

Growth. Not recovery. Simply put, that's where Louisville's tourism industry is heading.

Comparing trend lines to 2019's pre-pandemic numbers is over. In fact, we have collectively worn out using the phrase pre-pandemic when it comes to business strategy. I am happy to report that Louisville's hospitality industry is not only healthy but also in an unrivaled state of growth.

Louisville is realizing the accomplishment of many productive years of brand building and infrastructure investment. Accolades for the year include being named one of the "Best Food Cities in the U.S." by *Travel* + *Leisure* and one of the "Top 52 Places to Travel" by *The New York Times*. The city also saw a record-setting Average Daily Rate (ADR) for Kentucky Derby weekend.

The success of the Bourbon City branding has been widely documented and continues to play a role as a catalyst for private investment that has spurred nearly 20 spirits-related attractions in the past decade with many more on the docket, while existing venues and hotels continue to reimagine their spaces to reflect a unifying theme. What other zoo in the country is building a rickhouse?

It's not only bourbon distilleries growing attendance year over year. The Louisville Slugger Museum & Bat Factory has broken single-day attendance records twice since the calendar turned to 2023. If you have flown lately, you visually see how the Louisville Muhammad Ali International Airport is the fastest growing in the country. Air traffic might also support why Louisville was the number-one-searched destination on Airbnb in the spring and second this summer.

Louisville will see a trifecta of global attention in May with the eagerly anticipated 150th Kentucky Derby, the PGA Championship at Valhalla and the opportunity to showcase the city internationally to our industry colleagues for MPI's World Education Congress (WEC).

Throughout the year, Louisville will host diverse events, including NOMADNESS Fest — which is the premier event focusing on Black, Indigenous and People of Color (BIPOC) — as well as the noteworthy General Convention of the Episcopal Church, all while continuing to be a mecca for youth and collegiate sporting events.

Louisville's travel and tourism resource, the Visitor Information Center, will be even more prominent after undergoing a facelift designed to offer a more "spirited" taste of Bourbon City alongside a new spin-off outpost debuting in the baggage claim at SDF. Guests will also find improved wayfinding throughout Jefferson County as well as a newly developed art trail to encourage exploration — with the sounds of Louisville's resurging homegrown bluegrass music as an accompanying organic soundtrack.

But what really makes our city cookin' with grease are the tourism and hospitality stakeholders, whom we view as an extension of the Louisville Tourism team. Because of you, we feel well-positioned to tackle the objectives and goals outlined throughout this robust marketing plan. I hope you're as excited as I am and looking forward to our city's collective success in 2024.

Cheers!

Cleo Battle

Louisville Tourism President & CEO

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LEISURE TRAVEL

MARKET OVERVIEW

Over the past decade, strong branding and infrastructure growth have established Louisville as a leisure tourist destination. Continued development and upwardly trending tourism metrics suggest the city will be able to maintain this positive trajectory. According to Skift, 46% of travelers express that travel is more important to them now than it was pre-pandemic, emphasizing wanting to make up for lost time. The U.S. Travel Foundation forecasts an increase in travel spending in 2023 compared to both 2022 and 2019. They estimate 90% of consumers are focused on experiential travel and want an authentic experience as they explore a destination "as a local." Continued marketing of Louisville's brand pillars of Bourbon, Culinary, Southernness and Authenticity position us well in this environment.

GENERAL CONSUMER MARKETING STRATEGY

As we continue to increase and maintain awareness of Louisville as a top leisure destination, we will focus our strategy on reaching our target at every point of the travel purchase funnel to achieve sustained brand awareness. Various tactical approaches, including paid advertising, public relations, marketing partnerships, email marketing, content marketing and social media will achieve this. We will continue expanding into key seed and growth markets, focusing efforts to increase visitation and support leisure development and attraction ticket sales.

TARGET AUDIENCE

PRIMARY: General Leisure Traveler

Adults ages 25–54 now encompass older Gen Z (ages 6–26), Millennials (ages 27–41) and Gen Xers (ages 42–56), with a sweet spot of 25–45. Since 2019, Millennials have been the largest generation in the workforce and claim the largest share of the U.S. population. These are highly connected travelers who value authentic experiences when traveling, including Bourbon and culinary highlights.

