



Convention Center & Hotel Feasibility Study

Bentonville, Arkansas

Hunden Strategic Partners worked with the City of Bentonville and the Bentonville CVB to study the hotel, convention, conference, and events market to determine if opportunity existed to develop a convention center and hotel package.

The City wanted to enhance its community as a destination for visitors, residents and businesses with the possible development of meeting, convention/conference and hotel facilities that would both attract and accommodate demand from major corporations like Walmart, Tyson and others, as well as opportunity to attract rotating conventions.

HSP analyzed Bentonville's economic, demographic and tourism attributes, convention industry trends, local and regional competitive facilities, comparable case studies, headquarter hotel trends and competitive environment, and the Bentonville hotel market realities. HSP then provided the city with detailed demand and financial projections for the recommended scenario, as well as funding and financing alternative recommendations.

Client: City of Bentonville & CVB

Time Period: 2015