



Hotel & Golf Course Destination Feasibility Study

Stevens Point, Wisconsin

Hunden Strategic Partners worked with a private client to assess the financial feasibility of a new hotel development adjacent to an established golf course. Located in the center of Wisconsin, the Stevens Point region is a recreational destination located just a three-hour drive from northern Illinois.

One goal of the project was to attract larger tournaments to the golf course. The client believed a hotel project would entice tournament planners and larger groups to visit. The client was looking to validate the market for a hotel with a variety of options for wedding parties or smaller groups ranging from single queen rooms to double queen rooms and even larger residence-style spaces to serve their needs.

Upon completion of the hotel supply and demand analysis, the client had an assessment of the area's strengths, weaknesses, opportunities and threats, specifically related to key demand generators near the proposed site. HSP made recommendations as to the validity of new hospitality developments, as well as created financial projections for each proposed development. HSP recommended the construction of a full-service hotel, large enough to accommodate moderately-sized groups and meetings. On-site lodging accommodations will be able to better attract larger and more impactful meeting/ event business and golf events. HSP provided two scenarios – one base and one more robust.

Client: Private Client

Time Period: 2018