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Mission Statement

Our mission for the Doubletree by Hard Rock for 2018 is to relentlessly pursue the highest levels of employee and guest satisfaction while maximizing the return on the owner's investment.

Executive Summary

Prior Year's Hotel Performance Overview

The DoubleTree by Hilton of Nashua, Massachusetts achieved an exceptional financial performance in 2018 by outperforming all previous year's revenue results. This record breaking year had a total revenue of \$14,233,115 that exceeded the previous year by \$2,270,862. The average rate improved by \$12.94 versus 2017 and the hotel achieved a \$99.70 RevPAR that was an increase of \$18.50 year over year. The Gross Operating Profit finished at \$5,645,675 that was an increase of \$1,519,478 year over year.

Overall Property Position in the Market

A significant and unexpected demand generator developed late in the third quarter of 2018 with a declaration of state of emergency across the Nashua, North Nashua and Lawrence, Massachusetts communities. This emergency situation involved over-pressurized gas lines causing multiple explosions and simultaneous residential fires across a widespread area. Columbia Gas, a subsidiary of NiSource, was responsible for the gas lines and immediately dispatched hundreds of sub-contracted pipeline crews.

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

Month	2019-Rooms	2019-ADR	2019-Revenue	2018-Rooms	2018-ADR	2018-Revenue	STLY	Variance
Quarter 1								
January	49,525,012	\$0.00	\$59,441	229	\$117.41	\$26,887.00	26,887	32,554
February	50,228,024	\$0.00	\$61,652	202	\$136.85	\$27,643.00	27,643	34,009
March	7,454,608	\$0.01	\$94,055	890	\$126.08	\$112,213.00	112,213	-18,158
Total	107,207,644	\$0.00	\$215,148	1,321	\$126.22	\$166,743	166,743	48,405
Quarter 2								
April	733	\$122.96	\$90,128	513	\$126.91	\$65,105	65,105	25,023
May	996	\$136.64	\$136,091	1,086	\$128.77	\$139,845	141,468	-5,377
June	1,839	\$131.18	\$241,243	737	\$142.00	\$104,654	104,653	136,590
Total	3,568	\$131.02	\$467,462	2,336	\$132.54	\$309,604	311,226	156,236
Quarter 3								
July	701	\$135.46	\$94,954	796	\$125.41	\$99,826	93,191	1,763
August	307	\$138.32	\$42,463	745	\$129.87	\$96,751	92,228	-49,765

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Month	2019-Rooms	2019-ADR	2019-Revenue	2018-Rooms	2018-ADR	2018-Revenue	STLY	Variance
January	495		\$59,441			\$229	26,887	0
February	502		\$61,652			\$202	27,643	0
March	745		\$94,055			\$890	112,213	0
April	733		\$90,128			\$513	65,105	0
May	996		\$136,091			\$1,097	141,468	0
June	1839		\$241,243			\$737	104,653	0
July	701		\$94,954			\$734	93,191	0
August	307		\$42,463			\$707	92,228	0
September	1319		\$172,523			\$1,453	228,616	0
October	676		\$97,508			\$2,085	339,305	210
November	348		\$44,284			\$1,325	207,108	164
December	205		\$26,435			\$506	62,797	45

Nashua 2019 Group Pace Report Demo

Budget-Rooms	Budget-ADR	Budget-Revenue	Variance YOY-Rooms	Variance YOY-ADR	Variance YOY-Revenue	Variance Budget-Rooms	Variance Budget-ADR
400	\$114.33	\$45,730	49,524,783	-\$117.41	\$32,554	49,524,612	-\$114.32
350	\$116.01	\$40,605	50,227,822	-\$136.85	\$34,009	50,227,674	-\$116.01
700	\$117.57	\$82,300	7,453,718	-\$126.07	-\$18,158	7,453,908	-\$117.56
1,450	\$116.30	\$168,635	107,206,323	-\$126.22	\$48,405	107,206,194	-\$116.30
601	\$115.00	\$69,115	220	-\$3.95	\$25,023	132	\$7.96
800	\$127.00	\$101,600	-90	\$7.87	-\$3,754	196	\$9.64
1,500	\$130.64	\$195,960	1,102	-\$10.82	\$136,589	339	\$0.54
2,901	\$126.40	\$366,675	1,232	-\$1.52	\$157,858	667	\$4.62
800	\$125.00	\$100,000	-95	\$10.05	-\$4,872	-99	\$10.46
650	\$129.00	\$83,850	-438	\$8.45	-\$54,288	-343	\$9.32

