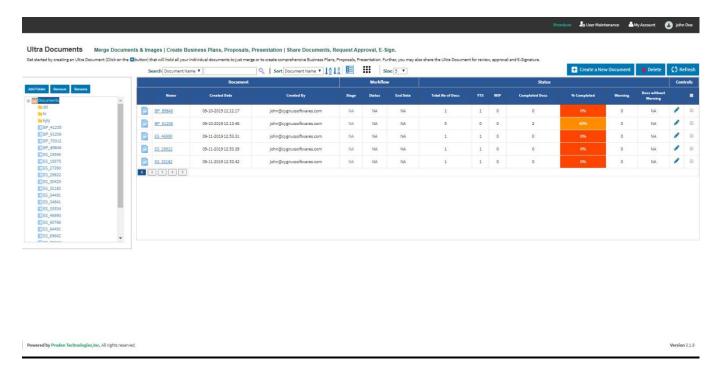
# **Nashua Competition Analysis**

Competitor Name Competitor Name	Your Hotel  DoubleTree By Hilton Nashua	Hotel 1 Courtyard Marriott Nashua	Hotel 2 Residence Inn Nashua	Hotel 3 Hampton Inn Nashua	Hotel 4 Radisson Nashua
Year Built	1987	1989 but became Courtyard in 2006.	2014	2009	1979(Flipped names from Sheraton to Radisson)
Address	2 Somerset Parkway Nashua NH, 03063	2200 Southwood Drive, Nashua NH, 03063	25 Trafalgar Square Nashua NH, 03063	407 Amherst St, Nashua NH, 03063	11 Tara Blvd, Nashua NH, 03063
Trip Advisor Ranking	4 of 13 of Nashua hotels	5 of 13 of Nashua hotels	3 of 13 of Nashua hotels	1 of 13 of Nashua hotels.	6 of 13 of Nashua hotels.
Trip Advisor Recommend Percentage	84.3%	84.3%	90.2%	92.6%	80.0%
# of Rooms	230	245	118	102	336
Food and Beverage Description	Full Service Restaurant with 24 Hour Made Market.	Bistro offering healthy choices and variety of grab and go times	Complimentary Breakfast and Dinner Buffett. Restaurant next to property owned by same management company	No onsite Restaurant, Complimentary Hot Breakfast for all guests	Full Service Restaurant on Property serving breakfast, lunch, and dinner.
Function Space	10,500 Square Feet of Meeting Space.	12,682 Square Feet of Meeting Space; 10 Event Rooms; 8 Breakout Spaces; Largest Capacity if 540	524 Square Feet of Meeting Space	725 Square Feet of Meeting Space	25,000 Square Feet of Meeting Space
Recreation Services	Fitness Center, and Pool.	Fitness Center, and pool.	Outdoor fire pit, and area to put for golfers.	Fitness Center and Pool.	Fitness Center and Pool.
Distance from Hotel	Positive curb appeal with new signage,, grounds maintained	0.1 Miles	0.1 Miles	0.3 Miles	5.00 Miles
Curb Appeal	Completed renovations in April of 2018.	Last Renovated in 2015.	Nice Guestrooms, opened in 2014.	Could use a renovation, opened back in 2009.	Could use full renovation, did soft renovation in 2014.
Room Condition	Brand New	Newer, small standard rooms.	Newer, all suite property.	Starting to become dated.	Very dated, suites newly renovated.
Market Segment					
Strengths	Newly Renovated Hotel with Flag change to DoubleTree By Hilton, Covered and Out door parking, Complimentary Shuttle Service to Airport.	Marriott Rewards, Top of Line A/V.	Newly built. Complimentary Breakfast and Cocktail Hour.	Complimentary breakfast, and Hilton Honors.	Close to Massachusetts border, Most function space and rooms in market.

