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Drafting Louisville's 2020 Convention & Event Playbook

Sports, education, religious and niches command large impact

LOUISVILLE, Ky. (January 13, 2020) – Louisville Tourism is planning for a convention-packed 2020 with both the return of significant annual conventions/events as well as hosting newer groups.

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

Convention/Event	Attendance	EEI
Kentucky Derby / Kentucky Oaks	256,448	\$394,428,500
SkillsUSA National Leadership & Skills Conference - (E)	20,000	\$27,235,774
Mid-America Trucking Show	73,000	\$24,961,879
VEX Robotics World Championship - (E)	25,000	\$24,840,812
National Farm Machinery Show/ Championship Tractor Pull	305,000	\$23,809,283
Green Industry and Equipment Expo (GIE+EXPO)	22,500	\$19,337,705
TFN Run 4 Roses - (S)	34,950	\$19,263,908
Thunder Over Louisville	725,000	\$16,118,712
NSRA Street Rod Nationals	30,000	\$15,855,453
USA Fencing National Championships and July Challenge - (S)	6,000	\$15,421,625
Junior Volleyball Association World Challenge - (S)	15,000	\$14,926,825
American Legion National Convention	9,200	\$12,207,008

(E) = Education, (S) = Sports

There are also several ancillary events that collectively pack a punch, particularly the spots, education and religious segments.

“Our direct selling efforts in the sports, educational, and religious markets continue to provide an excellent return in the 2020 calendar,” said Doug Bennett, Senior Vice President of Convention Development with Louisville Tourism. “As our destination product continues to improve, additional corporate groups and medical/healthcare related organizations are being attracted to Louisville. Our convention package in Louisville continues to offer a high value with a terrific ROE - Return on Experience.”

In addition to the three listed in the top 12, **National Archery in the Schools Program** will be in full swing with two events –their **National Tournament** with 15,000 attendees and \$6.6 million EEI and the **Indoor National Championship** with 4,500 attendees and almost \$3 million EEI.

In the education segment, Louisville will host numerous groups including the return of the **VEX Robotics World Championship, SkillsUSA National Leadership and Skills Conference** and also some new additions including **National Association of Elementary School Principals Pre-K-8 National**

Conference, National Science Teachers Association STEM Conference and National PTA Convention & Expo.

Generations of Youth for Christ Annual Convention was first out of the starting gate, joined later in the year by heavyweight **Together for the Gospel** with 20,000 attendees and over \$8 million in EEI as well as **Family Faith Fest** and **CROSS**.

Other notable standouts include the first group to sign a booking lease once the renovations to KICC were announced - the 10,000 attendee **Sweet Adelines International Convention & Competition**. And of course, Louisville's blockbuster festival scene will see the return of **Forecastle, Hometown Rising, Louder than Life** and **Bourbon & Beyond**, among others.

Other highlights include **The American Legion's National Convention, Lions Clubs International 44th Annual USA/Canada Forum with International Association of Exhibitions and Events (IAEE) Expo! Expo!** as one of the final events of the year, a big player in the meeting planning industry.

Press note: Louisville Tourism will release a top 50 convention/event compilation during the first quarter of 2020.

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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.*