



# Convention Hotel Economic, Fiscal & Employment 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.

Hunden 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

The project development budget was estimated at \$151,000,000.

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**Client:** Georgia International Maritime Trade Center Authority      **Time Period:** 2010