



Staff Report

Report To: Dan Best, Chief Administrative Officer
From: **Scott Currie, Manager of Community Services**
Date: October 7 2019
Report: CSD 14.2019
Subject: Hotel Feasibility Study Results

Recommendations:

That South Huron Council receives the report by S.Currie, Manager of Community Services, titled "Hotel Feasibility Study Results" for information purposes only.

Purpose:

For information

Background and Analysis:

At the March 18 meeting, Council directed staff to proceed with completing a Hotel Feasibility Study through an RFP (Motion # 202-2019). Altus Group was engaged and the study results are attached to this report.

Based on their analysis, the consultant found that demand in the South Huron market could support a 60-70 room hotel. However, the consultant notes that most brand-affiliated hotels require a minimum of 90+ guestrooms to be financially feasible.

The consultant estimates the total 2019 room demand within South Huron to be 41,791 nights. Major demand drivers for overnight accommodation include:

- Leisure (beach and tourist attractions) – 57%
- Agri-tourism (wineries, breweries) – 13%
- Sports tourism – 6%
- Commercial demand – 3%

- Where the rest is represented by visiting friends and family, attending meetings, conventions and exhibitions, etc

This report provides the Municipality with baseline information on overnight accommodation demand that can be used to measure future economic development performance. The Municipality continues to take actions that attract business investment and increase tourism, which strengthen the local economy. Examples of this work include:

- Investing in the revitalization of Port Blake Day Park in 2019/2020.
- Annually delivering or hosting special events and festivals with community partners (e.g., Exeter Rodeo, Jessica's House Music Weekend, Huron Wave Music Festival, Cultural Collective Markets, etc).
- Ongoing work with the South Huron Chamber of Commerce and Exeter BIA on economic development initiatives (e.g., Huron Eats & Drinks, Bridal Show, Home Show, Job Fair, Exeter Mainstreet Revitalization, etc).

Operational Considerations:

None.

South Huron's Strategic Plan:

6.2.1 Key Priority Areas and Strategic Directions

Economic development is a priority, which includes enhancing industrial employment opportunities and promoting existing development opportunities.

7.2.5 Strategic Objective: Dedicated Economic Development Effort

Financial Impact:

None.

Legal Impact:

None.

Staffing Impact:

None.

Policies/Legislation:

None.

Consultation:

Related Documents:

- South Huron Hotel Feasibility Study, Altus Group

Respectfully submitted,

Scott Currie, Manager of Community Services