



# Blennerhassett Hotel Study

*Parkersburg, West Virginia*

Mr. Hunden was hired by a private client and owner of the Blennerhassett Hotel in Parkersburg, West Virginia to study the opportunity for an expanded hotel. The expansion was to include additional rooms, potential conference and convention spaces, including ballrooms, meeting rooms and board rooms.

The Client desired to enhance the community as a destination for visitors, particularly groups, via an expansion that would include amenities optimal for the group and upscale market.

HSP performed a comprehensive hotel market analysis that also included an economic and demographic analysis, case studies, recommendations, and an economic impact analysis.

The analysis found that the area was lacking in adequate meeting facilities and that a high-quality venue would allow Parkersburg to attract events and groups to consider Parkersburg as a destination.

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**Client:** Private Client

**Time Period:** 2015