



## New Expo Center, Hotel/Conference Center, & Mixed-Use Development Study

*Houston, Texas*

Hunden Strategic Partners was engaged by a private client to conduct a market demand and financial feasibility analysis for a new expo center and adjacent hotel/conference center development as part of a larger, mixed-use development in Houston, Texas. The purpose of the study was to determine projected operational costs and financial performance of the proposed new facilities.

HSP analyzed the marketability and optimal uses of the proposed Project elements, evaluated the proposed site and surrounding uses, and determined the likely demand and financial results. HSP's study began with a kickoff trip, interviews, and project orientation and then continued on to analyze the following markets and elements:

- Expo, conference and meetings industry market and trends,
- Hotel market and headquarter hotel package,
- Meeting planner and promoter demand interviews,
- Local and regional sports facilities supply, demand, and opportunity,
- Relevant case studies, and more.

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**Client:** Private Client

**Time Period:** 2019 - 2020