TARGET MARKETS

Target geographic markets were established based on the analysis of several data points, including but not limited to Arrivalist, Google Analytics, quarterly Longwood Research reports and the latest Destination Analysts Visitor Profile Study. These markets were then grouped and categorized based on priority and known exposure of the Louisville Tourism brand.

Growth Markets – These are the core feeder markets that Louisville Tourism has put a large focus on over the past 3–5 years, and they continue to rank high in visitation data. These markets have a higher awareness of the Louisville brand and a high importance on maintaining current momentum and brand recognition. These markets offer continued growth opportunities. They include:

Atlanta, GA	Columbus, OH
Cincinnati, OH	Indianapolis, IN
Chicago, IL	Nashville, TN

Seed Markets — These are newer markets for Louisville Tourism, both regional and national. They either continue to show up higher in visitation data or offer potential growth opportunities based on airlift development at the Louisville Muhammad Ali International Airport. Compared to the growth markets, these markets offer minimal to no known direct exposure to the Louisville brand or tourism messaging. They could include*:

Austin, TX	Dallas, TX	New York, NY
Boston, MA	Detroit, MI	Raleigh/Durham, NC
Charleston, WV	Jacksonville, FL	St. Louis, MO
Cleveland, OH	Minneapolis, MN	Washington, D.C.

^{*}Continued monitoring of data points will determine market targeting prior to the campaign launch

MESSAGING STRATEGY

We will continue implementing brand-centered messaging and promoting Louisville as "Bourbon City" while elevating the look and feel of how this message is portrayed. This Bourbon City message will be featured across all markets and will focus on the Bourbon culture and how it ties together all of Louisville's core brand pillars. Since the inception of the new brand platform and strategic planning, we have not simply launched a single-year campaign or initiative but a long-term approach to destination marketing.

In addition to a consistent brand message, we will tailor messaging to hit on Louisville's value proposition — easy to get here, affordable and diverse things to do for all travelers — where applicable.

TACTICS

PAID ADVERTISING

Paid advertising efforts will consist of multiple campaigns targeted to reach consumers at as many touch points as possible along the travel purchase funnel to keep Louisville top of mind when making travel decisions.

Leisure Awareness Campaigns:

Growth Markets

Always On

The average travel planning window is ever-changing and will vary by individual. With this in mind, we will deploy an annual digital campaign in key growth markets targeted to people searching for travel inspiration or actively planning a trip and those who have shown interest in Louisville. This sustained Louisville messaging will help maintain our position on target travelers' consideration sets.

Flighted Campaigns

With the main focus being awareness of Louisville as a top travel destination, these highly targeted flighted campaigns will allow us to cast a wider net and garner more attention from our target audience. The campaigns will be deployed seasonally, and the message will be Bourbon City forward.

- Flight #1 Fall
- Flight #2 Spring

Some of the key media tactics will include:

- Targeted out-of-home placements in top feeder markets (i.e., billboards, transit, signage).
 - » High-impact out-of-home placements in key feeder markets to coincide with digital flights to garner additional awareness and add another touch point in highly trafficked areas.
- Video and Connected TV. Vendors could include YouTube, YouTube TV, DirectTV Now and others.
- Programmatic digital buying.
- National and regional print publications that align with brand pillars.

Reach and engagement will be the primary measurement when choosing media outlets, but a strong call to action that generates conversion will be incorporated.

Supplemental Leisure Awareness Campaigns (Niche/Affinity Markets)

In tandem with the larger general-consumer-targeted digital campaigns, we will deploy supplemental digital campaigns to reach both Black & LGBTQ+ travelers. These campaigns will be targeted to reach these audiences in markets while the general awareness flights run. The creative executions will align with the general awareness message, but the imagery and people featured in the ads will be tailored to each specific audience.

Seed Markets

Inbound Flight Support

Louisville Muhammad Ali International Airport continues exponential growth, from record-breaking total passenger traffic to the highest number of inbound direct flights. The airport team continues to focus the majority of its marketing efforts on outbound traffic and airlift development. We will continue to focus our efforts on increasing inbound flight traffic by building awareness of Louisville in key direct flight markets.

