



King Ranch Expansion & Tourism Opportunity Analysis

Kingsville, Texas

Hunden Strategic Partners conducted a market and financial feasibility study to determine the viability and optimal mix of uses for the expansion of operations at King Ranch in Kingsville, Texas. King Ranch, established in 1853, is an 825,000-acre operational ranch located in South Texas. The current tourism operations at the ranch include a myriad of tour experiences (daily, wildlife/nature, bird, motor coach, etc.), commercial hunting experiences, a visitor museum, and a retail component called the Saddle Shop. The tourism operations are located in five different buildings across the ranch and the city's downtown. King Ranch was looking to expand operations and create a curated visitor campus in the heart of the ranch that aligns with the mission and historical brand. The ranch welcomes more than 16,000 annual national and international visitors. However, the current offerings did not include any way for visitors to extend their stay at the ranch. The vision for the expansion was to create a visitor hub on the ranch to ensure curated experiences and extended stays can all happen on-site at King Ranch.

Hunden reviewed all market conditions, trends, and viability, as well as various similar large campus, ranch, and related development expansions or other appropriate experiential mixed-use projects developed nationally. Hunden assessed several comps across the U.S. and visited 3-4 campuses in-person for visits/tours to understand what has worked and what has not, as well as implications for King Ranch.

Considering the analysis, Hunden made recommendations for the proposed program and use types, including quality, sizing and other key factors, for King Ranch. These were not only based on the existing market, but also on the market that the Client was looking to attract with the expansion of King Ranch. Hunden provided implications and various scenarios by type for each use: Retail, Restaurant, Hospitality, and Museum/Historical Experience.

Client: King Ranch

Time Period: 2021 - Present