



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*****	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 3*****	CLUB	EMAIL	POSITION	SALARY
Terrassa	Barcelona	Austin@a bcConsulti ng.com	Midfielder	10000
Terrassa	Borussia Dortmund	Thomaslp @abcCons ulting.com	Forward	8000
Terrassa	Barcelona	De Haan@ab cConsultin g.com	Midfielder	7000
Estella	IIN	Hunold@a bcConsulti ng.com	Forward	12000
Metkovic	IN	De Haan@ab cConsultin g.com	Midfielder	15000
Metkovic	Croatia	Christian Eriksen@a bcConsulti ng.com	Forward	14000
Estella, Lizarra	PSG	Kochhar@ abcConsul ting.com	Midfielder	9500
Estella	Bayern Munich	Alupet@a bcConsulti ng.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

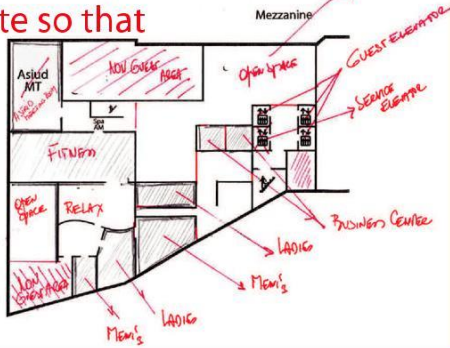
- Upon entering the hotel, guests are welcomed by the spacious lobby. It includes vaulted ceilings up to the third floor.
- The front desk consists of two pods that allow for the front desk to have more guest interaction and personalize each guest's experience. The lobby also features a MADE Market with 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:

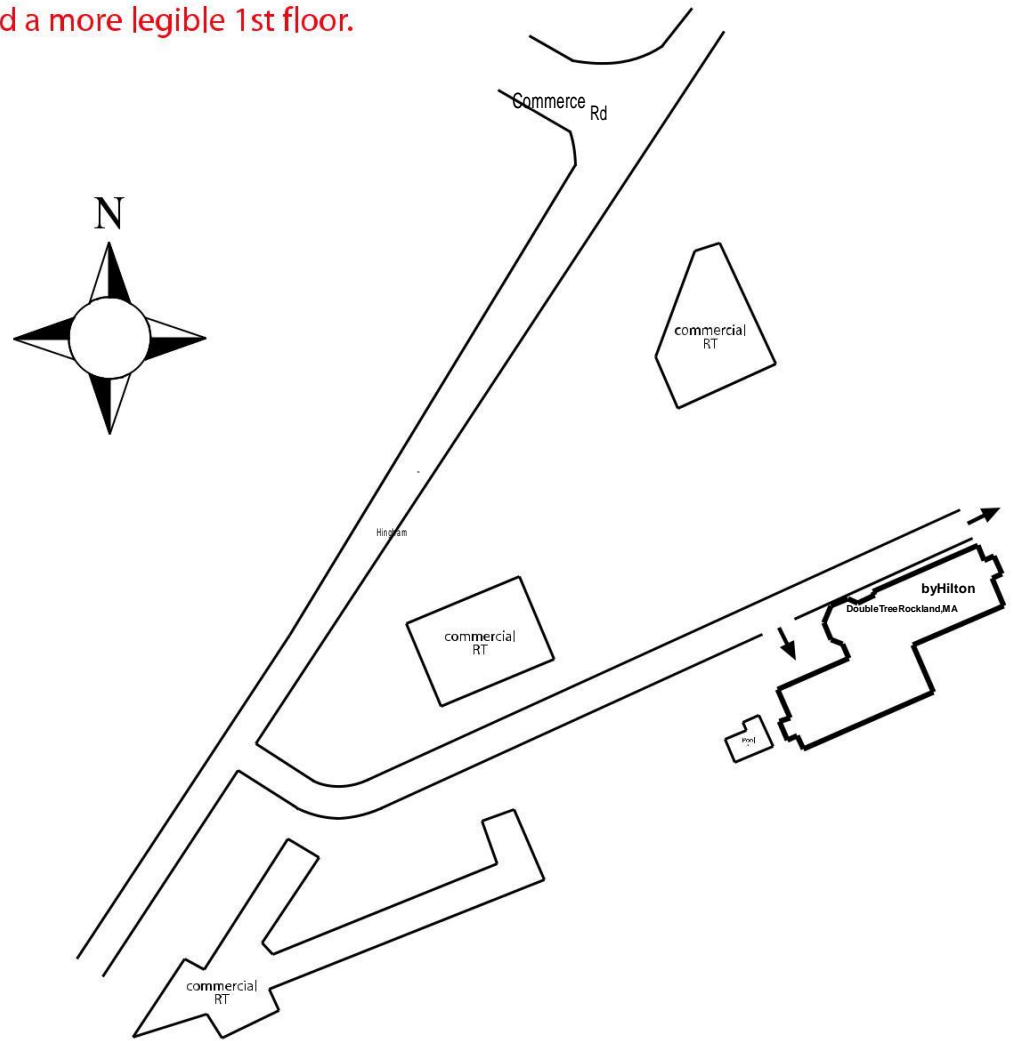
Please Verify Room Numbers and Cross Reference Against Your PM System List Of Rooms.

