

Residential



Village of Huntley Residents' Hotel Needs Assessment

Executive Summary

The Village of Huntley contacted Applied Research Consultants (ARC) at Southern Illinois University Carbondale as a third party evaluator to perform a hotel needs assessment in 2015. To perform this assessment, residents completed the *Huntley Hotel Resident Questionnaire*, a 13-item questionnaire examining hotel usage of out-of-town visitors over the past 12 months. The questionnaire also assessed expected changes in hotel usage over the next 12 months. Finally, participants were asked about their usage of hotel event facilities outside of the Village of Huntley. A total of 655 of the estimated 10,655 households in the Village of Huntley participated in the hotel needs assessment, or approximately 6.2% of the households completed the *Huntley Hotel Resident Questionnaire*.

Most survey participants (75.4%) reported that they believe their out-of-town visitors would relocate their overnight stay location to Huntley if a hotel were located in the Village.

The survey results indicated the Village of Huntley could have filled an 85 room hotel to 207.2% occupancy over a 12 month period (March 2014-March 2015). Additionally, a vast majority of the survey participants (96.5%) indicated that they do not expect their hotel usage to decrease over the next 12 months. The use of hotel event facilities was also examined during the hotel needs assessment. Almost a third of survey participants (30.8%) reported that they have planned an event outside of the Village of Huntley in the past 12 months due to the lack of local hotel facilities. **It was estimated that 535 events were held outside the Village of Huntley (due to lack of Hotel facilities in Huntley) with an average of at least 50 per special event.**

In summary, the results of the hotel needs assessment suggest that Huntley could have supported two hotels (207.2% occupancy rate). A majority (75.4%) of the survey participants indicated their out-of-town visitors would use a hotel if it were located in the Village. Hotel usage was expected to stay the same or increase in the upcoming 12 months based on participants responses. Therefore, there is currently a need for a hotel development in the Village of Huntley.