



Rising Star Casino Resort Expansion Study

Rising Sun, Indiana

Hyatt Gaming Management hired HSP to study an expansion of the Grand Victoria Casino and Resort (GVCR) in Rising Sun, Indiana. The original project consisted of 201 rooms and a Grand Theater/Ballroom of 12,000 square feet, as well as a 336-square foot boardroom. The complex also featured a Scottish-style links golf course on site. Responding in part to the changing competitive environment (including the opening of two racinos in the Indianapolis area), the GVCR was considering an expansion to its amenities in order to enhance gaming and other revenue.

The proposed expansion was to include approximately 225 additional guest rooms, including 40 suites, as well as more meeting space. The meeting and conference space expansion and the room night production from the space was recommended and projected.

The report reviewed the current market supply and demand situation and made recommendations for the total meeting component for the expanded facility in order to meet the goals set forth by management. Finally, a projection of demand was developed, leading to a projection of revenue and expenses associated with the meeting facility.

The property changed its name from the Grand Victoria Casino and Resort to the Rising Star Casino Resort in August 2011.

Client: Hyatt Gaming Management

Time Period: 2007 - 2008