner Restaurant, Speaker's Bar and Lounge, and In-Room Dining Services. The hotel offers dining services from 6:30am until 12:30am daily. The Hard rock by Hilton Nashua has 10,290 square feet of flexible meeting space. From corporate meetings to extravagant social events, the Grand Ballroom can accommodate up to 400 guests.

### **Conrad's Bar and Grill**

Newly renovated Speaker's Corner Restaurant, with its refreshed and contemporary look, will help generate more business within the community as well as retain hotel guests to stay onsite during their travels. There will be seating for up to 100 in the dining room, 65 on the outdoor patio, and 66 at the bar and lounge. The restaurant features multiple televisions and a wide selection of beers on tap. Located off of the main lobby, the bar and lounge area invites guests to socialize in a relaxed setting, watch their favorite sports team, and enjoy live music. The re-conceptualized space creates a more inviting atmosphere, attracting new and old clients alike. From those traveling in to meet and greet upon arrival to local businessmen and women looking to decompress after a hard day's work, Speaker's Corner is the perfect spot. Speaker's Corner Restaurant is open weekdays from 6:30am to 12:30am and weekends from 7:00am to 12:30am.

### **Banquet Sales and Catering**

The holiday seasons present a special opportunity for family, friends and travelers to experience memorable occasions in a fun, festive atmosphere. The hotel features a New Year's Eve celebration event with live music and a champagne toast to cap off the night. On New Year's Day, there is an enhanced breakfast buffet with carved ham and specialty French toast. The hotel hosts a buffet in the Grand Ballroom on Easter Sunday with an area for the children to visit and take photos with the Easter Bunny. Mother's Day features an enhanced breakfast buffet with two scheduled seating times to maximize the level of business and offer a consistent experience throughout the day. On Thanksgiving the hotel features a day time buffet with many traditional comfort food offerings.

### **Additional Field 1**

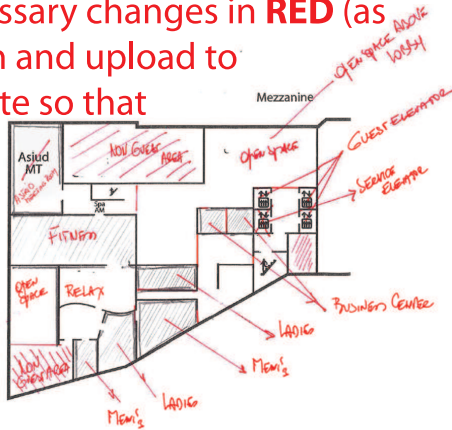
The Group and Catering sales managers creatively sell over 10,000 square feet of versatile meeting space. From weddings to corporate events, the flexible meeting space is ideal for all types of business and desired setups. With a goal of 23 weddings in 2019, an increase of 5 over 2018, and an influx of corporate conventions, the sales team will leverage the newly renovated catering facilities and banquet equipment to secure higher revenue for each function. The 5,200 square foot Grand Ballroom can be divided into 6 sections, accommodating up to 400 reception style, and can include portable staging, bars, and dance floors. The Executive Boardroom, located next to the Grand Ballroom offers a newly resurfaced conference table with built in electrical outlets, 16 deluxe ergonomic chairs, and a 75 inch TV for a more seamless presentation.

