



# Hotel/Motel Market & Demand Analysis

*Fulton County, New York*

HSP worked with Fulton County to conduct a market and demand analysis for a new hotel/ motel development around the southern and western sides of the Great Sacandaga Lake in New York. HSP determined the current, unmet and future needs of the community by analyzing the opportunity and viability of new hospitality developments, including financial feasibility, return on equity, recommended programming and optimal location. The goal of the study was to attract interest from hoteliers and developers by identifying the gaps and opportunities in the local market and determining the optimal return on investment.

HSP assessed how the market, existing hotel facilities, and competitive offerings impacted the opportunity for Fulton County to leverage its unique assets, including the Vail Mills Development Area, Great Sacandaga Lake, and the Adirondack State Park.

The analysis provided an understanding of the amount of supply and demand for hotel rooms in the vicinity and the county’s ability to capture new or unaccommodated demand. HSP made recommendations for new hospitality developments, as well as created financial projections for each proposed development.

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<b>Client:</b>	Fulton County	<b>Time Period:</b>	2017
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