

Market, Competition, and Location Analysis for Hotel Properties

A rigorous market and location analysis is essential for accurately assessing the demand and market conditions for hotel expansions or redevelopments. These insights form the basis for creating a demand-driven, functional operational concept and deriving reliable profitability forecasts. The physical infrastructure of a hotel must align perfectly with its location and the identified target demographics. Long-term financial viability is only achievable if the location's tourist appeal matches the quality and positioning of the services offered. Our IHK-certified hotel experts research, analyze, and evaluate all relevant location data to determine the specific demand at a site or within a region. This process identifies the most economically promising business model, including property type, capacity, and specialized facilities.

Core Components of a Hotel Location Analysis:

- **Macro-Location Analysis:** Evaluation of economic frameworks, regional tourism drivers, and infrastructure.
- **Market Research:** Detailed analysis of existing supply, current demand, and prevailing market structures.
- **Market Valuation:** Integrated assessment of the site, the (planned) asset, its positioning, and the relevant competitive set.
- **Demand Profiling:** Identification and segmentation of potential target groups and guest demographics.
- **Strategic Concept Development:** Defining the product DNA and the future operational business model.
- **Financial Projections:** Delivering a robust economic forecast and feasibility outlook.

We invite you to experience the expertise and efficiency of our hotel specialists in delivering high-impact location analyses.

Contact us at +49 176 4884 62 90 or use our [Contact Form](#).