

Hotel Feasibility Study

Hunden conducted interviews with regionally competitive hotels as well as market experts to understand performance trends, market segmentation, and demand challenges. Hunden also engaged Discover Boone County, local business leaders, the Indianapolis Executive Airport, and employees of the Town of Zionsville to assess the needs for additional hospitality and meetings assets within the local and regional market.

These conversations provided insight into unmet demand, competitive pressures, and types of events and travelers that a new boutique hotel in Zionsville could capture.

KEY FINDINGS

Upscale/Boutique Hotel Needs

Zionsville's population and economy continue to grow steadily, bringing more visitors for business, recreation, and community events. However, the Town currently has limited lodging options to meet that demand. Zionsville's only existing lodging, the eight-room Brick Street Inn in the Village, offers a boutique experience but limited capacity. As a result, many business travelers, event guests, and visitors stay in surrounding communities, taking their spending outside of town. The study identifies an opportunity to complement the Brick Street Inn with a small, full-service boutique or upscale hotel that reflects Zionsville's charm and scale. Such a property could provide modern guest amenities and meeting space while supporting local businesses and strengthening the Town's economic base.

Appropriate Function Space

Stakeholders identified demand for additional meeting and gathering space, something versatile enough to host local business meetings, celebrations, and community events. The market has an insufficient supply of quality meeting spaces for large group events and smaller corporate meetings, and demand is expected to continue to increase, parallel with population and economic growth within the market.

Unique Design, Amenities & Brand Affiliation

Boutique hotels are often unique to their respective destinations, incorporating unique cultural designs and guest amenities within their programming. Amenities such as dining, rooftop or outdoor gathering spaces, and locally inspired design could enhance both the visitor and resident experience. Affiliation with a major hotel brand family is recommended for shared marketing opportunities and group business lead generation.

Local market area characteristics such as population, demographics, a diversified economy, access, and attractions influence the potential demand for hotel properties as well as the overall attractiveness of an area to a potential visitor or group.

THE MARKET

38%

population growth from 2010 to 2025.

72%

competitive set occupancy rate in 2024

20%

of Indiana Executive Airport travelers stay at a hotel

OPPORTUNITY

100+

room boutique hotel opportunity, with up to

10K SF

of function space