



Historic The Barfield Autograph Collection Hotel Redevelopment Analysis

Amarillo, Texas

Hunden Strategic Partners was engaged by a private developer to conduct a hotel market and financial feasibility analysis for the development of the Barfield Building in downtown Amarillo, Texas. The Barfield Building had been vacant since the early 1990s, and the Client sought to breathe life into the historic building with the following proposed project elements:

- 112 guest rooms,
- A restaurant and bar,
- A speakeasy,
- And meeting spaces.

The Barfield would be the third downtown hotel, but would be the only property that focuses on food and beverage as a profit center and offers a truly near-luxury boutique hotel room and service experience.

Hunden's study included a profile of the proposed project, an economic, demographic and tourism analysis of Amarillo, a detailed hotel market analysis - including a competitive hotel market analysis, as well as a 10-year operating projection for the proposed project. The Barfield Autograph Collection in Amarillo opened in August 2021 and was awarded "Hotel Opening of the Year" for the Autograph Collection in 2022.

Client: Private Client

Time Period: 2018