

## 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<br>Hard Rock, MA 02370   | 850 Hingham Street<br>Hard Rock, MA 02370                         | 190 Wood Road<br>Braintree, MA 02184   | 215 Wood Road<br>Braintree, MA 02184  | 50 Forbes Road<br>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<br>27 1 King<br>9 1 King Mini Suites  | 37 2 Doubles<br>52 2 Queens<br>10 1 King<br>1 Suite               | 6 1 Double<br>9 1 Queen<br>38 2 Doubles<br>16 2 Queens<br>32 1 King<br>2 Jr Suites | 53 2 Queen<br>50 1 King   | 61 2 Queen<br>24 1 King<br>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<br>60 person capacity   | 1 Meeting room<br>40 person capacity                              | 2 Meeting rooms<br>each with 220 square feet                                       | 1 Meeting room<br>676 square feet   | 5 Meeting rooms<br>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<br>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  |