



Project Data

Key Scope Items:

- Economic, Fiscal and Employment Impact Analysis

HSP Professionals Involved in Project: Rob Hunden

Development Budget: \$151,000,000

Time of Service: 2010

Convention Hotel Impact Analysis

Savannah, Georgia

Hunden Strategic Partners was retained by the Georgia International and Maritime Trade Center Authority (GIMTCA) to determine the impact of a proposed 500-room hotel attached to the Savannah International Trade and Convention Center (SITCC). The convention center is located on a former industrial site on Hutchinson Island, across the Savannah River from the historic downtown district. The center consists of 330,000 square feet, which includes 100,000 square feet of exhibition space, 13 meeting rooms, 4 boardrooms, a 25,000-square foot ballroom and a 367-seat auditorium. A 500-room convention hotel is proposed and would be attached to the SITCC.

HSP completed an analysis to determine the impact that the headquarters hotel would have on the city and existing convention facilities. The report consisted of a full economic, fiscal and employment impact analysis of the hotel for the City, County and State. It also examined the existing and potential demand that would be generated by the introduction of a new hotel in the market.