



Downtown Hotel Feasibility & Impact Study

Bentonville, Arkansas

Hunden Strategic Partners worked with representatives at the NWA Downtown Revitalization Fund to study the downtown hospitality market to determine if opportunity existed to develop a new hotel package.

The site was located at S.E. 8th and S.E. J Streets. The 9-acre site was within the Market District Neighborhood, adjacent to or within walking distance of the 8th Street Market (pictured above), several of Walmart's corporate facilities, the Plant (a place for contemporary arts), a mixed-use residential development, Urban Office Project, and NWA Razorback Greenway.

The proposed hotel was envisioned as an upper mid-scale hotel with limited function space, and an average nightly rate around \$150. The client was open to exploring the possibility of partnering with another business entity for the project. During the analysis, HSP assessed how the market, existing facilities, and competitive offerings would impact the opportunity for the client to leverage the existing strengths of Bentonville. The analysis provided an understanding of the amount of supply and demand for hotel rooms in the vicinity and the client's ability to capture new or unaccommodated demand.

Ultimately, the study's purpose was to attract and entice interest from select-service, extended-stay, and/or limited-service hoteliers, developers, leading institutions, management companies, and franchises by identifying the gaps and opportunities in the local market and determining the optimal return on investment. Fiscal impact studies for a variety of tax revenues, like this one, are part and parcel of HSP's practice. HSP made recommendations for the hotel project based on the detailed impact modeling.

Client: NWA Downtown Revitalization Fund

Time Period: 2017