



## Downtown Hotel Market & Feasibility Study

*Rochester, Minnesota*

HSP worked with a private developer to perform a hotel market study, including demand and financial projections, for a potential hotel project as part of a high-rise mixed-use district in downtown Rochester. The focus of the study was a comprehensive understanding of the mixed-use district and the hotel project, the current and future hotel growth trends, a competitive Rochester hotel analysis, recommendations and demand and financial projections.

HSP assessed the competitive set of relevant hotels that will have the most impact on the proposed Project as well as the impact of the Mayo Clinic's growing demand on the marketplace. In addition to the analysis of supply and historical market performance, HSP contacted stakeholders, local market experts, tourism officials, hoteliers and potential room night generators to better understand the opportunities and challenges associated with the proposed project in downtown Rochester.

After the analysis, HSP recommended a 200-room branded, select service hotel development for downtown Rochester. This property, with the right quality and price-point, will not only accommodate the existing unaccommodated demand in the market, but it will also compliment the surrounding downtown development, the growth of the Mayo Clinic, and the expansion of the Mayo Civic Center.

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**Client:** Private Developer

**Time Period:** 2016