



### **Project Data**

#### **Key Scope Items:**

- Conference Hotel Feasibility Study
- Meetings Analysis
- Hotel Market Projections

**Development Budget:** \$17,500,000

**HSP Professionals Involved in Project:** Rob Hunden

**Time of Service:** 2008 - 2009

## **Conference Hotel Feasibility Study**

*Abilene, Texas*

A private development client retained Hunden Strategic Partners to conduct a conference hotel feasibility study for a proposed meeting hotel project in Abilene, Texas. Abilene is a center for energy development, including oil and wind power, both of which have driven development to the community. The Client suggested a 144-room hotel-conference center with 18,000 square feet of ballroom space and numerous meeting rooms. The purpose of the study was to evaluate the potential demand for the suggested new hotel and to recommend the optimal product given the needs of the market. The scope of work included:

- Local economic, demographic and related information.
- Local tourism, convention and hotel infrastructure.
- Market supply and demand for competitive hotels.
- Recommendations for the conference center hotel facilities, including amenities.
- Demand and financial pro forma for recommended facilities.
- Development cost for the project.

HSP recommended a conference hotel with 144 rooms, but with a different program of function space that was more appropriate to the market.