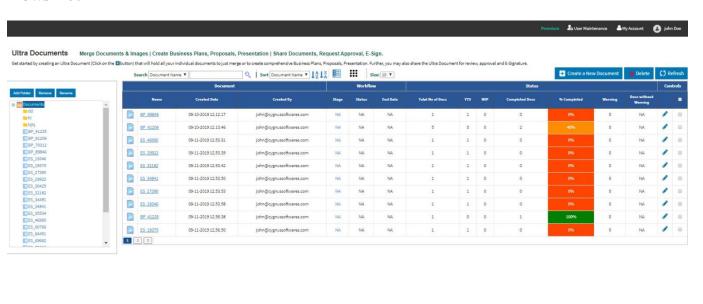
Competitor Name	Your Hotel	Hotel 1	Hotel 2	Hotel 3	Hotel 4
Weaknesses	A/V, Hot water, Rain Rooms.	No Full Service Restaurant, Small Standard Guest Rooms, All rooms don't have fridges, Slash rates on the weekend.	Limited amount of rooms, have to rely on length of stay to be successful.	No full service restaurant, limited amount of rooms.	Bad reputation, very dated hotel, weak rewards program.
Opportunities	Being represented in the market as the only full service Hilton product.	No fridges in guest rooms, standard rooms are 198 square where our rooms are 338 square feet, only full service hotel within 5 miles, covered parking and complimentary shuttle service.	Utilize full service amenities, complimentary covered parking, sell more group rooms being a larger property. Accept more corporate preferred accounts.	Only full service Hilton product, newly renovated guest rooms, build strong base around group and corporate preferred to drive transient ADR.	Newly renovated full service property, leverage Hilton brand name, complimentary shuttle service.
Threats	Courtyard waiving Room Rental and including Wedding Room Block Shuttle.	DoubleTree newly renovated and converted. No full service restaurant, Event Center and Courtyard not marketed together.	No Group Business Segment to build base around Transient because of lack of rooms, Limited Long Stay Demand could lead to hotel having to slash rate.	Limited parking with no full service restaurant, limited amount of rooms.	Marriott and Hilton brands dominate the market, dating property.
Comments	Hotel was newly renovated and converted in April of 2018. Hotel has seen major push in Group inquiries since conversion as well as the opportunity to drive mid week rates for transient. Being the only full service Hilton product in Nashua along with the newest hotel in the market we expect to be the market leader for 2019 and years to come.	Hotel had renovation in 2015, they have begun to include wedding shuttles in their rate which inflates STAR Reporting on weekends along with slashing rate on weekends in the range of \$119-\$129. Their lack of rate integrity hurts the market and leaves revenue on the table consistently. They have dropped to 5/13 on Trip Advisor as we believe the service and marketing of function space hurt them greatly in the bigger picture.	Hotel built in 2014 pushes length of stay and drives rate during busy times \$300+. Limited corporate travel but they maintain rate integrity and rely heavily on the transient customer.	Ranked #1 on Trip Advisor Hampton Inn is able to push rate with limited rooms. Hotel is dating and was built in 2009 however their service keeps them a driver of the market. Being a full service Hilton product was built in Nashua and Manchester they will lose share with Hilton Honors members.	Radisson's reputation hurts them, their biggest strength is having the most function space and rooms in the Nashua market. They do not under cut transient rates however we have found with Groups they will slash rate to compete with the higher brands. They are situated near the border which gives them the opportunity to steal Massachusetts business.

