

A close-up photograph of a person's hands holding two glasses of whiskey. The foreground glass is a rocks glass filled with whiskey and a large ice cube. The background glass is a tumbler glass, also filled with whiskey. The person is wearing a dark shirt with thin, light-colored diagonal stripes. The background is dark and out of focus, suggesting a bar or restaurant setting.

LOUISVILLE TOURISM 2023 YEAR IN REVIEW

LOUISVILLE
EST. 1778

An aerial photograph of Louisville, Kentucky, taken during the "golden hour" of sunset. The Old Courthouse, a tall, white, classical-style building with a prominent dome, stands in the mid-ground. To the right, the KFC Yum! Center is visible, with its name and logo clearly displayed on the facade. The foreground shows a mix of modern brick and glass buildings, parking lots, and streets with some traffic. The sky is a warm, orange-gold color with a few clouds. A dark grey semi-transparent box on the right side of the image contains the text for the "WHO WE ARE" and "WHAT WE DO" sections.

WHO WE ARE

As one of the oldest official Destination Marketing Organizations (DMO) in America, our mission is to enhance Louisville’s economy through tourism. We work to raise awareness of Louisville’s brand worldwide to inspire people to visit – whether for a meeting, convention, trade show, group tour or personal leisure.

WHAT WE DO

As the city’s primary marketer, Louisville Tourism looks for strategic ways to attract more visitors to experience our authentic hospitality. Visitor traffic drives economic development through tourism. More outside spending in our community sustains and creates jobs and raises the quality of life for those living here. And unless you were born here, everyone is a visitor first.

HOW WE DO IT

MARKETING

We work to build and maintain Louisville's brand and image worldwide through programming, PR, storytelling and innovative advertising campaigns. We develop strategic plans to attract visitors from top regional, national and international feeder markets as well as emerging markets. We leverage the city's authenticity by focusing our messaging around our primary brand pillars: Bourbon, Culinary, Southernness and Unique.

VISITOR SERVICES

Louisville Tourism operates two visitor information centers with resources to help guide travelers wanting to experience Bourbon City's hotels, attractions and culinary offerings.

SALES

Louisville Tourism employs sales professionals to promote and sell the city as a destination for leisure travel, conventions, trade shows, meetings and events ranging in size, length and structure. The team works directly with meeting planners, tour operators and group sales professionals to achieve annual hotel overnight room goals in partnership with other local businesses and venues.

PARTNERSHIP

We strive to connect the hospitality industry with each other and community partners to create a world-class destination that will attract visitors.



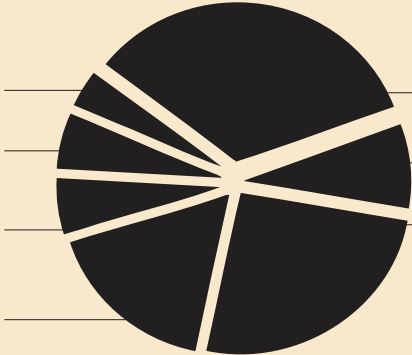
ROOM TAX AND FEES BREAKDOWN

INCREMENTAL TAX
 (6% X 11%) 0.66%

KY PERFORMING ARTS
 1%

STATE LODGE TAX 1%

KICC BONDS 3%



STATE SALES TAX 6%

TOURISM IMPROVEMENT DISTRICT (LHP) 1.5%

LT OPERATIONS 4.5%

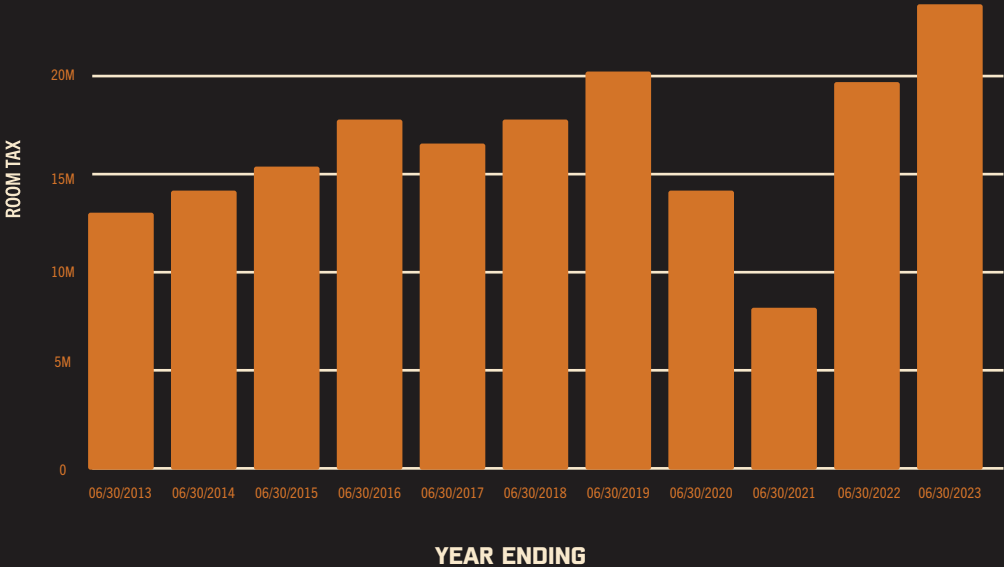
Total Room Tax and Fees = 17.66%
 1% = Approximatley \$5.5 million