***Hard Rock***

**BOSRODT\_MA-Rockland**  
**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:

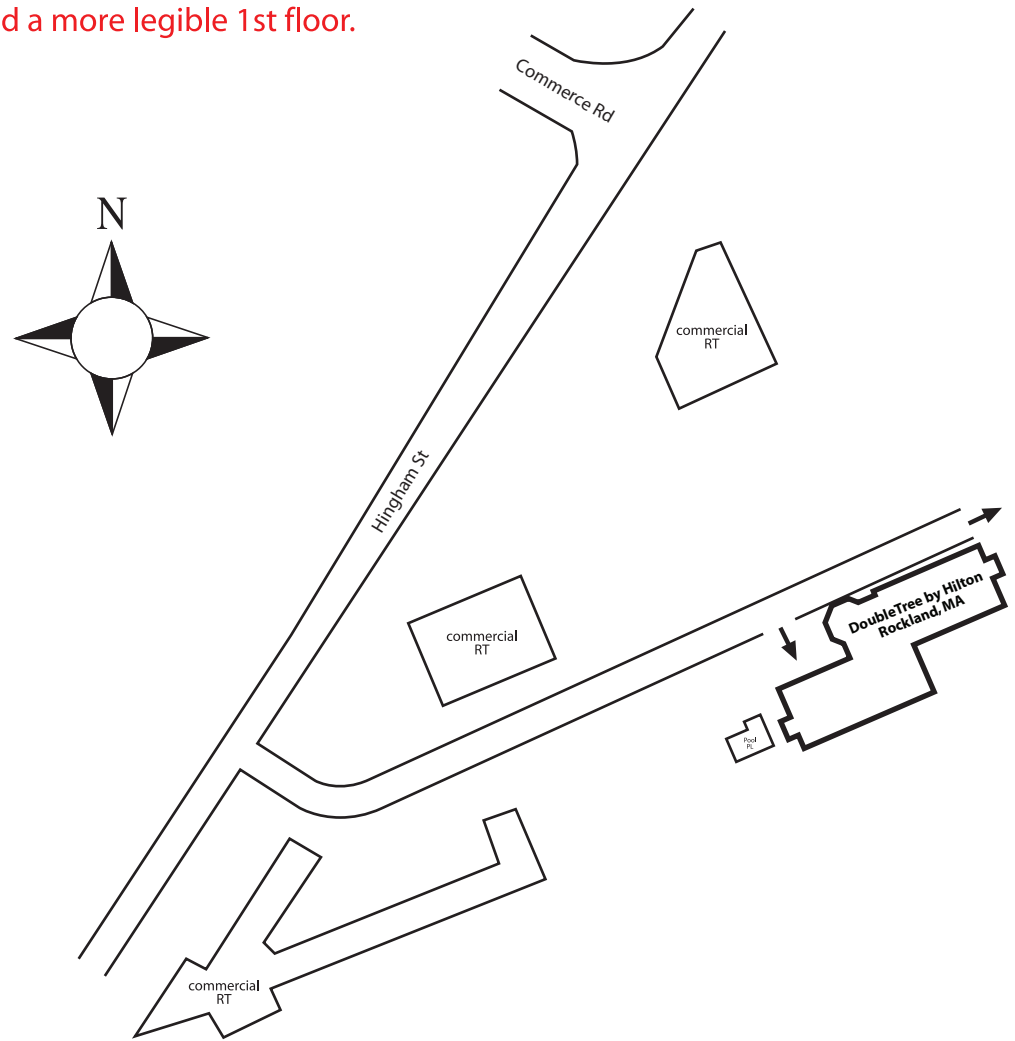
Please Verify Room Numbers and Cross Reference Against Your PM System List Of Rooms.

