



Wild Turkey Visitors Center Impact Analysis

Lawrenceburg, Kentucky

Hunden Strategic Partners (HSP) evaluated the Wild Turkey Distillery's application to the Kentucky Tourism Development Act (KTDA) to develop a new 8,300-square foot visitor center that includes a gift shop, lounge area, exhibit hall, warming kitchen, tasting bar and multipurpose event space. The current visitor facility was housed in a 1,200-square foot early 1900's house that welcomed over 40,000 visitors each year. Due to the popularity of the Kentucky Bourbon Trail, the Distillery projected its ten-year attendance to increase to over 100,000 visitors a year. To accommodate this increase, a larger and more modern facility was required to maintain a competitive position with other distilleries along the Trail and accommodate those seeking a quality tourism experience.

In its analysis, HSP completed a full market and revenue projection study for the new facility and determined the economic, fiscal and employment impact for the project. 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 size of comparable facilities. The project met the guidelines established by the KTDA and was approved. It opened in early 2014.

Client: Kentucky Tourism & Heritage Cabinet

Time Period: 2012