



## World Trade Centers Association (WTCA) Studies

*New York, New York*

HSP professionals worked with the World Trade Centers Association of New York (WTCA) to conduct market position analyses, economic impact studies and case studies for six World Trade Centers (WTCs) internationally. The World Trade Centers profiled were in Amsterdam, Boston, Dresden, Macau, New York, Sao Paulo and Taipei.

The objective of the analysis was to prepare an independent and credible analysis that demonstrates if World Trade Centers, conceived and executed properly, achieve demand and rent premiums in their respective marketplaces, the impact they have on their neighborhoods and the economic impact they have on their respective economies. This research assisted lenders in making decisions about financing WTCs and served as a tool for use by the Association in encouraging poorly performing WTCs to exploit their potential by developing physical properties and services as seen by the more successful operations.

The study helped WTCs communicate with their local and national governments, raised the consciousness of the WTC's role within the market place and provided rationale for public participation in development, and assisted the WTCA in serving existing and potential members by helping them identify a winning formula in their respective marketplaces.

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**Client:** World Trade Centers Association of New York

**Time Period:**

2000 - 2006