



Project Data

Key Scope Items:

- Hotel Market Analysis & Product Recommendations
- Financial Feasibility
- Market Supply & Demand Analysis

Development Budget: TBD

HSP Professionals Involved in Project: Rob Hunden

Time of Service: 2008

Hotel Market & Feasibility Study

Carrollton, Texas

Hunden Strategic Partners worked with the City of Carrollton and Warren Associates to provide a hotel market analysis for a 110-acre site currently owned by the City. With frontage on major thoroughfares, the site is a pivotal infill property in the established Carrollton market. This area is experiencing a high level of development and redevelopment activity related to downtown assets, attractions, and other tourism and hospitality related assets.

Carrollton lacks meeting facilities within its borders, which hampers its ability to generate room nights. Likewise, the lack of hotels hampers the city's ability to support meeting facilities. However, the size of the city and surrounding area population, combined with the existing local office presence suggests that hotels could be supported here if well-located and of the appropriate brands.

The study conducted by HSP considered the existing and future hotel market in Carrollton for this development and recommended the appropriate hotel(s) to be developed. The market did not appear to support a full-service upscale product without outside support (such as public funds). It suggested that two limited-service branded hotels be developed as the economy recovers and the hotel economy along with it. Although the development of a unique property is desired for the development, the market conditions and other attributes of the development limit the feasibility of this type of concept.