Regional Drive Markets

As we continue to expand the regional footprint of Louisville visitors, we will capitalize on Louisville being drivable for over two-thirds of the U.S. population by targeting new markets within a five-hour drive radius. This campaign will be flighted during the high travel season of spring and summer to take advantage of individuals actively looking for a road trip or a long weekend.

Online Travel Agency (OTA) Partnerships

Louisville will continue to have annual partnerships with the top OTAs: Expedia Brands and Booking Holdings. Expedia brands include top sites such as Hotels.com, Travelocity, VRBO and more, while Booking Holdings includes Priceline, Kayak and Open Table. These two companies account for over 92% of OTA market share in North America. As OTAs continue to fight for market share with the hotel brands, they remain a heavy source for end-of-the-funnel travel research, especially during a time when discount travel is still relevant.

In addition to traditional OTAs, we will continue to have a partnership with Trip Advisor to reach people who are looking for travel inspiration and peer reviews of hotels, attractions, etc. This partnership will include publishing and maintaining the destination profile page as well as paid advertising targeting Trip Advisor users with itineraries and things to do in Louisville as they are planning.

Content Marketing

An unchanged constant in tourism is the desire that people have to experience the authenticity of a destination. Louisville is positioned very well with an abundance of unique assets that appeal to a diverse group of people.

Blog

From the city's unique neighborhoods to culinary traditions to attractions and events, we will utilize the Louisville Tourism blog to highlight the city's authenticity through the eyes of local contributors. In addition to our own curated content, we will be working with local writers and experts from a diverse array of backgrounds to help tell these stories. Whether these are immersive looks into neighborhoods, local recommendations or other local lore, all these stories will have the same goal of inspiring that next must-do thing in Louisville.

This content will be featured on our website and social media channels and in our email marketing efforts. Additionally, these can be utilized by our sales team to keep their clients wanting to book their next trips to visit Louisville.

Email Marketing

We will continue ongoing messaging to reach leisure visitors in a 100-mile drive-market radius through the established event-focused e-newsletter. The newsletter is a roundup of curated events leveraged to inspire short-term travel and build brand awareness for long-term and repeat travel business. Though a crowded marketplace exists for local event roundups, the intent is for the content to be compelling enough to grow a local follower audience as well to keep citizens informed of Louisville's top offerings.

In addition, we will maintain a quarterly email newsletter showcasing curated blog content and keeping the entire leisure database inspired to come back.

Social Media

Social media platforms in tourism marketing continue to provide a significant connection to consumers and one of the most powerful means of building and increasing brand awareness. It also serves as a primary tool to keep consumers informed (including a local audience) of timely information on what is going on in the city. Social media strategies and campaigns across three primary platforms — Facebook, Instagram and Twitter — will be implemented to complement the themes of our traditional marketing efforts. The main goal of Louisville Tourism's social media channels will continue to be to inspire travel and provide daily content following an annual editorial calendar supplemented with news in real-time from our many industry assets.

LEISURE DEVELOPMENT STRATEGIES

- Activate in top leisure feeder markets to solidify and grow leisure database in established drive markets.
- Establish a presence in emerging feeder markets in support of direct flights and marketing/ advertising initiatives to continuously drive inspiration toward overnight visitation while building consumer database for future e-marketing.
- Launch immersive booth experiences at consumer-centric shows to enhance attendee engagement.
- Build attractive sweepstakes to grow leisure database opt-ins and brand awareness in targeted regional markets while expanding social media footprint.

NICHE/AFFINITY — BLACK TRAVEL & LGBTQ+

MARKET OVERVIEW

Niche markets are defined as a "visitor segment where travelers see themselves and their interest in the destination they are planning to visit." As an inclusive city, it is important that Louisville is recognized as culturally diverse, inclusive and welcoming to all visitors, allowing Black and LGBTQ+ travelers the ability to see themselves here and want to experience it for themselves. The 2023 Traveler Value Index reported that 70% of people say they are more likely to choose travel options that are more inclusive, and eight out of 10 (78%) people say they have made a travel choice based on promotions or ads they feel represent them through messaging and visuals. For Millennials, that figure is even higher at 84%.

