



THE ADVENTURE BUSINESS UPDATE

Hot Tub Holiday Property: Competitor Analysis Framework

Property Overview

Your property name: _____

Location: _____

Current Nightly Rate: £_____

Direct Competitor Analysis

Complete for top 5 competitors within 50-mile radius

Competitor 1

Property Name: _____

Distance from Your Property: _____ miles

Nightly Rate: £_____

Occupancy Rate (if visible): _____%

Minimum Stay: _____ nights

Amenities Checklist:

- Hot Tub Type: _____
- Privacy Features: _____
- Additional Luxury Features: _____
- Unique Selling Points: _____

Online Presence:

- Number of Reviews: _____
- Average Rating: _____/5
- Key Guest Comments: _____
- Marketing Channels Used: _____

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Competitor 2

Property Name: _____
Distance from Your Property: _____ miles
Nightly Rate: £ _____
Occupancy Rate (if visible): _____ %
Minimum Stay: _____ nights

Amenities Checklist:

- Hot Tub Type: _____
- Privacy Features: _____
- Additional Luxury Features: _____
- Unique Selling Points: _____

Online Presence:

- Number of Reviews: _____
- Average Rating: _____/5
- Key Guest Comments: _____
- Marketing Channels Used: _____

Competitor 3

Property Name: _____
Distance from Your Property: _____ miles
Nightly Rate: £ _____
Occupancy Rate (if visible): _____ %
Minimum Stay: _____ nights

Amenities Checklist:

- Hot Tub Type: _____
- Privacy Features: _____
- Additional Luxury Features: _____
- Unique Selling Points: _____

Online Presence:

- Number of Reviews: _____
- Average Rating: _____/5
- Key Guest Comments: _____
- Marketing Channels Used: _____

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Competitor 4

Property Name: _____
Distance from Your Property: _____ miles
Nightly Rate: £ _____
Occupancy Rate (if visible): _____ %
Minimum Stay: _____ nights

Amenities Checklist:

- Hot Tub Type: _____
- Privacy Features: _____
- Additional Luxury Features: _____
- Unique Selling Points: _____

Online Presence:

- Number of Reviews: _____
- Average Rating: _____/5
- Key Guest Comments: _____
- Marketing Channels Used: _____

Competitor 5

Property Name: _____
Distance from Your Property: _____ miles
Nightly Rate: £ _____
Occupancy Rate (if visible): _____ %
Minimum Stay: _____ nights

Amenities Checklist:

- Hot Tub Type: _____
- Privacy Features: _____
- Additional Luxury Features: _____
- Unique Selling Points: _____

Online Presence:

- Number of Reviews: _____
- Average Rating: _____/5
- Key Guest Comments: _____
- Marketing Channels Used: _____

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Market Position Analysis

Price Positioning

- Highest Competitor Rate: £ _____
- Lowest Competitor Rate: £ _____
- Market Average: £ _____
- Your Current/Planned Rate: £ _____

Amenity Gap Analysis

List amenities competitors offer that you don't:

1. _____
2. _____
3. _____

List your unique amenities:

1. _____
2. _____
3. _____

Seasonal Pattern Analysis

Peak Season (Jun-Aug)

Market Average Rate: £ _____
Your Rate: £ _____
Competitor Occupancy: _____ %
Your Occupancy: _____ %

Shoulder Season (Apr-May, Sep-Oct)

Market Average Rate: £ _____
Your Rate: £ _____
Competitor Occupancy: _____ %
Your Occupancy: _____ %

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Off-Peak (Nov-Mar)

Market Average Rate: £ _____

Your Rate: £ _____

Competitor Occupancy: _____%

Your Occupancy: _____%

Competitive Advantage Assessment

Your Strengths:

1. _____
2. _____
3. _____

Areas for Improvement:

1. _____
2. _____
3. _____

Market Opportunities:

1. _____
2. _____
3. _____

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Action Items

Based on analysis, list the top 3 priority actions:

1. _____

Timeline: _____

Budget: £ _____

2. _____

Timeline: _____

Budget: £ _____

3. _____

Timeline: _____

Budget: £ _____

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