



Castillo Hotel Market Study

Chicago, Illinois

As one of the most dynamic neighborhoods in Chicago, the River North district is home to the city's furniture district, as well as some of the hottest restaurants, clubs and retail establishments in the city. HHGP LLC owns a 72,000-square foot building in this area and sought to understand the feasibility of converting the building to an 80 to 110-room boutique hotel with a modern Spanish design aesthetic and theme.

Management and ownership proposed marketing to Latin-based groups and those non-Latin groups seeking a new experience. It is believed that the hotel could capitalize on this market segment. The hotel is to include:

- Ten floors plus a mezzanine, which requires adding three floors to the building
- A 100-seat high-end restaurant
- A roof deck with 360-degree views and the ability to host events in the warmer months

Hunden Strategic Partners completed a comprehensive market and financial feasibility study for the proposed project considering the existing and future hotel market in Chicago and whether the market could support another boutique hotel in an already crowded market. HSP recommended this project to HHGP. Unfortunately due to the economic recession, the project was never built.

Client: HHGP LLC

Time Period: 2008