



Sports Tourism Strategy & Economic Recovery Analysis

Puerto Rico

HSP teamed with Clancy's Sports Properties on a sports tourism strategy study for Discover Puerto Rico. Puerto Rico is still recovering economically from Hurricane Maria, and Discover Puerto Rico is interested in studying strategies to help the island recover. This study focused specifically on sports tourism and facilities, and included a market and financial feasibility analysis, as well as projections for economic impact.

Much of the work HSP performed was related to using tourism and real estate development to recover economically. Often these studies are partially or wholly funded by post-disaster relief funds. Any development recommended based on the Puerto Rico analysis will likely be funded by the \$8 billion dollars in federal recovery funds that the island has received.

Hunden Strategic Partners evaluated existing facilities and historical operations, the demand and supply of a variety of sports activities, and completed other key market analyses to arrive at recommendations for a sustainable and market-appropriate project. HSP engaged the community through a number of interviews, public sessions and surveys in order to identify and evaluate the local and regional market, analyze recreation center industry trends, and profile competitive and comparable facilities.

Client: Discover Puerto Rico

Time Period: 2018 - 2019