



Project Data

Key Scope Items:

- Economic and Demographic Analysis
- Conference Center Industry and Market Analysis
- Review of Organizational and Management Structures

HSP Professionals Involved in Project: Rob Hunden

Time of Service: 2001

Jamaica Convention Center Analysis

Montego Bay, Jamaica

Jamaica is a leading North American tourist destination that welcomes more than one million visitors a year. Despite this, there is no convention facility in the country to accommodate groups of various sizes that require multiple types of space to host events. This presented a unique opportunity for a competitive facility to be developed.

Mr. Hunden worked on a team on behalf of the Urban Development Corporation to evaluate the market potential and strategy for a convention center in Montego Bay, Jamaica.

In evaluating the feasibility of a new convention center, the analysis included:

- Market demand for the various types of uses
- Review of comparable meeting facilities to assist in the evaluation of challenges, possible amenities and cost of development of the proposed center,
- Financial projections for the revenues that could be generated from such uses,
- Review of potential organizational and management structures

The project was completed and opened in early 2011.