FUNDING

Louisville’s lodging tax remains the primary funding source, representing over 90% of the agency’s revenues. Our total room tax is 17.66%, of which 4.5% is used by Louisville Tourism to market the city. Other revenue comes from advertising, grants and retail sales.

ANNUAL FISCAL BUDGET

2023 FISCAL YEAR: \$28 M



WHY TOURISM MATTERS

In pursuit of our mission, Louisville Tourism generates visitor spending, job creation and local tax receipts.

MAIN TOURISM DRIVERS



17% TO ATTEND A SPECIAL EVENT

14% VISITING FRIENDS & FAMILY

14% FOR BUSINESS

38% TO VACATION OR GETAWAY

VISITATION

Tourism is the third-largest industry in the state. Louisville welcomes 19 million visitors annually, driving an estimated \$4.2 billion in economic impact in Jefferson County. Visitors spend an average of 2.6 days in Louisville and most commonly visit museums, followed by restaurant dining, Bourbon tastings, distillery tours and shopping.

RESIDENT TAX SAVINGS

Visitors contribute to our community not only by their direct spending on lodging, dining, transportation, entertainment and shopping, but they also pay a 17.66% transient room tax on their accommodations each night. Tourism creates \$247 million in state and local tax revenue, saving each household in Louisville an average of \$800 on its state and local tax bill.

JOBS

Although the pandemic's impact significantly reduced the number of hospitality jobs, Louisville has rebounded by employing 68,000 in the industry compared to the pre-pandemic number of 70,000. This sector's impact on the economy remains a key component of our city's economic viability.

LODGING

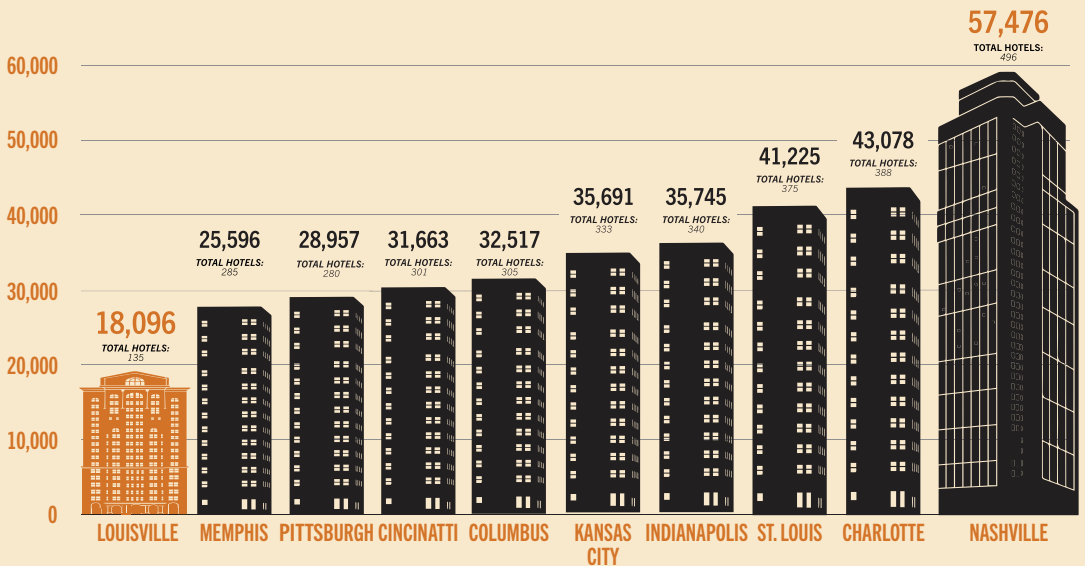
NEW IN 2023

- Housed in a former disco ball factory, the 65-room Myriad Hotel opened in September 2023 in the Highlands neighborhood. It features a chef-driven Mediterranean-inspired restaurant (Paseo), an outdoor pool and a cafe and cocktail bar.
- Churchill Downs opened a 123-room hotel attached to its Derby City Gaming property in the airport corridor. The hotel was part of a 135,000-square-foot expansion that added new historical horse racing machines and sports betting, as well as a bourbon bar and steakhouse.
- Hotel Genevieve unveiled a chic property in May 2023. It's turning heads in the NuLu neighborhood with its feminine French design, Parisian cafe-inspired restaurant (Rosettes), lush rooftop (Bar Genevieve), mini market and intimate speakeasy (Lucky Penny).



