



Orlando Exposition Center & Sports Training Complex

Orlando, Florida

Hunden Strategic Partners (HSP) worked with a private client to study the viability of a proposed major exposition center and sports training complex. The development was proposed to be on a 1 million square-foot site near the Orlando International Airport. A mixed-use event district was also proposed to enhance the area around the project, including hotels, restaurants, entertainment and other attractions.

HSP conducted a market and demand analysis of the greater Orlando area as an economic center of activity, as well as a destination for overnight visitors. HSP summarized key demand generator trends and commented on the overall growth prospects for the market. HSP profiled existing, new and planned venues in the local and regional area in order to understand the current supply, market demand, future uses, operating forecasts and meeting planner preferences. HSP analyzed the regional/state market for the existing supply of space and identified any potential or unmet demand for additional space.

Finally, HSP provided a high-level overview of demand and financial projections for the proposed facility, assuming a number of factors.

HSP recommended that the Client move forward with the second study phase, to include a deeper-dive into the market analytics, detailed comparable facility profiles, customer analyses, and refined programming and recommendations.

Client: Private Client

Time Period: 2017