



KTDA Reports: Hilton Garden Inn Hotel Near KFEC

Louisville, Kentucky

Hunden Strategic Partners has worked on multiple occasions for hospitality and mixed-use analyses in Louisville. These studies have been conducted primarily through the Commonwealth of Kentucky via their engagement with HSP to determine the economic impact of all proposed projects through the Kentucky Tourism Development Act (KTDA) incentive program.

Mr. Hunden first studied the meetings and hotel market in Louisville in 2001 when he was engaged to conduct an analyses of the Hilton Garden Inn at the Kentucky Expo Center, formerly known as the Kentucky Fair and Expo Center (KFEC). Work included developer interviews, market analysis, financial modeling and impact modeling.

This 210-room hotel featured an expanded amount of meeting space and was the first hotel built in many years at the KFEC to feature full-service amenities and a sizeable room block. Mr. Hunden conducted an in-depth analysis of the KFEC's operations and the hotel's impact on future marketing and sales. Given that the KFEC was about to undergo an expansion and renovation, since completed, it was important to improve the hotel package as well.

Client: Kentucky Tourism, Arts & Heritage Cabinet

Time Period: 2001 - 2002