



Downtown and Convention Center Hotel Market Analysis

Branson, Missouri

The Branson/Lakes Area Chamber of Commerce and Convention and Visitors Bureau contracted with HSP to perform a market, feasibility, demand and opportunity analysis for potential hotel(s) connected or adjacent to the Branson Convention Center and/or in downtown Branson, Missouri.

HSP analyzed the opportunity and viability of a new hotel, including optimal location, financial feasibility, return on equity, and impact. The study also profiled existing and new meeting, hotels in Branson, and in the regional area in order to evaluate the current supply and market demand.

HSP recommended size, meeting space, type and number of guest rooms, rate range, facilities and amenities to be included in a potential hotel at one or more locations, that would best serve the community. HSP also made projections of the likely performance of the recommended facilities.

HSP recommended the development of a high quality select-service branded hotel. Given that the existing hotel is a full-service Hilton, the market had a gap of rooms at a slightly lower price point and service level, but higher than most of the lower-quality hotel product in the community.

Client: Branson/Lakes Area Chamber; CVB

Time Period: 2015-2016