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

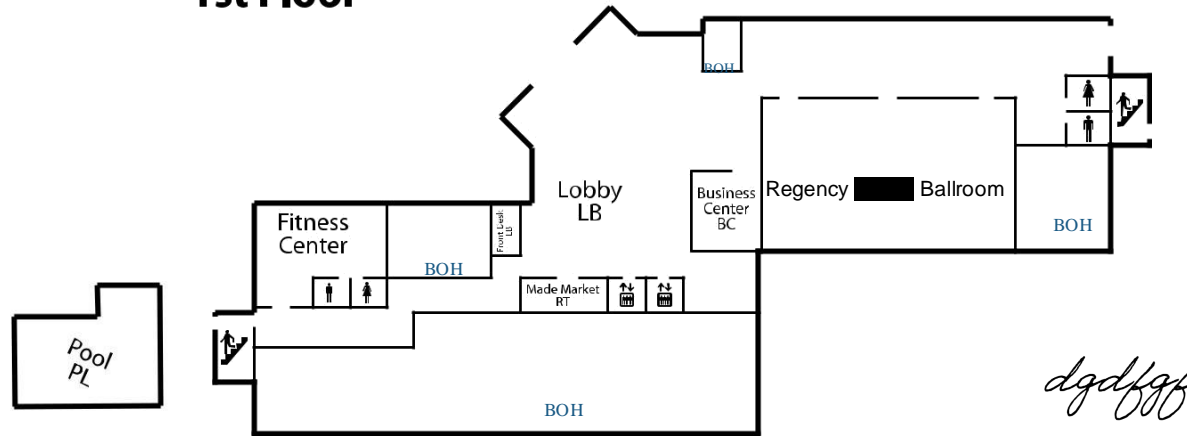
Outdoor Areas

Guest Room Numbers

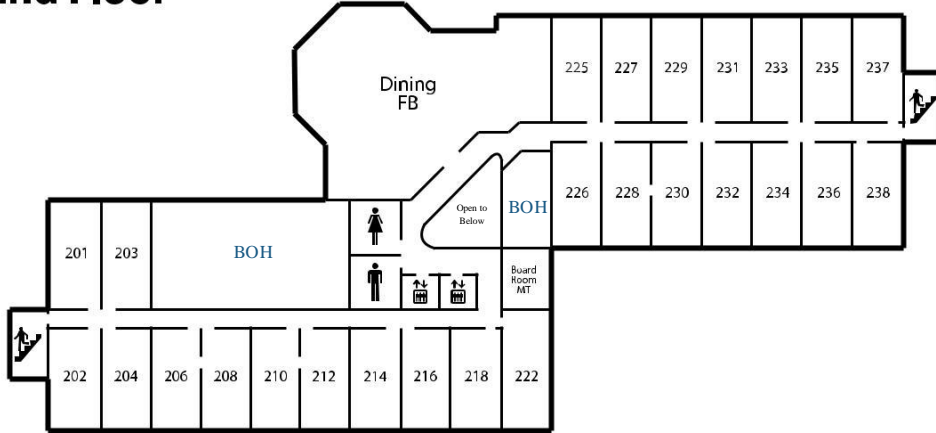
Connecting Guest Rooms

Label any other guest areas not shown

1st Floor



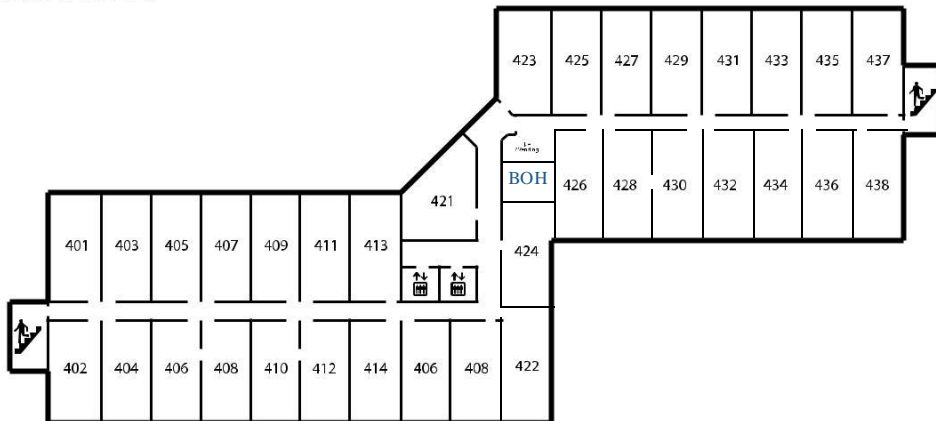
2nd Floor



3rd Floor



4th Floor



5th Floor



2019 Sales & Marketing Summary



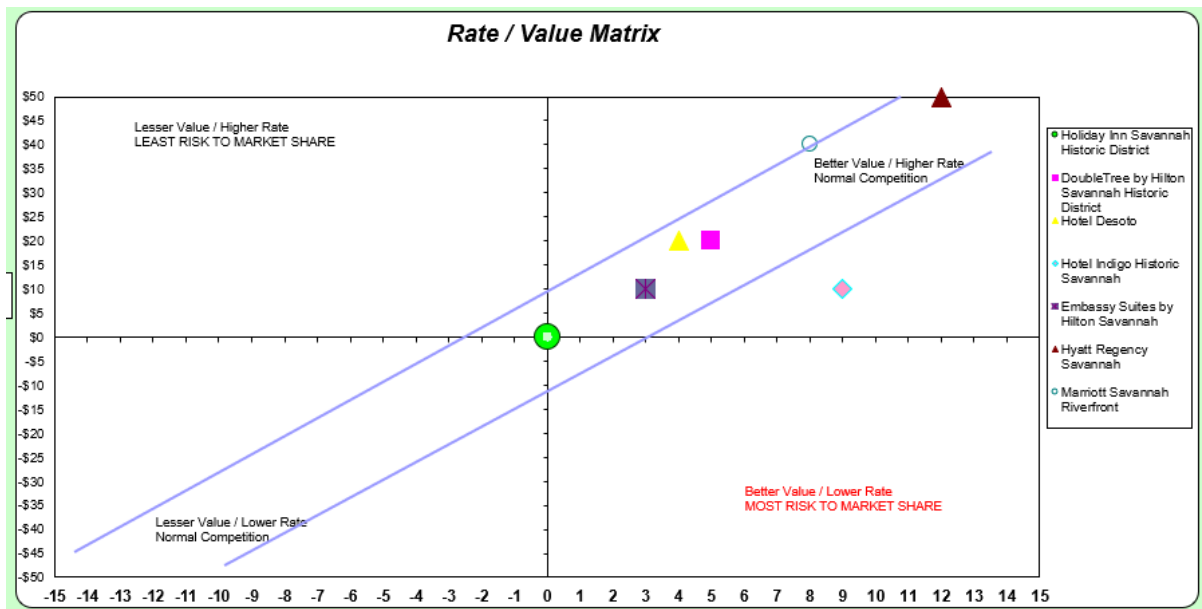
Savannah Historic District



Prepared By: *Lauren Heldreth | Director of Sales*
Alyssa Salaverria | Sales & Catering Manager

Rate Assessment - Competitive Set 1 – Full Service Properties

Property Name and Number of Rooms	Rate (Short term)	Overall Physical Quality	Level of Service	Quality of Guest Rooms	Impact of Brand Image	Location	Overall Hotel Features & Services	Overall Rating (sum of previous columns)
Holiday Inn Savannah Historic District # Rooms: 127	\$ 179.00	0	0	0	0	0	0	0
DoubleTree by Hilton Savannah Historic District # Rooms: 150	\$199	0	0	1	2	1	1	5
Hotel Desoto # Rooms: 246	\$199	1	2	1	-1	-1	2	4
Hotel Indigo Historic Savannah # Rooms: 252	\$189	2	1	2	1	1	2	9
Embassy Suites by Hilton Savannah # Rooms: 150	\$189	0	0	2	1	-2	2	3
Hyatt Regency Savannah # Rooms: 351	\$229	2	2	1	2	3	2	12
Marriott Savannah Riverfront # Rooms: 387	\$219	-1	2	1	2	2	2	8



