

**SAMPLE TABLE OF CONTENTS FOR MARKET FEASIBILITY STUDY  
OF THE  
PROPOSED RESORT OR HOTEL  
ADDRESS  
CITY, COUNTY, STATE  
TABLE OF CONTENTS**

A.	INTRODUCTION	
	Executive Summary .....	A-1
	Scope of Assignment .....	A-4
	Standard Conditions and Extraordinary Assumptions .....	A-6
	Competency of Consultants .....	A-8
B.	DESCRIPTIVE DATA	
	Area Review .....	B-1
	Demographic Analysis of Proposed Location .....	B-10
	Neighborhood Analysis .....	B-15
	Demographic Comparison .....	B-10
	Description of Existing/Recommended Improvements .....	B-18
	Franchise Affiliation .....	B-22
	Management Company Analysis .....	B-22
	Municipal Incentives .....	B-22
C.	MARKET ANALYSIS	
	National Lodging Market Overview .....	C-1
	Analysis of Indoor Waterpark Resorts (or other property type) .....	C-5
	Regional Lodging Market Analysis .....	C-17
	Competitive Lodging Market Analysis .....	C-17
	Projected Market Occupancy .....	C-28
	Demand Interviews .....	C-29
D.	SUBJECT OCCUPANCY AND AVERAGE DAILY RATE PROJECTIONS	
	Competitive Advantages and Disadvantages of Subject Property .....	D-1
	Projected Subject Occupancy .....	D-3
	Projected Subject Average Daily Rate .....	D-7
	Indoor Waterpark Analysis (if applicable) .....	D-10
E.	FINANCIAL ANALYSIS	
	Basis for Prospective Financial Analysis .....	E-1
	Account Classification .....	E-3
	Prospective Financial Analysis .....	E-13
F.	CERTIFICATION .....	F-1
	ADDENDA	
	Qualifications of Consultants .....	Addendum A
	Brochures of Comparable Resorts (if applicable) .....	Addendum B
	Smith Travel Research Report .....	Addendum C
	Demand Interviews Survey Form .....	Addendum D
	Management Companies List .....	Addendum E
	Franchise Fact File Report .....	Addendum F