



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@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

## **Property Analysis**

### **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. The guest rooms boast a gray accent wall to tie together the carpet, modern soft seating, and the gray modern window treatments. The guestroom bathrooms feature a vanity mirror that illuminates from behind, a makeup mirror, modern artwork, new vanity aprons, Crabtree and Evelyn bath amenities, and Coffee Bean coffee and Tea Leaf tea. Additional items available upon request include razors, toothpaste, toothbrushes, etc. Each guestroom also features RFID key locks in which guests can use both their traditional room key and their cell phone to gain access to the guest room. Bypassing the traditional check in process at the front desk, guests can check into the hotel and receive a digital key for their guest room through the HardRock app on their cell phone. There are a total of six mobile accessible rooms of which two offer roll-in showers. There are a total of 12 hearing accessible rooms and two rooms that are both mobile and hearing accessible. The property is 100% non-smoking.

### **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.

### **Fitness Center/ Pool**

A hallway was created from the lobby to the fitness center and pool areas offering convenient and easy access for guests. The fitness center is an enclosed room almost entirely surrounded by windows and is only accessible with a guest key. The fitness center has two restrooms, and a flat screen television along with two large mirrors. The gym equipment features LifeFitness equipment, including treadmills, ellipticals, cardio bike, a weight machine, free weights, and

core fitness equipment. The gym equipment allows guests to work out without having to disconnect from the social world. Through each of the fitness equipment's television display, guests can opt to run or bike different courses across the globe, browse the internet, watch tv, listen to music, or connect to their fitness apps. The fitness center plays an important part in overall guest satisfaction as the loyal Hotel HardRock guests frequent the fitness center prior to beginning their day and consider it an important amenity.

The hotel has an outdoor heated swimming pool which is in operation from Memorial Day until Labor Day. The pool area features lounge chairs and tables and is popular with leisure travelers. During the redecoration, the pool liner was replaced with gunite which will greatly improve the longevity of the pool.

### **Restaurant/Lounge**

Located on the second floor is Conrad's Bar & Grille which offers breakfast and dinner along with the hotel bar. The restaurant offers seating capacity for up to 110 people. The entrance features dual glass doors with gray hardware allowing access to the dining area and bar displaying 2 HD TV's and a granite countertop with high style bar stools. The room has full wrap around outer glass viewing windows from floor to ceiling. There is a slight rise in the flooring in the rear of the restaurant seating area which enables the guest to view the entrance of the hotel as well as the surrounding grounds. A large skylight located in the center of the restaurant adds warming natural light. Conrad's Bar and Grill has soft seating, light gray window treatments, dark gray wall paper and carpeting that is natural gray in color with hints of blue. The most eye catching aspect of the restaurant is the Wake Up Breakfast buffet area. Partitioned off from the rest of the restaurant, the buffet area has a sliding barn door to allow guests access to the buffet area. The brand new walnut cabinets, granite counter tops and newly tiled floor along with the stainless steel and bamboo wood displays bring a fresh modern look to the buffet area.

### **Banquet/ Meeting Space/ Boardroom**

The Regency Grand Ballroom is a beautiful event space where functions such as weddings, dinner banquets and many other receptions are hosted throughout the year. The ballroom has a portable wall which splits the room into two smaller rooms, the Regency Ballroom A and Regency Ballroom B. Audio Visual equipment along with high speed and hard wired internet access is available in both the function space and boardroom. The executive boardroom is located on the second floor and can accommodate a meeting with up to 12 guests. This room features a boardroom style table and has been very popular for small meetings and attorney depositions. The ballroom has natural toned carpet accented with pops of blue, and light gray wall paper. During 2017 the hotel purchased new display tables for banquets with metal table tops and sleek new modern display ware to improve the appeal of banquet meals and breaks and to increase the amount of creative displays our banquet team can do. The Executive Boardroom boasts a one of a kind custom boardroom table, sleek yet comfortable boardroom chairs, carpeting, wallpaper, and modern artwork. Guests using the boardroom can now control their presentations more easily on a 70" flat screen television through the connections made available in the boardroom table.



