



Project Data

Key Scope Items:

- Economic, Demographic and Tourism Market Analysis
- Convention Market Analysis
- Projection of Income and Expense

Development Budget: \$40,000,000

HSP Professionals Involved in Project: Rob Hunden

Time of Service: 2003

Convention Hotel Feasibility Study

Bangkok, Thailand

Mr. Hunden worked for the owners of the IMPACT Convention Center in Bangkok, Thailand to determine the viability of an 800-room headquarters hotel for their development area. Using local research, international experience and an extensive trip into the marketplace, Mr. Hunden developed the market analysis and proforma financial projections for the project for a ten-year period.

The study included the following elements:

- Economic, Demographic and Tourism Market Analysis
- Hotel Market Analysis
- Convention Market Analysis for Southeast Asia
- Projection of Demand (Occupancy and Rate)
- Projection of Income and Expense

A convention hotel was recommended at the site to enable IMPACT to host international events, regional trade shows and other large events. The 4-star, 380-room Novotel Bangkok Impact Hotel opened in the complex in February, 2011.