KEY MARKETING STRATEGIES

In addition to the supplemental paid advertising efforts outlined in the General Consumer section, we will look to amplify our Bourbon City message directly to the niche and affinity markets by partnering with some of the top media outlets in those spaces. We will be pursuing partnerships that offer us unique media opportunities and event opportunities to get our team in front of the publication's audiences.

KEY DEVELOPMENT STRATEGIES

We continue to foster authentic relationships with our niche audiences in our feeder cities by way of participation in community and cultural events, Pride activations and niche travel expos.

- Drive deeper strategic partnerships with like-minded organizations.
- Host the 2023 Nomadness Travel Tribe Fest in Louisville, September 28—October 1, facilitating the inaugural launch of the Culture House and Bespoke City Experiences additions to the festival program.
- Launch sponsorships focused on growing LGBTQ+ visitation with organizations like the International Gay & Lesbian Travel Association and the International Gay Polo League.
- Continue activating in top leisure travel markets, specifically in the Black travel & LGBTQ+ segments, to build brand awareness and consideration.
- Continue to be a resource for our industry by providing access to ongoing complimentary DEI training for hospitality partners to ensure an equitable industry to all.

LEISURE TRAVEL TRADE

DOMESTIC TRAVEL TRADE MARKET OVERVIEW

According to the National Tour Association, the domestic travel trade market has bounced back from the pandemic low, and tour operators and packaged-travel clients are returning with different needs, such as custom itineraries and smaller group offerings. A focus on strengthening existing relationships with top buyers in the Domestic Travel Trade sector will be a key strategy and is one of the most powerful and effective ways to showcase the destination's ongoing commitment to the travel trade market.

MARKETING STRATEGIES

Continue to build awareness of Louisville as a compelling group travel destination and initiate partnerships with top industry associations and media outlets to leverage awareness into leads and site visits.

TACTICS

Paid Advertising

We will partner with industry leader Group Travel Media to capitalize on its engaged audience in key niche publications to help support the Tourism Development goals. These publications include the National Civil Rights Trail Guide and the Travel South Tour Planner.

KEY DEVELOPMENT STRATEGIES

- Reinforce brand and client relationships with participation in legacy travel trade shows like American Bus Association, National Tour Association and Domestic Showcase.
- Leverage opportunities to drive business through booking incentives, cooperative advertising, fam
 tours and agent training with clients who have the highest likelihood to drive the most group tour
 business to Louisville.
- Grow relationships and presence at travel trade shows within African American Niche/Affinity
 markets, introducing Louisville to travel agents and tour planners at the Black Travel Expo, Blacks
 in Travel & Tourism, Association of Black Travel Professionals and Travel Professionals of Color.

INTERNATIONAL TRAVEL TRADE

MARKET OVERVIEW

International inbound travel is making strides toward recovery, aided by the recent repeal of the inbound pre-departure testing requirement. The sector is projected to grow rapidly through the rest of the year and into the next year according to U.S. Travel Association prediction index and forecasts. And while international is not expected to reach full recovery until 2025 due to a slow recovery of the Asia/PAC markets, the legacy and established markets continue to exhibit strong growth into the next years even withstanding unknown financial, geopolitical and climate issues creating perceived barriers in travelers' intent for bookings.

MARKETING STRATEGIES

Louisville Tourism will continue to focus our international efforts on the travel trade markets while deepening our efforts in the primary feeder markets of the United Kingdom and Germany by expanding the scope of work for our independent sales and marketing representatives in-market. The majority of the traditional marketing efforts will be focused on PR efforts in nonpaid earned media, with some paid efforts in association with industry partnerships.

While Canada is not a traditional overseas international market, we will continue to include the country in our international strategy. With the possibility of a direct flight from Toronto and the current daily service from Toronto into NKY/Cincy, we will look to grow our flight traffic and increase our presence in Canada.

Three key messaging themes will be the banner for efforts in this space, including new air service on British Airways from London to NKY/Cincy, the 150th Running of the Kentucky Derby and expanded Bourbon Experiences.