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

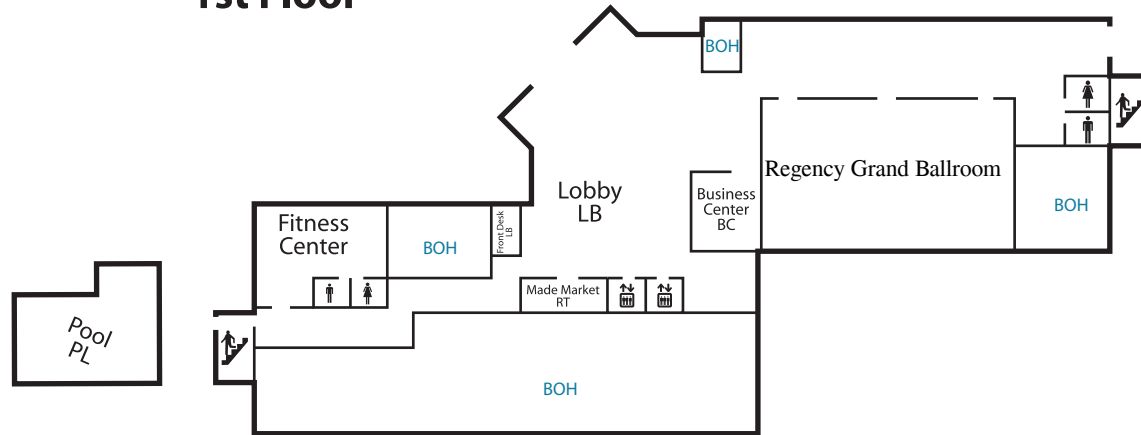
## Outdoor Areas

## Guest Room Numbers

## Connecting Guest Rooms

Label any other guest areas not shown

## 1st Floor



## 2nd Floor



## 3rd Floor



## 4th Floor



## 5th Floor



## Online Marketing Action I

Marketing Category	Action Steps	Person Responsible
<a href="#">LOGINS</a>	<a href="#">LINKS</a>	<a href="#">PHOTOS</a>
January Stats	TripAdvisor ( ) Google: ( ) Facebook: ( ) Instagram: ( ) Twitter: ( )	
First Quarter		
Advertising	Review approved advertising expenses and post reminders to purchase in this plan throughout the year.	Online Marketing Manager
Digital Key Welcome Letter	Review and update the Digital Key Welcome Letter. Be sure to add links to the hotel's social accounts and encourage guests to share their photos online of their stay using the hotel's hashtag.	DOS
Email Marketing	Email a custom package to be promoted through Hilton email marketing newsletter to <a href="mailto:ecommerceconsultinggroup@hilton.com">ecommerceconsultinggroup@hilton.com</a> .	Online Marketing Manager
Event Space Marketing	Purchase an ad in Andover Mums Blog/Facebook Page Promoting an Event Space Special. \$200	Online Marketing Manager
Guest Communication	<a href="#">Review your current pre/post stay email template. Update as needed to increase F&amp;B revenue and repeat stays. Make transactional email requests using: <a href="http://form.iotformpro.com/form/50127344071950">http://form.iotformpro.com/form/50127344071950</a>.</a>	DOS
Link Building/Partnerships	Search your hotel's phone number in Google. Update all listings that have improvement opportunities. And login to all accounts listed in the attached logins sheet including wedding websites to do the same. Improve & update.	DOS
OTA Content	Update Expedia Partner Central. Content score should be 100%. Photos and descriptions should sell hotel among the competition.	Online Marketing Manager
Package Development	Develop 2-3 custom packages for the year - Romance, Canobie Lake and NH Shopping	DOS
Package Marketing	Submit Package details for Hilton Social Media promotions to the Social Content section of MarKIT in the Hilton Lobby. Promote packages through Facebook, Instagram, Google+, Twitter, Merrimack Valley CVB, MassVacation.com, and Merrimack Valley Chamber.	DOS
Social Media Marketing	SCHEDULE... Employee of the Month, Wedding posts, Lowell Winterfest, Truck Day at Fenway, Earth Day Festivals, Boston Marathon, Easter Brunch ENGAGE... Addison Gallery of Art, Phillips Academy, Merrimack Rep Theatre, AllStar Entertainment & UpLighting, Les Fleurs CONTEST... Giveaway a Romance Package BOOST...special offers and posts with natural reach	DOS

