



Carlsbad Hotel Feasibility & Impact Study

Carlsbad, California

Hunden Strategic Partners was engaged by the City of Carlsbad to conduct a comprehensive market, demand, financial feasibility, and economic impact analysis to determine the market opportunity for new hotel development within the industrially-zoned areas in Carlsbad.

HSP assessed the market opportunity in Carlsbad, as well as current and future hotel performance trends in California and across the United States. HSP profiled the competitive set of relevant hotels that will have the most impact on the proposed Project. In addition to the analysis of supply and historical market performance, HSP contacted stakeholders, local market experts, tourism officials, hoteliers and potential room night generators to better understand the opportunities and challenges associated with the proposed project. HSP reviewed funding tools available for the projected as well as incentives and tax credits.

HSP recommended two possible scenarios: 250-key and 100-key. The 250-key hotel included a grand ballroom, junior ballroom, and additional meeting space. The 100-key hotel included meeting space.

Client: City of Carlsbad

Time Period: 2018