KEY DEVELOPMENT STRATEGIES

Signature international travel trade industry shows will continue to be part of the calendar, including IPW, Travel South International and Brand USA Week. In addition to industry conferences, plans include in-market outreach activations that will include London Cocktail Week and a German sales mission/roadshow.

- Grow interest and awareness from international travel trade market with momentum from hosting Travel South International Showcase in 2022 to leverage opportunities for feature tour product placement.
- Continue work with independent in-market sales reps in top international feeder markets (UK
 and Germany) including ongoing current business reporting, agent training, sales outreach and
 PR efforts.
- Grow strategic partnership opportunities with organizations such as Brand USA, U.S. Travel Association and Travel South International. Grow attendance at key legacy travel trade events that include IPW, Brand USA Travel Week and Travel South International.
- Second year of programming with international travel trade sales including tailor-made trade campaigns centered around core brand messaging.
- Increased investment with industry relations such as U.S. Travel Association, Visit USA Committees in top Emerging Markets and International Inbound Travel Association.
- Increase presence at Ontario Motorcoach Association through activation, sponsorship and sales mission to drive additional international visitation directly from the Toronto market.

MEETINGS, CONVENTIONS & EVENTS

MARKET OVERVIEW

Fiscal Year 2022-2023 was a good recovery year post-pandemic. We saw incredible successes and an increase in attendance for most of the meetings held at Kentucky Venues. Two legacy clients, Utility Expo and Equip Expo, are ranked 2 of the top 5 largest trade shows in the country, with Equip Expo having a record attendance of over 25,000 people. Louisville's sports market and events continue to play an integral part of the city's economic impact and room-night generation. Hosting the NCAA Division I Men's Basketball Regionals gave Louisville a plethora of news coverage globally. ADR and occupancy continue to rise year over year. Louisville hosted some major key industry events such as The International Association of Exhibitions & Events (IAEE) Expo! Expo! with its highest attendance since the pandemic, Society for Incentive Travel Executives (SITE) Southeast, The Sports Travel Road Show, NorthStar Emerging Leaders and ConferenceDirect Annual Partner Meetings where we ranked in the top 18 of 100 destinations in the country. Each industry event provided unique opportunities and exposure to our clients and meeting planners.

MARKETING OVERVIEW

Louisville's convention package continues to grow with sustained hotel development, giving Louisville a seat at the table with some of the largest destinations. Louisville's brand is at a high level of national awareness with meeting planners and decision-makers. We will continue to capitalize on this, furthering Louisville's growing reputation as a premier meetings destination.

TARGET AUDIENCE

PRIMARY: National and Local Convention Meeting Planners/Sports Event Owners and Rights Holders Those who plan meetings/events, solicit bids and negotiate agreements, perform site visits, influence site selections, coordinate services at events and monitor event activities.

SECONDARY: Association Executives and CEOs

The key influencers/decision makers and organizational leaders of professional associations.

MARKETING STRATEGIES

Louisville Tourism has formed integrated marketing and event partnerships with leading industry associations and media outlets to leverage the city's brand assets and generate sales leads. These partnerships have worked to align our strategies across markets and have been a vital tool in building and maintaining brand awareness. Louisville Tourism will continue to host events and industry shows that will allow our target audience members to immerse themselves in the destination's culture and offerings and fully experience the authenticity of our brand.

MESSAGING STRATEGY

As Louisville's meeting and convention package continues to evolve and expand, we will continue marketing an ongoing development message. In addition to leveraging Louisville's core brand pillars of Bourbon, Culinary, Southernness and Authenticity, the following will continue as key supporting messages:

- Walkability of downtown with a tight concentration of dining and attractions
- Hotel development (both the increase in rooms and ongoing renovations)
- Other attraction and venue development

TACTICAL APPROACH

Industry Partnerships

Louisville will continue partnerships with the following meetings industry organizations:

American Society of Association Executives (ASAE)	Maritz Global Events
Association Forum	Meeting Planners International (MPI)
ConferenceDirect	Professional Convention Management Association (PCMA)
CVENT	International Association of Exhibitions and Events (IAEE)
HelmsBriscoe	North Star Media

