



Columbia Convention Center Expansion, Headquarter Hotel & District Study

Columbia, South Carolina

Experience Columbia, in conjunction with the City of Columbia, engaged Hunden Strategic Partners to conduct a market, financial feasibility, and economic impact analysis of an expansion of the Columbia Convention Center, accompanied by a surrounding mixed-use district. The proposed convention center district development includes:

- Columbia Convention Center expansion: approximately 100,000 square-foot expansion, including 75,000 square feet of new exhibition space;
- Hyatt Regency: 300-key full-service convention center hotel, to include 25,000 square feet of additional meeting space;
- Tapestry by Hilton: 150-key boutique hotel, an 8-story building to include restaurant and retail components and a rooftop amenity deck with event space;
- Additional restaurant, retail, office and residential components on the remaining acreage; and

As part of the project, HSP is conducting the following analyses: economic, demographic and tourism analysis; meetings market analysis; meeting planner interviews; hotel market analysis; convention hotel market analysis; mixed-use (retail, office, residential) analysis; demand and financial analysis; and economic, fiscal and employment impact analysis.

Client: Experience Columbia/City of Columbia

Time Period:

2019 - Present