



## **The Viceroy Snowmass Hotel & Brand Analysis; Feasibility, Fiscal Impact & Incentives Analysis**

*Snowmass Village, Colorado*

Snowmass Village, Colorado is a popular winter ski resort in the Rocky Mountains. Town leaders were looking at potential opportunities to increase tourism in the slower summer months by adding a conference hotel, which would aid Snowmass in becoming a year-round destination. In addition, the community was interested in a new Base Village that would refresh the Snowmass brand.

The town of Snowmass Village retained Hunden Strategic Partners to evaluate a proposed conference hotel for one of three commercial areas (Base Village, Town Center and West Village). The town sought the services of HSP to aid in the approval of a hotel brand that would be the best match for the town and help increase year-round occupancy.

HSP analyzed what benefits the 173-room Viceroy Hotel brand would bring to the Town compared to a nationally recognized hotel chain. An analysis of current hotel trends, such as the condominium hotel (condotel) financing structure, was performed as well. HSP found that the hotel proposed was of high enough quality that the Viceroy Hotel would provide the desired impacts to the community. HSP also assisted with identification of funding tools and conducted an incentives analysis.

Based on these findings, the town of Snowmass Village proceeded with the development and The Viceroy Snowmass Hotel opened in 2009.

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**Client:** Town of Snowmass Village

**Time Period:** 2008