Sales and Marketing Key Actions by Segment

Key objectives for 2019 include expanding Business Transient base business, and pulling local corporate volume out of the larger, branded convention hotels downtown. We will start by pulling business out during peak convention periods, and then converting those guests to loyal followers for their return visits. We will also continue to pursue self-contained SMERF groups as a competitive advantage against the larger convention hotels.

CNR/LNR- Strategies to build an expanding base of weekday corporate business include

Market Segment: Local Negotiated

2018 Projected Room Night: 3,586

2018 Rate: \$112.82

2019 Projected Room Nights: 3,361

2019 Proposed Forecast/Rate: \$114.15

- Prospecting large companies such as Mitsubishi and Gulfstream, as well as JCB to shift share in the historic district. Use Agency 260 reports to increase our share of BTS travel.
- Hospitality Too (Flight Safety) Quarterly Visits and Hosting Afternoon Breaks. A new semester of classes begins each quarter and we will be sponsoring the afternoon breaks during these classes. We will promote our property and entice trial by offering 2,500 initial points to stay with us and therefore drive account retention.
- Net Jets a target account and to drive trial and shift share we will update GDS rate descriptors with double points offer for first quarter and monitor production.
- BCD Travel books travel for 3 companies (International Paper, Mitsubishi, Gulfstream) within in the top 20 volume producers that bring business to the Savannah Market. The sales team will be making quarterly visits to discuss shifting share to our hotel and to continue to strengthen the relationship.
- Target the following receptive operators who coordinate crew logistics for the Port of Savannah:
 - Norton Lilly
 - Inchcape
 - Matson
- Utilize Agency 360 to target opportunity accounts with room night volume at the airport and in the midtown area. Offer comparable weekday rates for our historic district location providing a better Savannah experience.
 - Sales manager and DOS will divide and prioritize target companies and focus efforts on share shift
 - Setup site visits with the travel agent and/or booking manager to educate on hotel and location.
 - Reward the travel agent and/or booking manager with IHG Rewards points as needed to obtain trial bookings.
- Host General Manager's Table luncheon for top accounts, top prospects and frequent guests.
 - Utilize IHG reward club points for gifting to strengthen brand loyalty.
 - Work with F&B to coordinate the monthly appreciation luncheon.
- Participate in business networking functions such as GSAE, Chamber of Commerce, Tourism Leadership Council, Savannah Waterfront Association, Women in Hospitality and Savannah Sports Council to drive visibility, increase market knowledge and prospect for business.

- Utilize daily arrivals report to identify KNR/LNR travelers and place welcome/welcome back amenity in room.
- IHG RFP's received and accepted will be targeted and solicited for increased account saturation.
- Schedule visits to IHG Atlanta offices to meet with Key Account Managers in order to capture new group and FIT business. Follow up initiatives include a hotel hosted Fam Trip for qualified prospects.
- **Delta Skymiles Double Points** - Capitalizing on our IHG Relationship with Delta Airlines, launch a Delta Skymiles Double Points offer for the following target accounts from Hotelligence data. These accounts show significant increases in Year Over Year production through 2018.
 - **CTC(Corporate Travel Consultants)** - Currently producing 1600 room nights annually in the market at a \$172 average rate, generating \$275,000 in revenue. Their volume is up 64% YOY. Objective will be to capture possible new training series or share shift from the competitive set.
 - **HCA Columbia Healthcare** -Currently producing 1400 room nights annually in the market at a \$180 average rate, generating \$252,000 in revenue. Their volume is up 95% YOY. HCA recently underwent a merger at Memorial Hospital, driving additional demand.
 - **Cracker Barrel** -Currently producing 825 room nights annually in the market at a \$181 average rate, generating \$150,000 in revenue. Their volume is up 40% YOY. Qualify for possible incentive travel programming.
 - **Netjets** -Currently producing 950 room nights in the market at a \$150 average rate, generating \$140,000 in revenue. Their volume is up 18%.
 - **World Travel Inc** -Currently generating 450 room nights in the market at a \$173 average rate, generating \$78,000 in revenue. Their volume is up 66% YOY.

