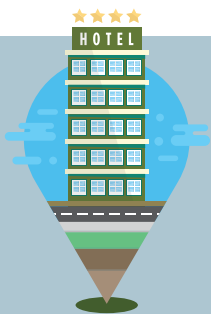




It generates an estimated economic impact of more than **\$3.4 BILLION**

Creates more than **\$247 MILLION** in state & local tax revenue



Louisville has more than **21,000 hotel rooms**. Including almost **6,200 hotel rooms** downtown - **61% growth** from 2010



TOURISM



is a major driver of economic development

It supports more than

57,200

local tourism-related jobs
(70,000 pre-pandemic)

WE'RE HIRING



160,000 guests attend the Kentucky Derby on average - driving **\$400M in impact** Making it the largest annual tourism event



31% of visitors list **Bourbon Country** as a motivating factor for their trip (up from **9.5%** in 2015). Followed by **30%** listing **cuisine** (up from **17%**). Reaffirming the branding strategy over the past 5 years



The Louisville Visitor
97% Domestic
3% International



WHY ARE PEOPLE COMING TO LOUISVILLE?

38% to vacation or getaway

17% to attend a special event



14% for business **14%** visiting friends and family

64% are day trips

36% are overnight trips

Louisville is within a day's drive of **OVER 1/2** of the US population



WITH A GOAL OF INCREASING VISITATION TO 25M BY 2030

Sources Include:
Longwoods International Study (2019)
Tourism Economic Study (2019)
Destination Analysts Visitor Profile Study (2019/2020)