

Objective:

Please read the case study, “Neighborhood and Market Area Analysis” and address the following questions.

1. Summarize the overall character of the neighborhood and discuss its suitability for developing and supporting a hotel.
2. Evaluate the locational factors and **explain in detail** how these factors could impact the subject property’s:
 - a. Average room rates
 - b. Food and beverage revenues
 - c. Overall profitability
3. What type of hotel would you recommend for this area? Why?
 - a. How would you position the subject property? Why?
 - b. What types of facilities would you recommend for the subject property? Why?
 - i. **Please note that you must explain, in detail, the reason for your recommendations to receive full points.**
4. Evaluate the area’s market conditions and discuss which market segments the subject property should target.
5. Using information from the case, discuss how economic and demographic conditions could impact future transient demand for the subject property.

Assignment Note

You do not have to write this as an essay. In your assignment, simply address each question one-by-one. The format of the answers should be double-spaced, 12-point Time New Roman font, and 1-inch margins. If you use outside sources (highly encouraged!!), remember to cite them in-text using APA format, and to include a references page at the end of the assignment, also in APA format.

Please upload your submission to iCollege by the due date.