



Project Data

Key Items:

- Market and Financial Feasibility Study
- Convention Business Analysis
- Impact Analysis for the Kentucky Tourism Development Act

Development Budget: \$18,000,000

HSP Professionals Involved in Project: Rob Hunden

Time of Service: 2001

Hilton Garden Inn at the Kentucky Fair and Expo Center

Louisville, Kentucky

Mr. Hunden managed the evaluation of the application to the KTDA to develop the Hilton Garden Inn at the Kentucky Fair and Expo Center in Louisville, while employed at a prior firm. Work included developer interviews, market analysis, financial modeling and impact modeling. This 210-room hotel features an expanded amount of meeting space and was the first hotel built in many years at the KFEC to feature full-service amenities and a sizeable room block. Mr. Hunden conducted an in depth analysis of the KFEC's operations and the hotel's impact on future marketing and sales. Given that the KFEC was about to undergo an expansion and renovation, since completed, it was important to improve the hotel package as well.

The analysis helped Kentucky understand the incremental impact the hotel would have on new convention and meeting sales, versus the feared cannibalization that typically comes with certain types of hotels. The report justified the project and since the opening, both the hotel and KFEC have exceeded expectations. In addition, other hotels have been proposed in the area or have undergone renovation, showing little if any negative impact on the hotel market.