



Project Data

Key Items:

- Pricing Structure Analysis
- Facility Survey
- Meeting Planner Survey

HSP Professionals Involved in Project: Rob Hunden

Time of Service: 2002

National Trade Centre Analysis

Toronto, Ontario

Mr. Hunden worked on behalf of the National Trade Centre (NTC) to perform a facility rental pricing analysis. Included in the analysis was a detailed review of industry specific rental rate structures for comparable facilities in both in Canadian and U.S. markets.

The NTC wished to have a third-party review and analysis of rental rates that competitive facilities charge in order to respond to concerns regarding rates at the NTC. As most facilities have varied rate structures, it was imperative to understand costs in an apple-to-apples setting.

Mr. Hunden performed the following analysis:

- Conducted surveys of the comparable facilities rental rates,
- Interviewed facility management to understand pricing structures and strategies,
- Interviewed meeting planners, and
- Provided recommendations to improve the competitiveness of the pricing structure for the NTC.
- Recommended other strategies, such as a headquarters hotel, to enhance competitiveness.