



## **KTDA Reports: Kentucky Exposition Center Meetings, Event & Entertainment Market Demand Analyses**

*Louisville, Kentucky*

Hunden Strategic Partners worked on multiple occasions for hospitality and mixed-use analyses in Louisville. These studies have been conducted primarily through the Commonwealth of Kentucky via their engagement with HSP to determine the economic impact of all proposed projects through the Kentucky Tourism Development Act (KTDA). Due to the size and impact of the Kentucky Exposition Center on downtown Louisville, HSP has conducted analyses regarding the Kentucky Expo Center.

Mr. Hunden first studied the Kentucky Expo Center in 2001 when he was engaged to conduct an analyses of the Hilton Garden Inn at the Kentucky Fair and Expo Center in Louisville. 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.

More recently, HSP has worked on multiple mixed-use, theme park and hospitality studies in Louisville through the KTDA engagement adjacent to the KEC, including the Kentucky Kingdom expansion and renovation (two phases). Due to its impact on the KEC, the Kentucky Expo Center analysis has been completed on each occasion.

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**Client:** Kentucky Tourism, Arts & Heritage Cabinet

**Time Period:** 2002 - 2015