**HOTEL HARDROCK**

# PHYSICAL ATTRIBUTES

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# GUESTROOMS

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# LOBBY

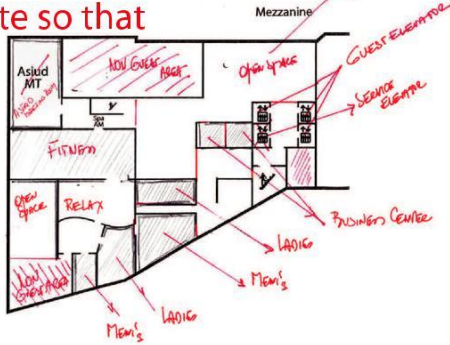
- Upon entering the hotel, guests are welcomed by the spacious lobby. It includes vaulted ceilings up to the third floor.
- The front desk consists of two pods that allow for the front desk to have more guest interaction and personalize each guest's experience. The lobby also features a MADE Market with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

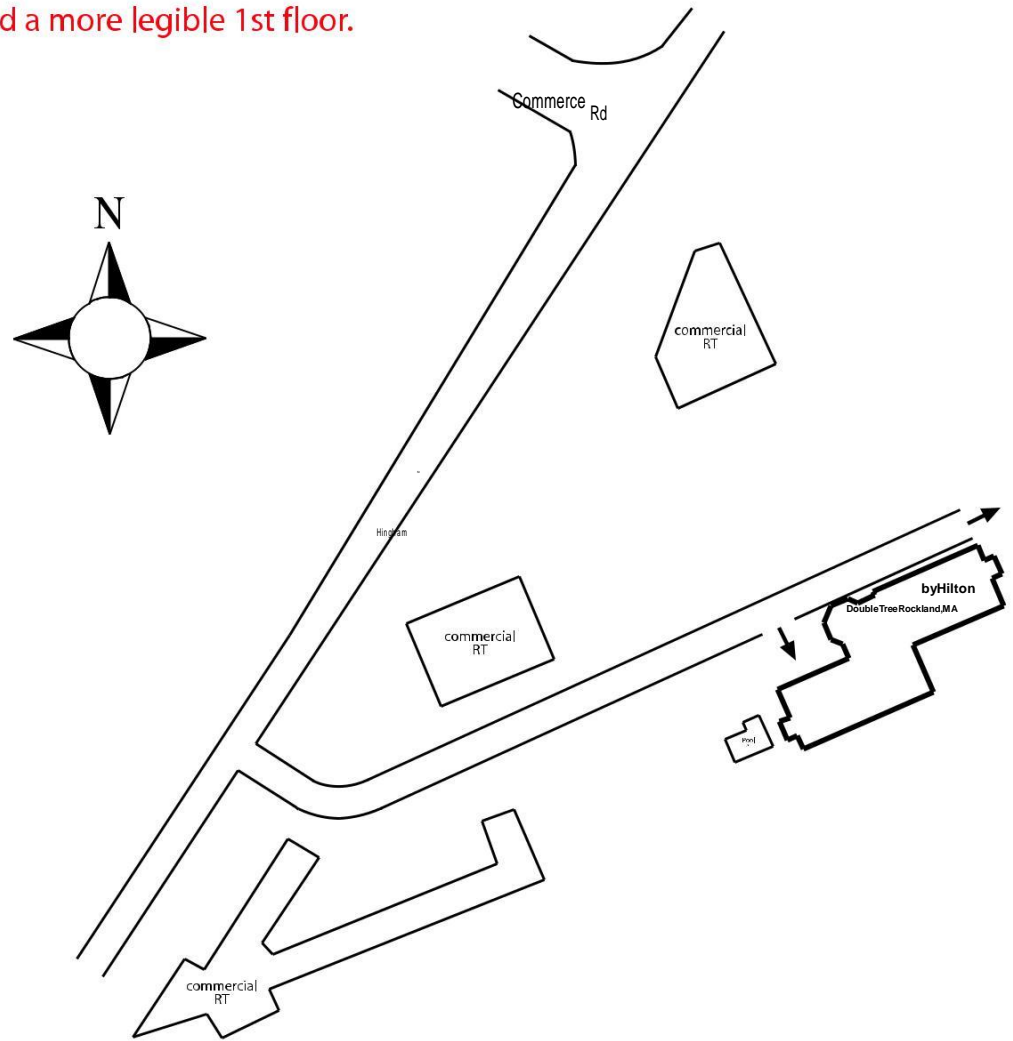
Please Verify Room Numbers and Cross Reference Against Your PM System List Of Rooms.

