



Project Data

Key Scope Items:

- Competitive Hotel Analysis
- Hotel Product Analysis
- Return on Investment Analysis

HSP Professionals Involved in Project: Rob Hunden, TJ Pavlov, Eric Hunden

Time of Service: 2008-2009, 2012

Kansas City Ambassador Hotel Feasibility Study

Kansas City, Missouri

HSP was first retained, in 2008-2009, to analyze the Gate City Bank Building as a possible site for an upscale hotel project. One major aspect of the analysis of a proposed hotel was a consideration of the primary competitors that existed in the area. HSP found that the market in Kansas City suffered from lack of high-rated business and mediocre hotel product. HSP projected that a well-located, small boutique hotel could fill its rooms and the market.

In 2012, HSP was requested to review and update Smith Travel Research figures related to a competitive and comparable set of hotels in the Kansas City market and opine on whether or not they would change HSP's previous projection of hotel performance completed in August of 2009.

The review found that given the generally positive movements in hotel performance in the market, combined with the fact that the proposed hotel would likely open a year later into the 'up cycle' than originally projected, that the hotel would perform generally as project in the original study. The hotel opened in 2012 to great acclaim and has been a successful piece of the downtown's renaissance in Kansas City.