GROUP - The focus in the Group market is to further saturate the motorcoach, SMERF and association market segments.

Market Segment: Group Tour

2018 Projected Room Night: 575

2018 Rate: \$109.79

2019 Projected Room Nights: 1,827

2019 Proposed Forecast/Rate: \$109.70

- Attend National Tour and Travel Showcases and Meetings to strengthen our relationships with Tour Operators and Destination Management companies with the goal of adding additional multi-series tour groups.
- Strengthen our relationships with the 2 primary local tour and travel receptive agencies; Excursions Unlimited and Kelly Tours to grow tour and travel needs.
- Utilize IHG Tour Tracker Pro Report to send out email blasts to travel agents and tour leaders to attract weekday tour and travel business. Reward the travel agent or tour leader with IHG planner points.
- Attend ABA and NTA 2019 Conferences to secure contract rates with groups and tour wholesalers.
- Meet with each wholesale firm to evaluate best practices to meet wholesale revenue goal.
- Establish rates with American Ring and Excursions Unlimited to become preferred hotel.
- Negotiate and optimize terms with Tourico Holidays and HotelsBeds to capture a higher share of city spend.

Market Segment: Group Corporate

2018 Projected Room Night: 298

2018 Rate: \$112.94

2019 Projected Room Nights: 672

2019 Proposed Forecast/Rate: \$125.80

- Utilizing The Knowland Group tool; contact and qualify meeting planners by quarter who have had meetings in Savannah.
- Shift these meetings to the property by awarding meeting planners with reward points and providing value add meeting packages.
- Profile Continuing Education departments of local hospitals for housing for training certification attendees.
- Profile Training and Development departments of local corporations for off-site meetings and events.

Market Segment: Group SMERF

2018 Projected Room Night: 1,011

2018 Rate: \$159.49

2019 Projected Room Nights: 1,278

2019 Proposed Forecast/Rate: \$159.31

- Sales Blitz to local ethnic, religious and service organizations to provide a commission rebate to the local chapter or charitable organization on a per room sold basis as a fundraising opportunity.
- Hosting a meeting planner Focus Group on property in Q2 2019
- Partner with Visit Savannah to:
 - Enroll in Sponsored Content program through the Visit Savannah Visitors Guide.
 - Participate in Newsletter opportunities on a quarterly basis, with an outbound offer to subscribers.
 - Enroll in Featured Business campaign.
- Build and maintain relationships with local colleges, securing visiting team schedules as soon as they are finalized.
- Prospect tournament office & Collegiate Sports Travel quarterly as follows:
 - 1st quarter target - visiting teams from colleges for Q2
 - 2nd quarter target- visiting teams from Q3
 - 3rd quarter begin - booking teams for Q4
- Prospect visiting teams by sports season for Georgia Southern University, Savannah State University and Savannah College of Art and Design. Isn't this the same thing as above?

Market Segment: Group Association

2018 Projected Room Night: 1018

2018 Rate: \$165.31

2019 Projected Room Nights: 1,840

2019 Proposed Forecast/Rate: \$152.09

- Monitor the Savannah convention calendar and reach out to group contacts to introduce the Holiday Inn as an accommodations option.
- Strengthen relationships with current meeting planners and saturate bookings for events to ensure we secure the maximum number of room nights.
- Reach out to past groups to inquire about return dates and secure contracts for their return events in Savannah.
- Prospect associations attending events in the Savannah area. Work with group contacts to book overflow rooms and/or share shift business.
- Join Georgia Chapter of Meeting Planners International (MPI), attend meetings, connect with planners slated to host meetings in Savannah.

Market Segment: Group Government

2018 Projected Room Night: 454

2018 Rate: \$117.70

2019 Projected Room Nights: 427

2019 Proposed Forecast/Rate: \$117.89

CATERING - Our goal is to increase Catering revenue 15% YOY by December 31, 2019. In order to reach this objective, we will:

- Host quarterly food and beverage awareness functions at the hotel to entice potential clients on the hotel's food and beverage offerings.
- Host monthly Business After Hours Events
- Host monthly Client luncheons targeting IHG Global accounts and locally negotiated target accounts
- Profile local service organizations to host local and regional events. Set up sponsorship based on revenues consumed and credited back to fundraising cause. Focusing on Rotary Club, Knights of Columbus, and Kiwanis International.