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Top Players in 2019's Convention Landscape

LOUISVILLE, Ky. (January 1, 2019) – Louisville Tourism has a busy 2019 with a convention-packed year.

The top 12 events projected to have the largest estimated economic impact (EEI) for the Louisville area this year:

Event	Attendance	Economic Impact
Kentucky Derby / Kentucky Oaks	271,323	\$ 356,524,293
Mid-America Trucking Show	80,000	\$ 25,017,105
National Farm Machinery Show and Championship Tractor Pull	305,000	\$ 23,941,347
VEX Robotics World Championship	24,000	\$ 23,511,153
SkillsUSA National Leadership & Skills Conference	19,000	\$ 23,199,214
Green Industry Equipment+EXPO	22,500	\$ 18,995,727
NCAA Division I Men's Basketball Regional Championship	24,000	\$ 16,762,033
Thunder Over Louisville	725,000	\$ 16,351,211
National Street Rod Association 50th Street Rod Nationals	30,000	\$ 15,609,124
TFN Run 4 Roses	15,000	\$ 15,016,678
International Construction Utility Equipment Exposition Demo Expo	18,000	\$ 14,617,906
Junior Volleyball Association World Challenge	15,000	\$ 13,874,340

Press note: Please contact Louisville Tourism for the full top 50 convention/event compilation.

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Since 1968, Louisville Tourism's primary goal has been to enhance the area's economy through tourism development - to promote and sell Louisville as a world-class destination. Tourism is the third largest industry in Louisville supporting over 27,000 local tourism-related jobs. Guests are coming from around the globe to attend a meeting, convention, special event, as a leisure guest or a combination. More than 16.4 million visitors are experiencing Louisville's authenticity, bourbon and culinary scenes and our unique brand of Southernness.