



# Association of Luxury Suite Directors State of the Industry: Database & Suite Analysis

## Industry expertise & contributions

For the second consecutive year, Rob Hunden, President of Hunden Strategic Partners, delivered the State of the Industry presentation at the Association of Luxury Suite Directors (ALSD) Design and Build Conference. The 2018 conference took place in Atlanta, home of two new major league facilities, during the last week of June. Beyond the \$10 billion in new or renovated facility projects underway in the major leagues, HSP decided to take a closer look at cities/markets that could support another major league franchise.

Supported by new trends, intense market research, the realities of each league and numerous other factors, Hunden revealed top cities in the following categories: cities with no current teams ready to host a Major League franchise, cities with at least one franchise and can support another, and top cities broken out by Major League branch (NFL, NHL, MLB, etc.)

Hunden created a comprehensive database in 2017 of all major league sports venues for ALSD. 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. The visual history presentations are available on HSP’s website at [www.hundenpartners.com/media/](http://www.hundenpartners.com/media/)

Watch and learn about the history of each league and what their stories tell us about the history of our country, professional sports, and venue development.

**Client:** Association of Luxury Suite Directors

**Time Period:** 2017 – Present