

Business



SIU
SOUTHERN ILLINOIS UNIVERSITY
APPLIED RESEARCH
CONSULTANTS

Village of Huntley Business Hotel Needs Information

Executive Summary

The Village of Huntley, Illinois contacted Applied Research Consultants (ARC) at Southern Illinois University Carbondale as a third party evaluator to assist in gathering and reviewing information regarding hotel needs from a sampling of the Huntley business community. To perform this assessment, 34 businesses in the Village of Huntley were personally telephoned and asked to go online to complete a 19-item *Huntley Hotel Business Questionnaire*. The questionnaire examined hotel usage of out-of-town visitors to the company during a typical month. Twenty nine (29) businesses completed the survey. Additionally, the Huntley Park District was contacted in order to gather information on large tournaments regarding specific information on teams which may require hotels due to distance travelled.

- **The 29 businesses stated they would require a total of 411 rooms per month.**
- **The 29 businesses stated they hold 46 annual events (potential requiring banquet/meeting rooms) per year.**
- **The 29 businesses would require 4,932 rooms over the course of a year**

- **The Huntley Park District currently hosts 6 tournaments per year. Information was requested on teams traveling from at least 45 minutes away. While all tournaments are 3 days (Fri-Sun), the potential rooms were estimated for Saturday night only. All teams have an average of 11 members.**
 - **Tourney 1 has 12 teams (traveling 45+ minutes), with 132 potential rooms**
 - **Tourney 2 has 12 teams (traveling 45+ minutes), with 132 potential rooms**
 - **Tourney 3 has 9 teams (traveling 45+ minutes), with 99 potential rooms**
 - **Tourney 4 has 15 teams (traveling 45+ minutes), with 165 potential rooms**
 - **Tourney 5 has 29 teams (traveling 45+ minutes), with 319 potential rooms**
 - **Tourney 6 has 32 teams (traveling 45+ minutes), with 448 potential rooms**
- **The 6 tournaments have a potential of requiring 1,295 rooms per year**

This preliminary information gathered from the 29 participating businesses and the Park District is promising, given that this is a small sample of the Huntley business community. Hotel usage is expected to stay the same or increase in the upcoming 12 months for all 29 businesses that completed the *Huntley Hotel Business Questionnaire*.

The preliminary Business Survey results coupled with the results of the Huntley Residents Survey document a need for hotel development in the Village of Huntley.