



## KTDA Report: Hofbräuhaus

*Newport, Kentucky*

Mr. Hunden was the primary consultant in the evaluation of an application to the Kentucky Tourism Development Act incentive program. The application proposed the development of a Hofbräuhaus in Newport, Kentucky.

The study conducted by Hunden included interviews, market analysis, financial modeling and impact modeling. This proposed project raised new challenges throughout the process but Hunden conducted a survey and analysis of a number of metrics to determine if the proper amount of non-alcoholic sales would be met. An analysis of spending and demographics also contributed to Hunden's final conclusion.

After evaluating the application, it was determined that the proposed project did qualify for the KTDA. The Hofbräuhaus in Newport was the first authentic Hofbräuhaus in America. The project has been outpacing sales projections and had helped establish northern Kentucky as the leisure side of Cincinnati, generating millions in sales tax.

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

**Time Period:** 2003