



# University Boutique Hotel Market & Financial Feasibility Study

## *Midwest*

Hunden is completing a market analysis and financial feasibility study for the development of a new boutique hotel on a university campus in the Midwest. The Client is currently considering two concepts for a new hotel development: an extended stay experience to accommodate visitors who plan to stay for multiple weeks up to a full semester, and/or a typical boutique hotel experience to accommodate short-term visitors. The study will provide the Client with market-driven analytics to determine the overall demand and opportunity for this type of hotel development in the area, as well as financial modeling to define the financial feasibility of the Project's proposed program.

Hunden will provide an overview of the proposed Project concept, any proposed sites/parcels of land on the campus, any additional supportive adjacent uses, surrounding demand generators and the surrounding area to understand the current offerings and needs. Hunden will assess the site and immediate area to understand site size, access, visibility, synergistic adjacent or nearby uses, other hotels, and other factors. Next, Hunden will assess the local and regional demand for this type of hospitality development in the area and the university submarket, especially as they relate to higher education accommodations.

From there, Hunden will show both what the market would support immediately (optimal financial feasibility) and what is optimal for the Project (which may have lower initial viability, but longer-term positive impacts). Finally, Hunden will determine how the market will absorb the proposed hotel over time, providing ten-year demand and financial projections.

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**Client:** Private University Client

**Time Period:**

2022 - Present