



Ramada Hotel & Oasis Convention Center Expansion

Springfield, Missouri

Hunden Strategic Partners worked with the Ramada Oasis Convention Center in Springfield, Missouri to perform an analysis and recommendation as to whether the property should pursue new branding opportunities in concert or separate from a significant expansion and renovation of the property’s hotel and convention center.

As it stands today, the hotel is of much higher quality than most of the Ramada’s in the United States. HSP studied, under a proposed renovation and/or expansion, whether the convention center could connect the hotel to the adjacent convention center to allow visitors to gain access to both facilities via a climate controlled indoor walkway and how that would enable the hotel to improve its brand. The renovated hotel-convention center would be divisible into three section using an airwall and would be able to accommodate seating up to 1,200 guests.

HSP completed several market and financial models and scenarios, conducted a local and state meetings market analysis and talked to a number of brands, including boutique brands to determine the best options.

Client: Ramada Oasis Convention Center

Time Period: 2014