



Conference Center Hotel Feasibility Study

Mansfield, Texas

The Mansfield Economic Development Corporation retained Hunden Strategic Partners to conduct a hotel/conferencing feasibility study for a proposed full-service meetings hotel project in Mansfield, Texas. The purpose of the study was to evaluate the potential demand for such a facility and if not appropriate, to recommend the optimal product within a market-appropriate timeframe.

Hunden Strategic Partners analyzed the following scope components in this report:

- Local tourism, meetings & convention and hotel infrastructure.
- Market supply and demand for competitive hotels.
- Recommendations of hotel facilities, including amenities.
- Demand and financial pro forma for recommended facilities.
- Development cost for the hotel.

After reviewing current and estimated future market conditions, HSP has determined that it is premature to seek the development of a full-service and/or conference center hotel. Primarily, the market of demand generators for such a product does not yet exist and the growth of the market has not yet reached critical mass to support such a facility. As a next step, a select service hotel of 127 rooms with a small amount of meeting space was recommended.

Client: City of Mansfield

Time Period: 2008 - 2009