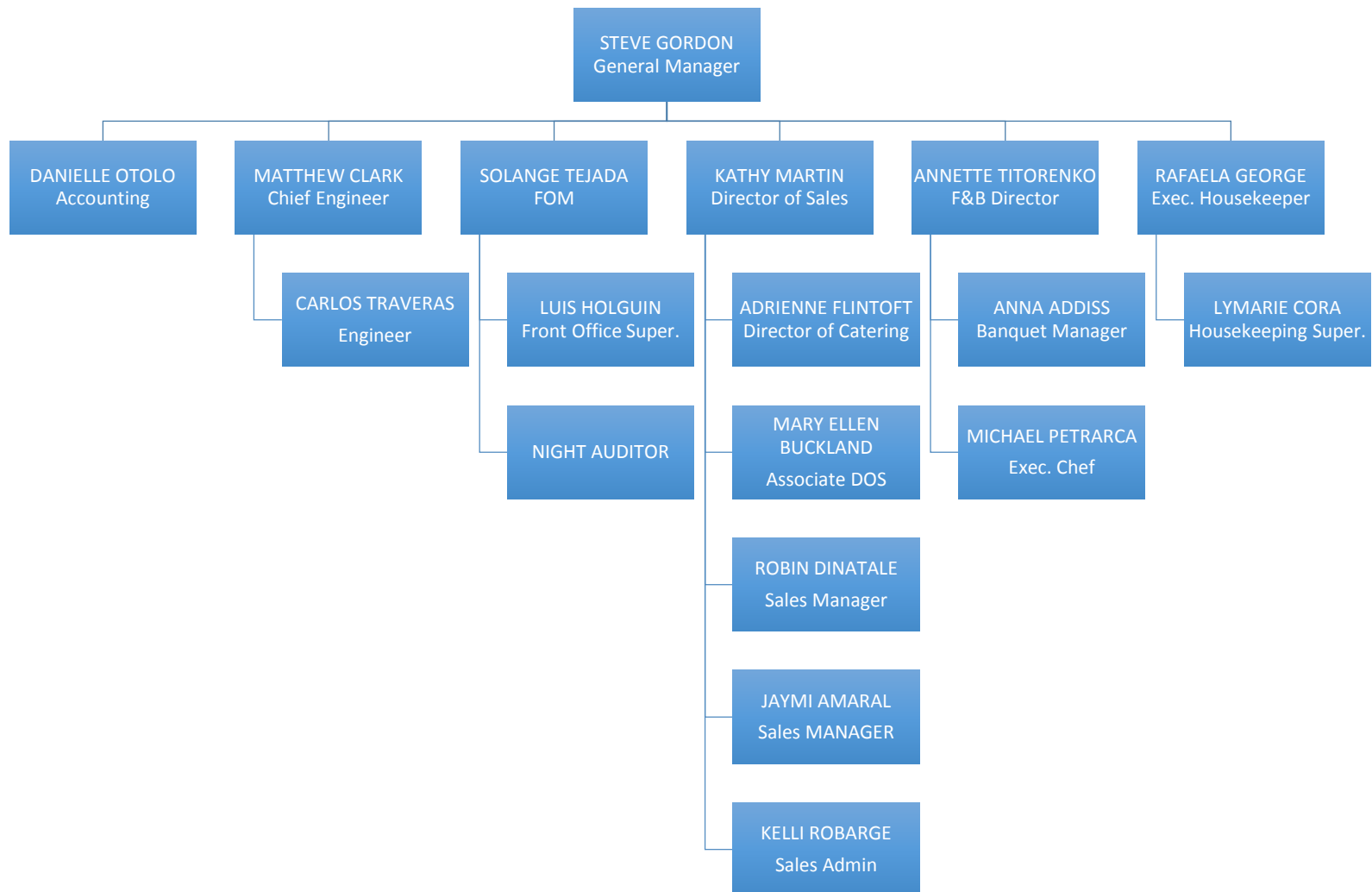


DoubleTree Andover, MA Organizational Chart





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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