



### Project Data

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

- Competitive Positioning Analysis
- Meeting Planner Interviews
- Convention Center competitive industry analysis
- Critical Metrics Analysis

**Development Budget:** \$300,000,000

**HSP Professionals Involved in Project:** All HSP Staff

**Time of Service:** 2013

## Salt Lake City Convention Hotel

*Salt Lake City, Utah*

HSP was engaged as part of a team by a group of civic and hotel leaders in Salt Lake City to analyze the proposed 1,000-room convention hotel for the downtown and Salt Palace Convention Center. The purpose of the analysis was to understand Salt Lake City's true competitive position in the national convention market and whether or not a new mega-hotel would make the city more competitive.

There is a concern that there are other competitive disadvantages to Salt Lake City that a hotel will not solve and so HSP set out to confirm or rule out these concerns. HSP worked with the CVB to identify groups that have either used Salt Lake City in the past or might consider it in the future. Our professional staff then spent dozens of hours interviewing these key meeting planners in depth to understand what makes Salt Lake City attractive or not to them and their groups.

HSP also conducted a peer-city analysis of 18 competitive or comparable cities to understand the balance of walkable hotel rooms to convention and exhibition space, as well as numerous other metrics. This helped the client understand whether not Salt Lake City was at a physical disadvantage or not. By using these metrics, HSP was able to show that Salt Lake City was underserved by walkable, large hotels, which could be solved with the new project.