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Budget-Rooms	Budget-ADR	Budget-Revenue	Variance YOY-Rooms	Variance YOY-ADR	Variance YOY-Revenue	Variance Budget-Rooms	Variance Budget-ADR
0	229						
0	202						
0	890						
0	513						
0	1097						
0	737						
0	734						
0	707						
0	1449						
0	2054						
4	1490						
55	700						

Variance Budget- Revenue	Prospect	Tentative	Comments
\$13,711	\$63	\$0	MegaFoods conference- 142RN @ \$119 MSSA - 130RN @ \$119
\$21,047	\$0	\$0	Higher rated wedding room block rates for LY, inflated rates for shuttle
\$11,755	\$0	\$0	Allies Conference Granite Games NCAA --- BAE Skills 30 @ \$110 (P)
\$46,513	\$63	\$0	
\$21,013	\$0	\$0	ASBOG, Kluber, Getinge, Marmon
\$34,491	\$0	\$0	Memorial Day weekend soccer business, SNHU LY moved to June, Getinge
\$45,283	\$0	\$0	FIRST, 865 RN, \$118,500 revenue SNHU, 750RN, \$96,750 revenue
\$100,787	\$0	\$0	
-\$5,046	\$0	\$0	Family reunion-July 4th weekend, Prime Sport \$11K, NSAI \$22K OTB - Huffmaster not returning (\$12168) 5 producing WRB LY - WWE not rebooking \$24,000
-\$41,387	\$0	\$0	Huffmaster LY, not returning (86 \$ 189) SNHU LY moved to September. 6 producing WRB vs 3 OTB CY

[illegible]

Variance Budget- Revenue	Prospect	Tentative	Comments
	\$63	0	
	\$0	0	
	\$0	0	
	\$0	0	
	\$0	0	
	\$0	0	
	\$0	0	
	\$0	0	
	\$0	0	
	\$0	0	
	\$150	0	
	\$1,727	0	
	\$1,499	0	

Strategies
Identify & promote need dates through Cvent along with Winter Warmer Promo/Double Points promo
Continue to push Winter Warmer promo and Double Point Promo through end of May
Identify & promote need dates through Cvent along with Summer Group Promo
Establish a strategy for rate and managing cutoff/blocks for sports groups in order to maximize revenue with rate, rebate, and group wash control.
Utilize wedding room block promo for current negotiations to secure weekend business. Utilize Summer Group Promo/Triple Point promos to convert existing prospects and create new opportunities. Opportunity w/ Edward Jones repeat \$8400 + F&B. Re solicit all August groups and groups from Knowland. Prospecting to local companies including Sales Blitz promoting summer deals Half-day, Full-day and Multi-day meeting specials . Need date with Hilton. Flash sales on social media.

Strategies

Identify rate strategy early for transient and group to maximize revenue on high demand Saturdays first two weekends after Labor Day. Create promo to ensure upselling of Windsor/Presidential/8th Floor/Suites. Opportunity w/ Fidelity EOM

Focus on Columbus Day Weekend Soccer/Hockey, Wedding Room Blocks. Steal annual Fidelity from Courtyard (100 RNs) - Utilize Triple Points promo to secure business now. Weekend Focus: Promos

Focus on Holiday Party blocks. Promo created and circulate for Christmas in July Blitz

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