



Project Data

Key Scope Items:

- Convention Center Operational Assessment
- Operational and Management Recommendations
- Financial Analysis

HSP Professionals Involved in Project: Rob Hunden, Matt Summy

Time of Service: 2001 – 2001

Cancun Convention Center Operational Analysis

Cancun, Mexico

Mr. Hunden, while working with another firm, worked for the National Hotel Association of Cancun to provide services regarding the Cancun Convention Center. Mr. Hunden was part of a consulting team which included Conventional Wisdom. The Hotel Association was granted the right to take over the management, operation and oversight of the Center and was seeking a review of its operations.

The report provided an independent analysis of the Center, its physical condition and technical capabilities, recommended improvements of its management and operation, as well as presented facts relating to the international meetings and events markets and Cancun's place in these industries. The report provided the Hotel Association with recommendations on governance of the facility and the procurement of management services, including the option of hiring a facility management company. The analysis was used by community leadership to devise strategies regarding the future use, operation and management of the Cancun Convention Center.