AVERAGE 2023 AVAILABLE SHORT-TERM RENTAL LISTINGS IN LOUISVILLE: 2,529

COMPETITIVE SET HOTEL ROOM TOTALS

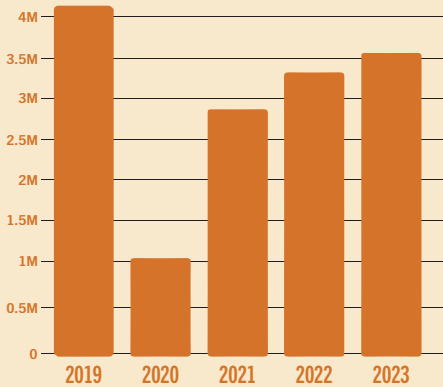


PROMINENT VISITOR ATTRACTIONS*

- Angel's Envy
- Barrels & Billets Bourbon Experience
- Belle of Louisville
- Churchill Downs
- Copper & Kings Distillery
- Evan Williams Bourbon Experience
- Frazier History Museum
- Kentucky Derby Museum
- Kentucky Kingdom
- Kentucky Peerless Distillery
- Kentucky Science Center
- Louisville Slugger Museum & Factory
- Louisville Zoo
- Muhammad Ali Center
- Old Forester Distillery
- Rabbit Hole Distillery
- Stitzel Weller Distillery

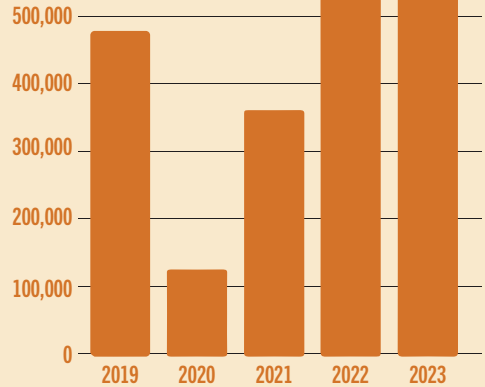
*IN ALPHABETICAL ORDER

ATTRACTION ATTENDANCE



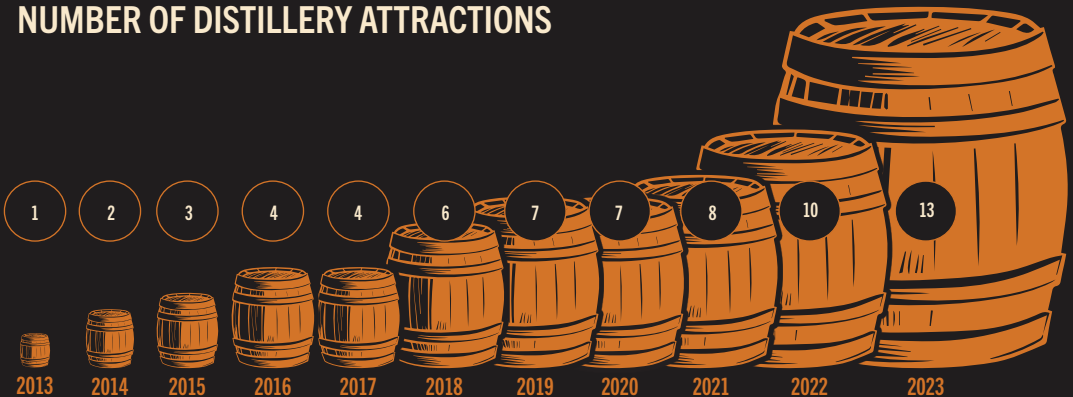
MONTHLY ATTENDANCE DATA PROVIDED TO LOUISVILLE TOURISM FROM ATTRACTIONS SELF-REPORTING VISITATION 2019-2023.

DISTILLERY ATTENDANCE



2020 - START OF COVID-19 PANDEMIC
THE FIRST BOURBON ATTRACTION OPENED IN NOVEMBER
2013. NEW DISTILLERIES ARE TRACKED AS THEY OPEN.

NUMBER OF DISTILLERY ATTRACTIONS



BARDSTOWN BOURBON COMPANY, BUZZARD'S ROOST WHISKEY
ROW EXPERIENCE, CASTLE & KEY 502 OPENED IN 2023

○ : # of distillery attractions

CONVENTION MEETINGS AND EVENTS

10-YEAR HISTORY

YEAR	NUMBER OF EVENTS	HOSTED ROOM NIGHTS	ATTENDEES
2013	633	708,008	1,725,848
2014	691	658,199	2,101,530
2015	705	699,865	2,076,530
2016	668	661,440	2,509,023
2017	756	641,311	1,931,672
2018	878	653,273	3,568,706
2019	879	819,328	3,517,053
2020	160	164,025	883,469
2021	362	327,037	2,068,636
2022	623	664,743	2,892,256

START OF COVID-19 PANDEMIC. MARCH 17 WAS THE LAST DATE OF A HOSTED CONVENTION/EVENT UNTIL JULY IN 2020.

