



Project Data

Key Scope Items:

- Market & Financial Feasibility Study
- Return on Investment Analysis

Development Budget: \$120,000,000

HSP Professionals Involved in Project: Rob Hunden

Time of Service: 2003

Conrad Shadowrock Palm Springs Resort & Spa

Palm Springs, California

Palm Springs has long been known as a winter destination, in the desert of Southern California. The local economy relies on tourism as its main industry and this supports numerous luxury hotels, resorts and spas.

Mr. Hunden worked on market and financial analysis for a planned hotel, spa and golf course complex, which was to include a 400-room Conrad Hilton hotel, an 18-hole golf course and a 30,000-square foot spa at the Shadowrock site at the base of the aerial tramway. The study included:

- A market analysis of the golf and spa industries, relevant characteristics of the market in the Palm Springs area and projections of the planned golf course's and spa's future demand and operations
- An analysis of the overall travel and tourism industry and the relevant characteristics of the Palm Springs area, including detailed historical operating data on existing hotels and projections of future performance
- Projections of the planned hotel's future demand and operations, including a ten-year operating proforma statement that incorporates the projected net operating income of the golf course and spa.

The study also considered the marketing challenges and opportunities related to the project and recommended the optimum meeting room programming, food and beverage scenarios, spa programming and retail requirements.