



Downtown Indianapolis Retail & Spending Power Study

Indianapolis, Indiana

HSP worked with a private downtown Indianapolis client to conduct a full retail, hotel and spending study for the downtown Indianapolis market. This study included demographic research and an examination of current and future market strengths of Downtown Indianapolis based on its economic and tourism analytics.

In addition to a demographic analysis, the study included a retail market supply and demand analysis and recommendations, including spending analysis of residents, visitors and employees, as well as a 20-year look at increasing spending.

This study armed the client with a comprehensive understanding of the future market potential, the purchasing power of the downtown area, and the feasibility for retail and other related uses in downtown Indianapolis.

Client:	Private Client	Time Period:	2018
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