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

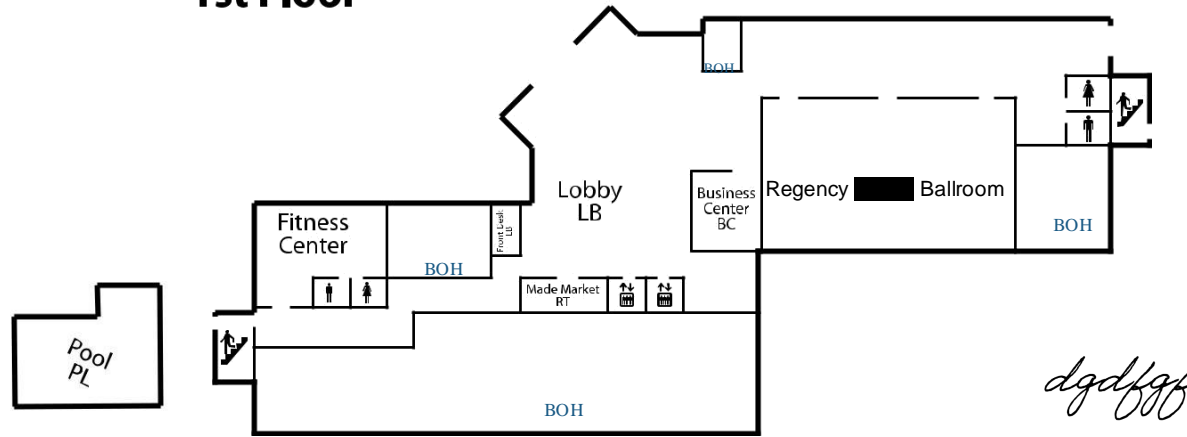
Outdoor Areas

Guest Room Numbers

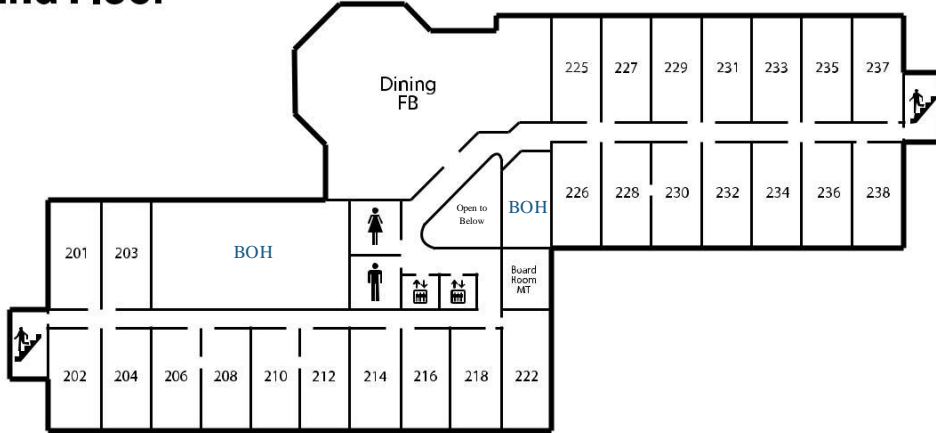
Connecting Guest Rooms

Label any other guest areas not shown

## 1st Floor



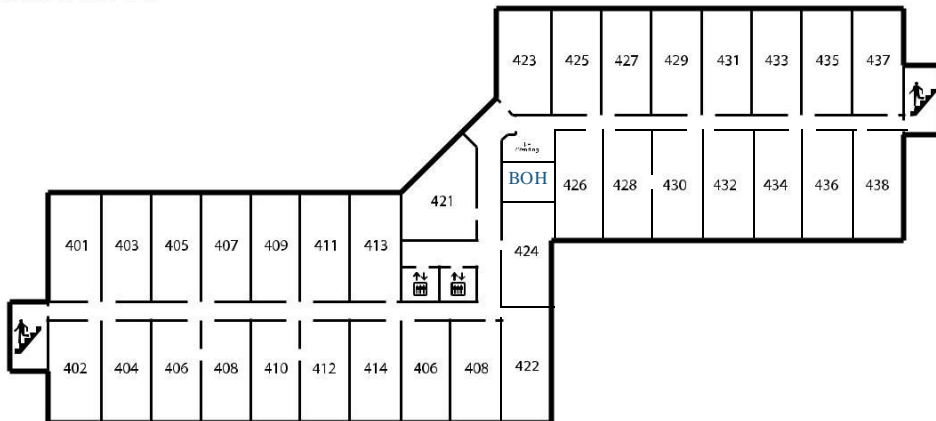
## 2nd Floor



## 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*

**Revenue Maximization Strategy Summary:**

Increase LNR/KNR business by obtaining accounts through face to face market interaction and competitive property pricing. Also, to increase group business by marketing the property to third party group agencies booking corporate, and tour operators. With e-Commerce, we will create a successful online presence and optimize rates via all booking channels to maximize revenue. To compete more effectively within comp set for share, we will penetrate key SMERF markets by leveraging our relationship with tour operators, shipping receptives and special event destinations.