## **Online Marketing Action I**

TripAdvisor	Send a Review Express Mailing. Update TripAdvisor listing. Choose top images. Pick album covers. Load announcement.	DOS
Website Content	Update the Plan An Event Page & Wedding Page. Load Group Offers for the Year. Click all attachments to make sure they are connected an accurate. Monthly audit of all web pages. Update banner ads. Link build with referral properties.	DOS
Website Performance Review with Hilton	Request a Performance Review with Hilton eCommerce Consulting.	Online Marketing Manager
<b>Second Quarter</b>		
Advertising	Purchase an ad in Andover Mums Blog/Facebook Page Promoting an Mother's Day Brunch. \$200	Online Marketing Director
GDS Audit	Request a GDS Audit from GTP-GDS@hilton.com	Online Marketing Director
Link Building/Partnerships	Research your competitors. Search their phone number and backlinks for opportunities. This quarter focus on: Andover Courtyard, SpringHill Suites Andover and Sonesta ES Suites Andover.	DOS
Meeting Inventory	Confirm meeting inventory is loaded.	DOS
OTA Content	Update Booking.com. Content score should be 100%. Photos and descriptions should sell hotel among the competition.	Online Marketing Manager
Package Development	Establish a package with Canobie Lake Park	DOS
Package Marketing	Submit Package details for Hilton Social Media promotions to the Social Content section of MarKIT in the Hilton Lobby. Promote packages through Facebook, Instagram, Google+, Twitter, Merrimack Valley CVB, MassVacation.com, and Merrimack Valley Chamber.	Team
Social Media Marketing	SCHEDULE... .Employee of the Month, Krit Classic Race, Phillips Academy Grad, Merrimack College Grad, Lowell Folk Fest, ClownTown, Tongas/Lowell Arena Events, Mother's Day Brunch ENGAGE... Merrimack College, Merrimack CVB, Phillips Academy, Tongas/Lowell Arena, Canobie Lake, Methuen Music Hall, LaRosa's CONTEST... Giveaway Tickets to Canobie Lake BOOST...special offers and posts with natural reach	DOS
TripAdvisor	Send a Review Express Mailing. Highlight upcoming events and hotel happenings. Update the Announcement, Special Offer, and choose a favorite review.	DOS
Website Content	Load Canobie Package to Booking Engine & Website. Load the Easter banner with link to the menu. Update banner ads. Link build with referral properties.	DOS
<b>Third Quarter</b>		

## **Online Marketing Action I**

Cvent	Update Cvent. Photos and descriptions should sell hotel among the competition.	DOS
Email Marketing	Email a custom package to be promoted through Hilton email marketing newsletter to <a href="mailto:ecommerceconsultinggroup@hilton.com">ecommerceconsultinggroup@hilton.com</a> .	DOS
GDS Audit	Complete all recommended action items from the GDS Audit.	DOS
Link Building/Partnerships	Research your competitors. Search their phone number and backlinks for opportunities. This quarter focus on: Radisson Chelmsford and Holiday Inn Tewksbury.	Online Marketing Manager
Package Marketing	Submit Package details for Hilton Social Media promotions to the Social Content section of MarKIT in the Hilton Lobby. Promote packages through Facebook, Instagram, Google+, Twitter, Merrimack Valley CVB, MassVacation.com, and Merrimack Valley Chamber.	Online Marketing Manager
Performance Review	Request a Performance Review with Hilton eCommerce Consulting. If visits are down, also request an SEO Review.	DOS
Social Media Marketing	SCHEDULE...Summer Outing, Employee of the Month, Phillips Academy & Merrimack College Move In, Andover Day, Lowell Music & Wine Fest, Scarecrow Fest Downtown, Baystate Marathon, Tongas/Lowell Arena Events ENGAGE... Tongas/Lowell Arena events, Andover Country Club, Merrimack CVB, UMass Lowell CONTEST: Giveaway Canobie Tickets to Screeemfest BOOST... special offers and posts with <u>natural reach</u>	DOS
TripAdvisor	Send a Review Express Mailing. Update the Announcement, Special Offer, Images, and choose a favorite review.	DOS
Website Content	Update the Dining Page. Make sure menus are accurate. Update banner ads. Link build with referral properties.	DOS
<b>Fourth Quarter</b>		
Email Marketing	Email a custom package to be promoted through Hilton email marketing newsletter to <a href="mailto:ecommerceconsultinggroup@hilton.com">ecommerceconsultinggroup@hilton.com</a> .	Online Marketing Manager
Guest Communication	<a href="#">Review your current pre/post stay email template. Update as needed to increase F&amp;B revenue and repeat stays. Make transactional email requests using: <a href="http://form.jotformpro.com/form/50127344071950">http://form.jotformpro.com/form/50127344071950</a>.</a>	Online Marketing Manager
Link Building/Partnerships	GET CLICKING - INTERNET PROSPECTING Keywords for Demand Drivers: City+State+Keyword [meetings] + year Local Market Search: City+State+Meeting Type	DOS
OTA Content	Update Priceline. Photos and descriptions should sell hotel among the competition.	DOS
Package Development	Plan 2019 Packages. Make sure all packages loaded in the booking engine are displayed on the Special Offers page.	DOS
Package Marketing	Promote package offers on: Facebook, Instagram, Twitter, Google+, Merrimack Valley CVB, MassVacation.com	DOS

