

# Hospitality Properties Trust Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Hospitality Properties Trust Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Hospitality Properties Trust and its competitors. This provides our Clients with a clear understanding of Hospitality Properties Trust position in the [Real Estate](#) Industry.

The report contains detailed information about Hospitality Properties Trust that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Hospitality Properties Trust. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Hospitality Properties Trust financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and

company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Hospitality Properties Trust competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Hospitality Properties Trust business.

## **About Hospitality Properties Trust**

Hospitality Properties Trust operates as a real estate investment trust. As of December 31, 2006, the company, directly and through subsidiaries, owned 310 properties.

As of December 31, 2006, the properties of the company and its subsidiaries were leased to and or operated by the following companies: Host Hotels & Resorts, Inc., or Host; Marriott International, Inc., or Marriott; InterContinental Hotels Group, plc, or InterContinental; Barcelo Crestline Corporation, or Barcelo Crestline; Global Hyatt Corporation, or Hyatt; Carlson Hotels Worldwide, or Carlson; and BRE/Homestead Village LLC, or Homestead.

As of December 31, 2006, the company's hotels are operated as Courtyard by Marriott, Candlewood Suites, Staybridge Suites, Residence Inn by Marriott, AmeriSuites, Hyatt Place, InterContinental Hotels & Resorts, Homestead Studio Suites, Crowne Plaza Hotels & Resorts, Marriott Hotels and Resorts, Radisson Hotels & Resorts, TownePlace Suites by Marriott, Country Inns & Suites by Carlson, Holiday Inn Hotels & Resorts, Park Plaza Hotels & Resorts, or SpringHill Suites by Marriott.

Hotels

Courtyard by Marriott hotels are designed to attract both business and leisure travelers. A typical Courtyard by Marriott hotel has 145 guest rooms. Most Courtyard by Marriott hotels are built with a courtyard containing a patio, pool and socializing area that may be enclosed depending upon location. These hotels have lounges, meeting rooms, an exercise room, a guest laundry and a restaurant. The guest rooms are similar in size and furnishings to guest rooms in full service Marriott hotels. In addition, many of the same amenities as would be available in full service Marriott hotels are available in Courtyard by Marriott hotels. It has invested in 71 Courtyard by Marriott hotels with a total of 10,280 rooms.

Candlewood Suites hotels are mid-priced extended stay hotels which offer studio and one-bedroom suites designed for business travelers expecting to stay five or more nights.

Each Candlewood Suites suite contains a fully equipped kitchen, a combination living and work area and a sleeping area. The kitchen includes a full size microwave, full size refrigerator, stove, dishwasher and coffee maker. The living area contains a convertible sofa or recliner, 32 inch television, combination videocassette and DVD player and compact disc player. The work area includes a large desk and executive chair, internet access, two phone lines, voice mail and a speaker phone. Each Candlewood Suites suite contains a king size bed. Other amenities offered at each Candlewood Suites hotel include a fitness center, guest laundry facilities and a Candlewood Cupboard area where guests can purchase light meals, snacks and other refreshments. The company has invested in 76 Candlewood Suites hotels with a total of 9,220 suites.

Staybridge Suites hotels offer residential style studio, one-bedroom and two bedroom suites for business, governmental and family travelers. Each suite offers a fully equipped kitchen and a work area with an oversized desk, two phone lines, an ergonomically designed chair and internet access. Other amenities include breakfast buffet, an on site convenience store, fitness center and a 24 hour business center and convenience store. The company has invested in 35 Staybridge Suites hotels with a total of 4,338 suites.

Residence Inn by Marriott hotels are designed to attract business, governmental and family travelers who stay several consecutive nights. Residence Inn by Marriott hotels have between 80 and 130 studio, one bedroom and two bedroom suites. Most Residence Inn by Marriott hotels are designed as residential style buildings with landscaped walkways, courtyards and recreational areas. All offer complimentary continental breakfast and a complimentary evening hospitality hour. In addition, each

suite contains a fully equipped kitchen and many have fireplaces. Most Residence Inn by Marriott hotels also have swimming pools, exercise rooms, sports courts and guest laundries. The company has invested in 37 Residence Inn by Marriott hotels with a total of 4,695 suites.

AmeriSuites hotels are all suite hotels designed to a

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

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