



TownePlace Suites Market Analytics & Development Advisory

Nashville, Tennessee

Hunden has an ongoing contract with a Chicago-based developer that specializes in hospitality, interior design, branding and procurement to assist with real estate advisory services. These services include:

- Market and Financial Analysis,
- Physical and other Programming Advisory,
- Management and Other Agreement Advisory,
- Branding Analysis, and
- Others, as needed.

For this project, Hunden examined downtown Nashville and reviewed the quality, supply, and performance of the hospitality market to help determine the opportunity for future development. Hunden also provided financial projections and economic impact models for multiple scenarios.

Hunden's analytics contributed to the ultimate development of the TownePlace Suites by Marriott Nashville Downtown/Capitol District. The 204-room TownePlace Suites successfully opened to the public in October 2020. It has two dining concepts, a neighborhood café and an all-season rooftop restaurant with two bars. The hotel also houses a 700-square foot event space adjacent to the seventh-floor rooftop restaurant that can accommodate up to 50 people.

Client: Private Developer

Time Period: 2018 - 2020