



### **Project Data**

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

- Demand and Financial Projections
- Conference Hotel Feasibility
- Market & Financial Feasibility Study

**Development Budget:** \$2,500,000

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

**Time of Service:** 2003

## **Peoria Castle Lodge & Conference Center Analysis**

*Peoria, Illinois*

The Peoria Castle Lodge, formerly Jumer's Castle Lodge, is a 175-room Bavarian-themed hotel and restaurant located in Peoria, Illinois. The property was well known in the region for its unique design and theme and was popular for wedding, reunions and receptions. However, capital improvements were not made consistently over time, so when new ownership took control of the property in 2002, the deferred maintenance was significant and the property was far behind its peers in physical quality. Amenities were also lacking. Under new ownership, the Castle Lodge was in the process of responding to these market changes.

Mr. Hunden worked with the Peoria Castle Lodge Hotel to conduct an analysis of its repositioning and a study for its conference center component. The objective of this effort was to identify strategies for the hotel to compete regionally and regain its prominent former market position.

The study determined that based on its visibility in the community and potential to serve as the catalyst to re-energize one of the area's main commercial corridors, the redevelopment of the Castle Lodge should be viewed as an important tourism and economic development tool for the region. A recommended redevelopment program was proposed and projections made for the performance of the refreshed property.