



KTDA Report: Aloft Hotel at Newport on the Levee

Newport, Kentucky

Hunden completed a market, feasibility, and impact study for a proposed 150-room hotel to be located at the mixed-use district Newport on the Levee. The site is adjacent to the popular entertainment district that has become one of the top visitor attractions in Kentucky and in the Cincinnati area since it opened in 2000. What the attraction lacked was a hotel to accommodate those visitors who wanted to make the attraction into an overnight destination, a critical component to tourism spending.

Hunden conducted the application review that the project developers submitted to the Kentucky Tourism Development Act program, which allows up to a 25 percent rebate on certain types of defined tourism projects that meet several hurdles. Hunden has provided reviews of more than 30 projects, including multiple hotels and several projects in the Newport area. This project was developed by the same group that developed a similar hotel near the Kentucky Expo Center in 2003 (a 210-room Hilton Garden Inn).

The hotel proposal included up to 12,000 square feet of meeting and ballroom space and a full-service restaurant, to attract and accommodate groups to the hotel. The project was approved for the KTDA incentives and is now fully built and operational.

Client: Kentucky Tourism, Arts & Heritage Cabinet

Time Period: 2014