**Key Points:**

- Double Tour Series Business
- Continue to expand business transient
- Expand our E-commerce campaign
- Expand Group base business

**2019 Market Outlook:**

Looking towards 2019 the City of Savannah is projecting a 2.3% decline in RevPar with 1.6% decline coming from occupancy and .07% decline coming from ADR. This is being driven primarily by increased supply in the market as noted above.

The fundamentals remain attractive across the vast majority of markets. Industry growth will persist comfortably through 2018 and likely beyond. Markets will soften in 2020; plan for a slowdown but not a downturn. Increasing hotel construction will continue, with the next 2 years presenting challenges for Savannah. The long-term view remains positive.

**Positioning Statement:**

With the challenging market conditions projected for the Savannah MSA for 2019, The Holiday Inn Savannah will optimize business levels by promoting and selling the hotel as a modern, value-driven full-service hotel located in the attractive Savannah Historic District downtown corridor. Value-add packages will be marketed and sold directly to the tour wholesaler and corporate meetings market, and promoted through industry trade shows and direct sales. Increased business levels in the transient market will be achieved by optimizing contribution through the Intercontinental Hotels business travel channels, securing volume agreements with local corporate business travel decision makers, and by providing a cost-savings alternative to the premium upscale branded hotels in the downtown area. By doing so, the Holiday Inn Savannah Historic District will be positioned just below the premium upscale branded hotels in the downtown area as a value alternative, and above the select service hotels in the market as an affordable and viable full-service option.

<b>Competition Name</b>	<b>Hilton Boston</b>	<b>Best Western</b>	<b>Comfort Inn</b>	<b>Best Western Braintree</b>	<b>Hampton Inn Braintree</b>
Competition Type	Extended stay, weekend wedding and sports business, overflow Clean Harbors room nights.	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.
Year Built	1980	1984	1989	1970	2001
Address	900 Hingham Street Rockland, MA 02370	900 Hingham Street Rockland, MA 02370	850 Hingham Street Rockland, MA 02370	190 Wood Road Braintree, MA 02184	215 Wood Road Braintree, MA 02184
Trip Advisor Ranking	Ranking: 1 of 3 hotels in Rockland	Ranking: 1 of 3 hotels in Rockland	Ranking: 3 of 3 hotels in Rockland	Ranking: 3 of 6 hotels in Braintree	Ranking: 1 of 6 hotels in Braintree
# of Rooms	80	76	100	103	103
Food and Beverage Description	Continental breakfast	Continental breakfast	Continental breakfast	Continental breakfast	Continental breakfast
Function Space	1 Function room 60 person capacity	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
Recreation Services	Free HBO, fitness center, game room	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
Distance from Hotel	0 Miles	.02 Miles	.03 Miles	10 miles	10 miles
Curb Appeal	Positive curb appeal with new signage,, grounds maintained	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
Room Condition	Completed renovations end of 2016. Updated bathrooms in 2017.	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.
Market Segment	Transient, Corporate, Extended Stay	Transient, Corporate, Extended Stay	Corporate, Tour, Transient	Corporate, Transient, Sports	Corporate, Transient
Trip Advisor Recommend Percentage	81%	81%	62%	54%	83%
Strengths	Low rates, continental breakfast	Low rates, continental breakfast	Attractive lobby, complimentary continental breakfast	Complimentary breakfast, complimentary shuttle service	Complimentary breakfast, Hilton Honor rewards, indoor pool, complimentary shuttle
Weaknesses	Exterior corridors, no pool	Exterior corridors, no pool	No pool, limited meeting space	No pool, 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. 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.

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Threats	Breakfast included in rate. Able to offer extremely low rates. Extended stay business.	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.
Comments	Renovated the entire property, rooms, common areas and signage.	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.