## Online Marketing Action I

Social Media Marketing	SCHEDULE... Breakfast with Santa, Gingerbread Contest, Employee of the Month, Feaster Five Race, Shine the Light on Andover, Holiday Events ENGAGE... Andover Mums, Logan Airport, Boston CVB, Merrimack CVB, Feaster Five BOOST... <u>special offers and posts with natural reach</u>	Team
TripAdvisor	Send a Review Express Mailing. Update the Announcement, Special Offer, Images, and choose a favorite review.	DOS
Website Content	Update the Things To Do and Rooms & Suites Pages. Update banner ads. Link build with referral properties.	Online Marketing Manager
Package Marketing	Submit Package details for Hilton Social Media promotions to the Social Content section of MarKIT in the Hilton Lobby. Promote packages through Facebook, Instagram, Google+, Twitter, Merrimack Valley CVB, MassVacation.com, and Merrimack Valley Chamber.	Online Marketing Manager
Social Media Marketing \$50/month	SCHEDULE...Phillips Academy & Merrimack College Move In, Andover Day, Lowell Music & Wine Fest, Scarecrow Fest Downtown, Baystate Marathon, Tongas/Lowell Arena Events ENGAGE... Tongas/Lowell Arena events, Andover Country Club, Merrimack CVB, UMass Lowell CONTEST: Giveaway Canobie Tickets to Screeemfest BOOST... <u>special offers and posts with natural reach</u>	DOS
TripAdvisor	Send a Review Express Mailing. Highlight upcoming events and hotel happenings. Update the Announcement, Special Offer, Images, and choose a favorite review.	DOS
Website Content	Update the Dining Page. Make sure menus are accurate.	DOS
Other	Request a Performance Review with Hilton eCommerce Consulting. If visits are down, also request an SEO Review.	DOS
<b>Fourth Quarter</b>		
Email Marketing	Email a custom package to be promoted through Hilton email marketing newsletter to <a href="mailto:ecommerceconsultinggroup@hilton.com">ecommerceconsultinggroup@hilton.com</a> .	Online Marketing Manager
Guest Communication	<a href="#">Review your current pre/post stay email template. Update as needed to increase F&amp;B revenue and repeat stays. Make transactional email requests using: <a href="http://form.iotformpro.com/form/50127344071950">http://form.iotformpro.com/form/50127344071950</a>.</a>	Online Marketing Manager
Link Building/Partnerships	Improve current online listings. Maintain consistency.	DOS
OTA Content	Update Priceline. Photos and descriptions should sell hotel among the competition.	DOS
Package Development	Plan 2019 Packages. Make sure all packages loaded in the booking engine are displayed on the Special Offers page.	DOS
Package Marketing	Promote package offers on: Facebook, Instagram, Twitter, Google+, Merrimack Valley CVB, MassVacation.com	DOS



### **Online Marketing Action I**

Social Media Marketing \$50/month	SCHEDULE... Feaster Five Race, Shine the Light on Andover, Holiday Events ENGAGE... Andover Mums, Logan Airport, Boston CVB, Merrimack CVB, Feaster Five BOOST... special offers and posts with natural reach	Team
TripAdvisor	Send a Review Express Mailing. Highlight upcoming events and hotel happenings. Update the Announcement, Special Offer, Images, and choose a favorite review.	DOS
Website Content	Update the Things To Do and Rooms & Suites Pages. Link build with referral properties.	Online Marketing Manager

## Plan

Due Date	Done	Notes
<a href="#">Training Doc</a>		
03/31/19		
03/31/19		
03/31/19		
01/15/19		
03/31/19		
03/31/19		
03/31/19		
02/01/19		
02/15/19		
02/01/19		

**Plan**

03/31/19		
03/31/19		
03/31/19		
04/16/19		
06/30/19		
06/30/19		
06/30/19		
06/30/19		
05/01/19		
05/10/19		
06/30/19		
06/30/19		
06/30/19		
05/16/19		

### Plan

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## Plan

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**Plan**

11/01/18		
12/31/18		
12/31/18		