



### **Project Data**

#### **Key Scope Items:**

- Concept Feasibility
- Market Penetration & Utilization Analysis
- Financial Projection

**Development Budget:** \$1,000,000

**HSP Professionals Involved in Project:** Rob Hunden

**Time of Service:** 2007

## **Louisville Mega Cavern**

*Louisville, Kentucky*

HSP worked for the owners of the Louisville Mega Cavern on the feasibility of this new tourist attraction. The owners of the massive underground facility were interested in developing a tour and underground experience, similar to those in other former mines and caverns across the U.S.

Hunden Strategic Partners conducted a market feasibility study of developing such a tour. Other comparable operations were analyzed across the country to get a better understanding of how attractions such as this perform and what components contribute to the success of underground tours in the comparable set. Also, the Louisville destination market was extensively researched to comprehend how this attraction could be expected to perform in the area. Using the information gathered by HSP, figures for attendance and revenue were projected. The attraction opened in May of 2009.

Formerly referred to as the Louisville Underground, the project is located in a former underground limestone pit quarry that sits 50-90 feet below the surface. It first began operation in the early 1930's, but only continued until the 1970's. The client purchased the property (55 acres above ground and 100 acres underground) in 1989 from the Rogers Group, for future development of an underground business park. In addition to multiple businesses housed underground, the group is developing 3.2 million square feet of warehouse space.