



Destination Attraction Market, Financial Feasibility & Economic Impact Analysis

Gulf Shores, Alabama

Hunden Strategic Partners was retained by a private client to provide professional market, financial feasibility, and economic impact study services for a proposed destination attraction in Gulf Shores, Alabama. The development was proposed to include the following market uses:

- Attractions/rides,
- Performances/shows,
- Live interactive entertainment,
- Educational environments,
- Unique restaurant and F&B experiences,
- Art exhibits, and
- Merchandise/retail.

The destination attraction was meant to create a multi-state visitor draw for the City of Gulf Shores, Baldwin County, and the State of Alabama by providing programming for both single-day and multi-day trippers. Programming was aimed at attracting over-night visitors, day-trippers, and quick-stop passer-by traffic. The purpose of the feasibility analysis was to provide third-party market-based demand and financial projections. Hunden also determined the economic, fiscal and employment impact of the proposed development on the Gulf Shores Orange Beach area.

Client: Private Client

Time Period: 2021