



Project Data

Key Scope Items:

- Beer Garden/Brewery Feasibility Study
- Tourism and Fiscal Impact Analysis
- Kentucky Tourism Development Act Requirement Testing

Development Budget: \$7,156,000

HSP Professionals Involved in Project: Rob Hunden

Time of Service: 2005

Hofbräuhaus Impact Study

Louisville, Kentucky

The Hofbräuhaus German Beer Hall and Restaurant in Newport, Kentucky applied for funding through the Kentucky Tourism Development Act. Mr. Hunden led the scope of work, developer interviews, market analysis, financial modeling and impact modeling. This application presented a number of new challenges to the process, as it is difficult to prove a restaurant's uniqueness and ability to induce tourism. In order to gauge this and to determine if the proper amount of non-alcoholic sales would be met, a survey and analysis of a number of metrics and sales were conducted. An extensive analysis of the spending and demographics in the area also contributed to the conclusions reached in the report. In addition, an employment survey was conducted to confirm that employment would not be materially affected at other restaurants.

The Hofbräuhaus in Newport was the first authentic Hofbräuhaus in America. The project qualified for the KTDA and has been outpacing sales projections. It has helped establish northern Kentucky as the leisure side of Cincinnati, generating millions in sales tax.