



## Hopkinsville Convention Hotel Study

*Hopkinsville, Kentucky*

In 2017, Hunden Strategic Partners was engaged to evaluate an application to the Kentucky Tourism Development Act incentive program. The proposed project was a 100-room hotel in Hopkinsville, Kentucky. The proposed full-service Holiday Inn and Suites would be adjacent to and support the existing James E. Bruce Convention Center, as well as a planned 54,000-square foot indoor sports complex.

The hotel was proposed to be owned and operated by Hopkinsville Investment Partners, LLC, a sister company of Anderson Limited LP, which owns and operates the 106-room Holiday Inn Express in Fort Campbell. The project was projected to start construction in April 2018 with an anticipated completion date of summer 2019. Features of the hotel included casual, quick-service Panera Bread-style concept restaurant, bar, lounge area, indoor pool, and fitness center and business center.

Hunden's study evaluated a variety of markets for this project including the local/regional hotel market, competitive hotels, and competitive sports in the area. Hunden's report also produced demand and financial projections and economic impact projections.

Upon completing the study, Hunden determined that the proposed project met the KTDA criteria.

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

**Time Period:** 2017