



# Motel & Event Space Market & Financial Feasibility Study

*Bentonville, Arkansas*

Hunden Strategic Partners conducted a market and financial feasibility study for a proposed motel development and adjacent event space in Bentonville, Arkansas. Hunden assessed the hospitality market and financial viability of the proposed motel project. The study addressed the local market realities and opportunities, site and location implications, industry realities and trends, supply and demand overviews, and case studies of comparable developments and best practices.

The report found that the outside of the 21c Museum Hotel, which is a luxurious and expensive facility, Bentonville does not have any truly unique lodging experiences. The report validated the following recommendations:

- 145-room upscale lodging facility
- 12 short-term rental units, convertible from overnight accommodations to daytime office/event use,
- 7,000-square foot flexible event space,
- 2,000-square foot onsite restaurant, and
- 600-square foot craft cocktail bar.

Additional recommendations included onsite recreation and lifestyle amenities proposed by the client, including an activated courtyard space and outdoor communal activities.

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**Client:** Green Circle Projects

**Time Period:** 2021