



Association of Luxury Suite Directors State of the Industry: National & International Database

For four consecutive years, Rob Hunden, President of Hunden Strategic Partners (HSP), has delivered the State of the Industry presentation at the Association of Luxury Suite Directors (ALSD) Design and Build Conference. The state of the industry provides deep historical analysis of the venue marketplace, offers insights for current market conditions, how and why we got to those conditions, and offers a glimpse into the future of the industry.

Hunden and his team of analysts created a comprehensive database in 2017 of all major league sports venues for ALSD, making HSP one of the go-to firms for updated statistics and trends in the stadium industry. The process included a thorough analysis of luxury suites and related amenities associated with each venue. HSP presented the database at the 2017 conference and continues the research process to ensure the database stays up-to-date to serve professional, collegiate, and other sports and entertainment organizations.

In addition to presenting at the national conferences, Hunden created an international State of the Industry speech and presented it at the 2019 international ALSD conference in Dublin. The firm has its finger on the pulse of the stadium industry worldwide.

The first year of the rollout featured a focus on the history and current status of major league sports facilities. In the second year, HSP studied the mixed-use districts that surround these major league venues. The third year focused on which cities that didn't currently have a facility were most likely to embark upon a new major league stadium/team. In 2020, HSP updated the industry on new facilities that were coming online, renovations/updates, and showed how the venues were proactively reacting to the COVID-19 era. HSP highlighted a lot of technological evolutions that are becoming more and more critical.

Client: Association of Luxury Suite Directors **Time Period:** 2017 – Present