

## **Mission Statement**

Our mission for the DoubleTree by Hilton Boston-Andover for 2019 is to relentlessly pursue the highest levels of employee and guest satisfaction while maximizing the return on the owner's investment.



DoubleTree by Hilton  
Boston-Andover

*Business Plan*

*2020*

## Competition Analysis

Competitor Name	Hard Rock	Comfort Inn Hard Rock	Best Western Braintree	Hampton Inn Braintree	Hyatt Place Braintree
Competition Type	Extended stay, weekend wedding and sports business, overflow Clean Harbors room nights.	Weekend tour and sports business, construction and extended stay.	Midweek corporate, weekend wedding and sports business.	Midweek corporate, weekend wedding and sports business.	Midweek corporate, weekend wedding and sports business.
Year Built	1984	1989	1970	2001	1982
Address	900 Hingham Street Hard Rock, MA 02370	850 Hingham Street Hard Rock, MA 02370	190 Wood Road Braintree, MA 02184	215 Wood Road Braintree, MA 02184	50 Forbes Road Braintree, MA 02184
Trip Advisor Ranking	Ranking: 1 of 3 hotels in Hard Rock	Ranking: 3 of 3 hotels in Hard Rock	Ranking: 3 of 6 hotels in Braintree	Ranking: 1 of 6 hotels in Braintree	Ranking: 2 of 6 hotels in Braintree
# of Rooms	76	100	103	103	204
Room Breakdown	40 2 Queens 27 1 King 9 1 King Mini Suites	37 2 Doubles 52 2 Queens 10 1 King 1 Suite	6 1 Double 9 1 Queen 38 2 Doubles 16 2 Queens 32 1 King 2 Jr Suites	53 2 Queen 50 1 King	61 2 Queen 24 1 King 119 1 King w/ pullout
Food and Beverage Description	Continental breakfast	Continental breakfast	Continental breakfast	Continental breakfast	Continental breakfast; premade food items available all day long that require a heat through.
Function Space	1 Function room 60 person capacity	1 Meeting room 40 person capacity	2 Meeting rooms each with 220 square feet	1 Meeting room 676 square feet	5 Meeting rooms 500 square feet each
Recreation Services	Free HBO, fitness center, game room	Complimentary Wi-Fi	Exercise room, business center, complimentary Wi-Fi	Indoor heated pool and hot tub, exercise room, complimentary Wi-Fi	Indoor and outdoor pool, fitness center, complimentary Wi-Fi, gym classes, and swimming classes available.
Distance from Hotel	.02 Miles	.03 Miles	10 miles	10 miles	10 miles
Curb Appeal	Positive curb appeal with new signage,, grounds maintained	Positive curb appeal, nice brick building with entry columns	Currently under renovation on face of building and interior	Clean building, no wear	New, modern building, with nicely kept landscaping
Room Condition	Completed renovations end of 2016. Updated bathrooms in 2017.	Nice guestrooms, renovated in 2001. Updated said to begin 2018.	Very good renovated 2010	Good, Recently renovated guestrooms.	Very good Opened 2012.
Market Segment	Transient, Corporate, Extended Stay	Corporate, Tour, Transient	Corporate, Transient, Sports	Corporate, Transient	Corporate, Transient
TripAdvisor Recommend Percentage	81%	62%	54%	83%	78%
Strengths	Low rates, continental breakfast	Attractive lobby, complimentary continental breakfast	Complimentary breakfast, complimentary shuttle service	Complimentary breakfast, Hilton Honor rewards, indoor pool, complimentary shuttle	Complimentary breakfast, complimentary shuttle service, advanced fitness center

Weaknesses	Exterior corridors, no pool	No pool, limited meeting space	No pool, limited meeting space	Limited meeting space	Limited meeting space
Opportunities	Ability to take more meeting and catering business. Higher end product for guests. Pool for social and sports team business. Hilton Honors rewards.	Ability to take more meeting and catering business. Higher end product for guests. Pool for social and sports team business. Hilton Honors rewards.	Ability to take more meeting and catering business. Pool for social and sports team business. Hilton Honors rewards.	Ability to take more meeting and catering business.	Ability to take more meeting and catering business. Hilton Honors rewards.
Threats	Breakfast included in rate. Able to offer extremely low rates. Extended stay business.	Breakfast included in rate. Able to offer extremely low rates.	Breakfast included in rate and complimentary shuttle.	Breakfast included in rate and complimentary shuttle.	Shuttle service is important to local accounts. Breakfast included in rate. Location is settled between shopping and dining.
Comments	Renovated the entire property, rooms, common areas and signage.	Room renovations to begin in 2018.	Currently selling as the Beantown Inn until they complete renovations and requirements to Best Western.	Capturing more business while renovations are ongoing at Beantown Inn which is next door.	Union hotel

## Floors 2 - 5

