



## Woodford Reserve Visitor Center Expansion Study

*Lawrenceburg, Kentucky*

Hunden Strategic Partners (HSP) evaluated the Woodford Reserve's application to the Kentucky Tourism Development Act (KTDA) to expand their visitor center to include an expanded gift shop, tasting area, catering and event space, lounge area, and other amenities. The center at the time of the analysis was so popular that it could not adequately service the number of tourists wanting a full tour and tasting experience. It could also not fulfill the requests for engraved merchandise and special events in the short time that visitors had to visit.

In its analysis, HSP completed a full market and revenue projection study for the 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 the size of comparable facilities. HSP reviewed the related application for the KTDA program and determined that it met the requirements. The project was approved for incentives and opened to the public in 2014.

---

**Client:** Kentucky Tourism & Heritage Cabinet

**Time Period:** 2013