



Ark Encounter Theme Park Impact Analysis

Williamstown, Kentucky

Hunden Strategic Partners was hired on two occasions to evaluate the application to the Kentucky Tourism Development Act (KTDA) to develop the Ark Encounter Theme Park. The Park is proposed as an 800-acre modern-day interpretation of Biblical events and would include a full-scale Noah's Ark, Tower of Babel and other attractions. It was proposed by Answers in Genesis, a religious organization that also built the Creation Museum near Cincinnati, a museum that depicts the beginning of the world from a Creationist standpoint.

HSP completed a number of analyses related to the project, including a review of the park's business plan, a projection of annual attendance and revenue from ticket sales, parking, food and beverage, entertainment and retail sales. Most important, HSP conducted an economic, fiscal and employment impact analysis for the project under two different scenarios. The analysis showed the new economic and other impacts to Kentucky from spending outside the Commonwealth over a ten-year period. The results showed that the project would be eligible for rebates under the Kentucky Tourism Development Act.

The attraction, which opened in 2016, spans 510 feet long, 85 feet wide, and 51 feet high and has three decks of world-class exhibits.

Client: Kentucky Tourism & Heritage Cabinet

Dates: 2011, 2014 - 2015