



Project Data

Key Scope Items:

- Analysis of Hotel & Convention Market
- Projection of Income & Expenses
- Impact Analysis

HSP Professionals Involved in Project: Rob Hunden

Time of Service: 2005, 2007

Convention Center Hotel Feasibility Study

Tucson, Arizona

Mr. Hunden has worked twice related to a convention hotel project in Tucson, the second largest city in the state of Arizona. The city lacks a combined convention center and adjoining hotel facility to lure large events. The City created the Rio Nuevo District to promote development downtown, as well as create a world-class convention and hotel facility. Centro Nuevo Partners was competing to construct the hotel facility to serve the growing downtown and convention center.

In 2007, Hunden Strategic Partners was retained by Centro Nuevo Partners to perform an updated analysis for a new convention center hotel. In the first study, the developer proposed upgrading the existing Hotel Arizona to a 275-room convention quality property as well as the addition of a 400-room complementary hotel tower under a different hotel banner. HSP updated this study to assess the feasibility of constructing the hotel complex as a single full-service flagship Hilton. This was projected to best serve the soon-to-be expanded convention center, proposed new arena and spur new retail, restaurant and tourism development.

HSP analyzed the current competitive hotel and meeting market in Tucson and projected updated revenue for the proposed hotel.