



Jim Beam Urban Stillhouse Impact Study

Louisville, Kentucky

Hunden Strategic Partners (HSP) evaluated Jim Beam's application to the Kentucky Tourism Development Act (KTDA) to develop a new bourbon distillery experience in downtown Louisville at 4th Street Live! The attraction included all of the elements of a distillery except for the bourbon storage and warehousing. As part of the most popular tourist attraction in Kentucky (4th Street Live!), the attraction acts as a welcome center and trailhead for the Kentucky Bourbon Trail, which is well on its way to attracting one million visitors per year.

In its analysis, HSP completed a full market feasibility study for the facility and determined the economic, fiscal and employment impact for the project. This included a comparable analysis of existing distillery 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 Jim Beam Urban Stillhouse opened in the fall of 2015 at 4th Street Live! in Louisville. The final project includes a small working distillery, a bottling line, a tasting experience and merchandise.

Client:

Kentucky Tourism & Heritage Cabinet

Time Period:

2015