

Foxwoods Casino- The Pequot Tribe Convention Center/Hotel Feasibility



Project Highlights

- As evidenced in Las Vegas, meeting business diversifies and expands casino business
- Demand and attendance estimates
- Developed financial projections and impacts

Johnson Consulting was engaged by The Pequot Tribe, Foxwoods Casino and Resort, to address the strategic wisdom of adding convention and trade show space to their casino and hotel complex. We were also asked to provide operational advice to improve the operations of existing convention and meeting facilities at the resort.

Johnson Consulting performed the following tasks:

- conducted focus groups to determine the marketability of the project,
- performed an economic and demographic analysis and a market analysis,
- determined the gaming worth of potential convention attendees to the casino,
- evaluated how the convention and trade show element will distinguish this complex from its regional competition,
- developed demand estimates and future attendance,
- provided program recommendations, including size, scope, and quality of certain project elements,
- performed a hotel supply assessment to determine the number of appropriate additional hotel rooms,
- developed financial projections and estimated financial impacts on the resort,
- performed an operations review, and
- analyzed options for tax exempt financing.