2023

587

NUMBER OF EVENTS

805,415

HOSTED ROOM NIGHTS

3,184,530

ATTENDEES

TOP 5 MARKETS

18.0%

TRADE, BUSINESS & COMMERCIAL

12.3%

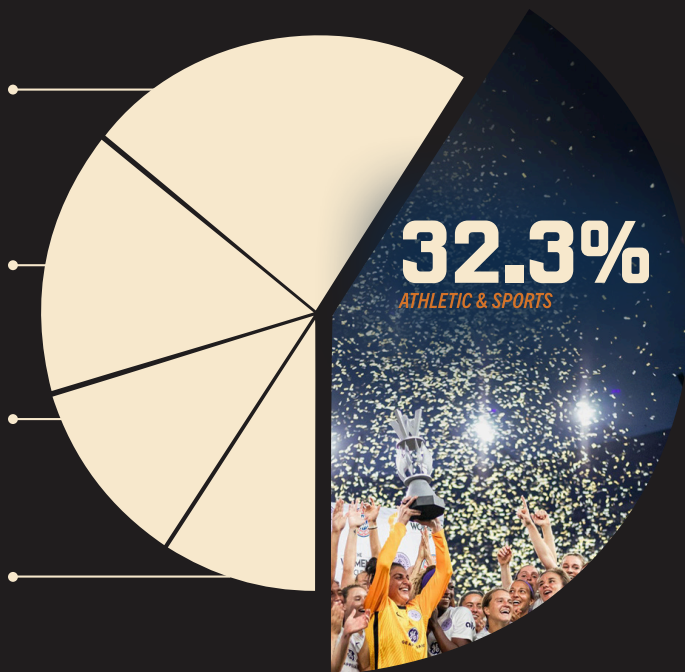
AGRICULTURAL & ENVIRONMENTAL

8.7%

CULTURAL

7.2%

STATE



2023 TOP 20 EVENTS

BY ECONOMIC IMPACT*

EVENT NAME	ATTENDEES	EST. ECONOMIC IMPACT
Kentucky Derby/Kentucky Oaks	256,719	\$401,866,456
Mid-America Trucking Show	55,816	\$29,482,855
TFN Camps & Clinics Run 4 Roses	50,000	\$29,398,740
Outdoor Power Equipment Institute Equip Exposition	25,668	\$25,739,471
National Farm Machinery Show and Championship Tractor Pull	255,000	\$23,846,007
Louder Than Life	163,843	\$18,813,517
Association of Equipment Manufacturers Utility Expo	21,000	\$18,688,145
NCAA Division I Men's Basketball Regional	22,000	\$15,025,192
Kentucky State Fair and World's Championship Horse Show	554,064	\$13,611,812
Junior Volleyball Association World Challenge	31,844	\$12,892,138
National Archery in the Schools Program Eastern National Tournament	35,615	\$12,268,232
North American International Livestock Exposition and Championship Rodeo	200,000	\$12,083,713
Bourbon & Beyond	106,271	\$11,387,846
National Beta Club National Convention	13,000	\$11,140,205
NSRA Street Rod Nationals	59,503	\$10,806,880
Thunder Over Louisville	450,000	\$9,307,996
KIVA Sports/Ohio Valley Volleyball Center Adidas Bluegrass Tournament	24,903	\$7,919,128
TFN Camps & Clinics Grassroots Showcase	17,066	\$7,166,803
Hearth, Patio and Barbecue Association – HPBExpo	6,000	\$6,462,266
TFN Camps & Clinics The Classic	13,632	\$5,967,137
Total	2,361,944	\$683,874,539

**Note that this information is based on a tourism industry standard impact model that estimates "Event Impact" developed by Destinations International and Tourism Economics, an Oxford Economics Company. Some events may use different study models with varying numbers for total "Economic Impact." This chart only includes the Destinations International calculations using projected attendance provided by the event producers and eight other industry data points, including average hotel rates. For more information, visit www.GoToLouisville.com/EIC.*

ACCOLADES

“52 Places to Go in 2023”

– *NEW YORK TIMES*

“25 Best Weekend Getaways in the South”

– *TRAVEL + LEISURE*

“The Best Food Cities in the U.S.”

– *TRAVEL + LEISURE*

“Top 50 Destinations in North America”

– *CVENT*

“The Most Overlooked Travel Cities in America”

– *CHEAPISM*



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OF OUR 2023 PRESS:



LOUISVILLE
BOURBON CITY