



Makers Mark Distillery Visitor Center Expansion Study

Loretto, Kentucky

HSP evaluated Makers Mark Distillery's application for the Kentucky Tourism Development Act (KTDA) tax incentive program to expand their visitor experience to include a new welcome center, more parking, a new cave and culinary experience and expanded event offerings. The experience at the time of the analysis was currently overwhelmed with visitors and the distillery could not accommodate the traffic that came for the experience.

In its analysis, HSP completed a full market and revenue projection study for the facility and determined the economic, fiscal and employment impact of the project on Loretto and the Commonwealth. This included a comparable analysis of existing visitor centers located at distilleries along the Kentucky Bourbon Trail. Bourbon related tourism was also analyzed, including attendance, demand and the size of comparable facilities.

The final report demonstrated that the proposed expansion met all of the criteria identified by the KTDA and the project was improved for incentives.

Client: Kentucky Tourism & Heritage Cabinet

Time Period: 2014