



Market Demand Analysis and Financial Feasibility Studies

Horwath HTL is renowned for insightful and independent feasibility studies. Our regional experience, market research and analysis capabilities underpin the planning process for hotel, tourism and leisure related projects.

Horwath HTL feasibility studies provide impartial assessment of project viability and are heavily relied upon by owners, developers, investors, operators, lenders and other interested third parties when making their project planning, investment and/or financing decisions. An integral part of the feasibility process is the identification and definition of the development or property repositioning opportunity that comes from a thorough understanding of market characteristics and the competitive environment.

Project concept and facility recommendations derived from this understanding, our project experience and familiarity with international trends are then applied with the aim of maximizing a project's long-term competitive advantages, cash flow and resulting value.

From our experience, a credible feasibility study is a critical first step to any development project and is usually required by the following parties:

- **Owners and Developers** - for internal project review
- **Financing Institutions and Investors** - for investment decisions
- **Hotel Management Companies** - for project evaluation
- **Architects & Designers** - for facility requirements and design parameters

Suitable Project Types:

1. New Build Developments
2. Semi-Completed Projects
3. Property Conversions
4. Re-Branding, Introduction of International Brands
5. Refinancing of Existing Properties

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