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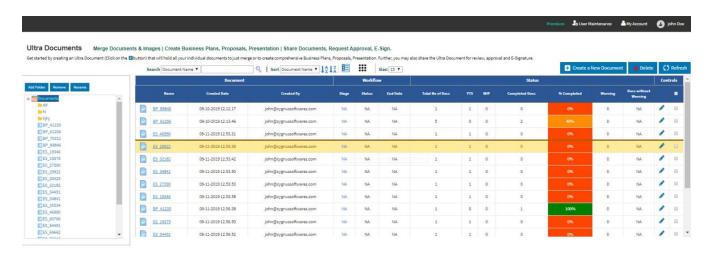
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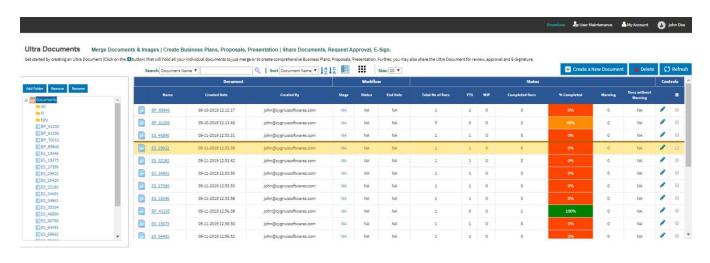
Ultra Documents Merge Documents & Images | Create Business Plans, Proposals, Presentation | Share Documents, Reguest Approval, E-Sign. + Create a New Document Delete () Refresh 09-11-2019 12.53.39 E5 29922 Add folder Remove Rename ES 32182 09-11-2019 12:53:42 john@cygnussoftwares.com 1 john@cygnussoftwares.com ES 34841 09-11-2019 12:53:50 ES 27390 09-11-2019 12.53.53 ES 19346 09-11-2019 12.53.58 john@cygnussoftwares.com BP 41235 09-11-2019 12.56.38 E5\_19375 ES 34491 09-11-2019 12.56.52 john@cygnussoftwares.com BP 70312 09-16-2019 09.00.32 john@cygnussoftwares.com ES 69662 ES 73793 09-16-2019 09:00:56 john@cygnussoftwares.com ES 72618 09-16-2019 09.01.00 john@cygnussoftwares.com 1 2

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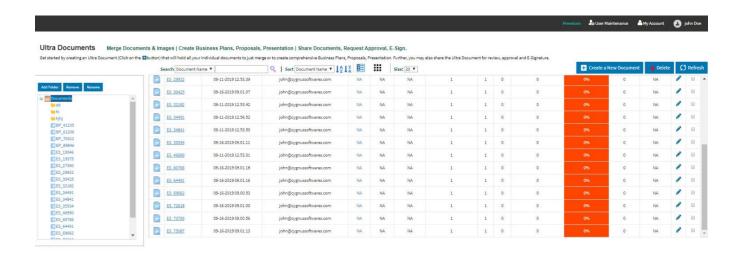
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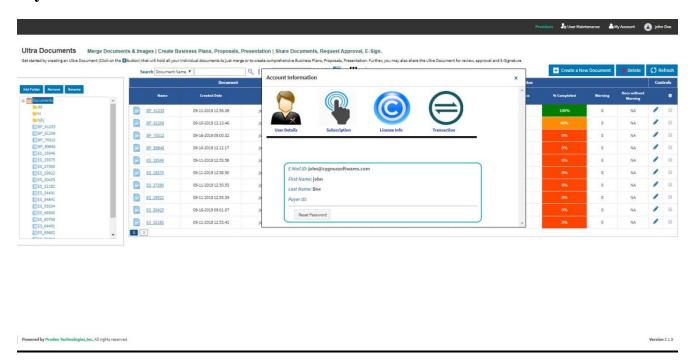


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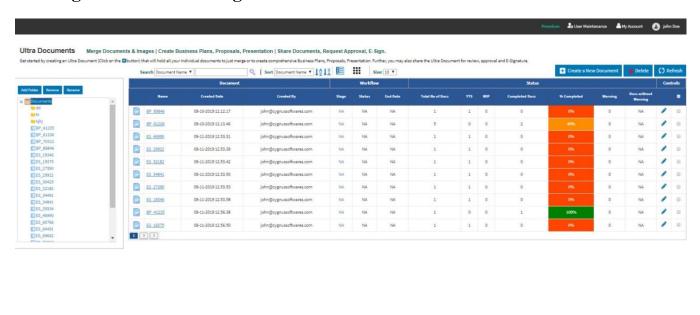


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