



Churchill Downs Hotel & Gaming Facility Tourism Incentive Impact Analysis

Louisville, Kentucky

HSP evaluated an application to the Kentucky Tourism Development Act which proposed a new hotel, gaming facility and meeting space along the First Turn of the historic Churchill Downs horse-racing venue. While the facility currently hosts significant events like the Kentucky Derby, the Applicant seeks to host and attract additional events, concerts and experiences for visitors in hopes of generating year-round activity.

The study looked at many markets including the hotel, meetings and events, entertainment, restaurant, horse racing and gaming markets, and others. HSP also studied comparable facilities, determined demand and revenue projections and finally studied the impact the expansion would have on the study area.

After evaluating how the proposed Project met the KTDA criteria, HSP determined that the Project did in fact meet all criteria and would provide additional revenue for the Commonwealth of Kentucky.

Client: Commonwealth of Kentucky

Time Period: 2019