These industry partnerships will not only reach Louisville's target convention market segments but also allow us to reach our primary and secondary convention audiences in our target cities nationwide. While these partnerships reach nationwide, we will focus on the top three convention markets listed below:

- Washington, D.C.
- Chicago
- Atlanta

DEVELOPMENT OVERVIEW

Our goals and sales strategies for FY 23/24 took into consideration the current economic landscape, and they represent a significant jump over previous years' goals. Inflation and rising costs are altering minor ways our clients will conduct business; however, we remain optimistic as our destination continues to provide authentic experiences and value prepositions they cannot find elsewhere. Sustainability is also a hot topic in the meetings & events industry, and Louisville is well-positioned to handle the needs. We will be strategic and deploy a unique approach to pursue groups that will bring return-on-investment both on room-night generation and economic impact. Our selling activities will be intentionally amplified by using many of our promotion vehicles to include social media platforms on LinkedIn and Facebook. We look forward to another strong production year and are excited to welcome Meeting Professionals International – World Education Congress (MPI WEC), the 2024 PGA Championship (Professional Golfers' Association of America), USA Track & Field National Championships and NCAA DI Women's Volleyball Championship (Final Four & Championship). We will gain global recognition and exposure from all media outlets. Annual events such as the Kentucky Derby plus Louder Than Life and Bourbon & Beyond by Danny Wimmer Presents; the newly opened Downtown Derby Gaming; and new hotels coupled with new direct flights and the hosting of marquee events — are setting the stage for a brighter and successful future ahead for Louisville.

The convention sales team participated in major trade shows such as Cvent Connect, Sports ETA, TEAMS, IMEX, MPI, PCMA, IAEE, ASAE and Maritz Global events as well as sales missions and various activations in Chicago; Atlanta; Nashville; Washington, D.C.; New York; Las Vegas; Detroit; Denver; Columbus; Oklahoma City; Kansas City; and Tampa.

We had an increase with site visitations and hosted various FAMs to include an exclusive FAM for HelmsBriscoe where a dozen of our hotels had one-on-one interaction and presentation to these 20 qualified meeting planners. As we continue to advance, we will use available resources to generate awareness and interest in the convention market that has the strongest client engagement.

KEY DEVELOPMENT STRATEGIES

Re-establish Louisville Tourism's major key events in respective region: Southeast, Northeast and Mid-West

We are now fully staffed at our key regional markets. We will continue to invest and uncover new market segments through strong client events and activities; strengthen existing and develop new contacts with continued involvement; and target industry chapters, major association management companies and third-party intermediary planners in each regional market.

Develop action plan to generate new conventions and re-engage past citywide clients

We will solicit citywide clients to fill need periods (August, December, January) and work closely with Kentucky Venues to identify and maximize open calendar dates for 2025 and beyond. We plan to assess our current client database, analyze market demands and trends, and better understand group decision windows.

Leverage Strategic Partnership Agreements (PA)

Louisville Tourism is privileged to have strategic partnerships with major third-party intermediary organizations such as Maritz Global Events, ConferenceDirect and HelmsBriscoe. We will have direct access to their main offices for presentations and client activation events, and we will host hybrid meetings when needed. They continue to create awareness and help put Louisville on the map. Will utilize PA's monthly and quarterly reports to assess new opportunities and further develop the corporate financial and technology markets.

Engage with top brands headquartered in Louisville

We will leverage and capitalize on existing assets and relationships with top brands headquartered in our backyard, like UPS, Ford Motor Company, GE, Humana, Norton Healthcare, UofL Health, Yum! Brands, Papa John's and the Kentucky distilleries, to help generate more room nights and and increase economic impact on our city. We will be attending and supporting local events to gain access to influential local leaders and meeting planners, and our sales staff will align with Louisville Tourism's partnership to these corporations to further benefit on future meeting opportunities and regular touch points to keep planners engaged.

Regional directors' key role

Regional directors' focuses are sales leads, tentative room nights and main representation of Louisville in market. Key states identified in each region are important locations for our selling activities. We are introducing some new events in the Northeast, Southeast and Midwest and re-activating events that were popular pre-Covid 19.

Midwest Regional Office — Chicago

Chicago and Midwest market states of Illinois, Indiana, Ohio, Michigan, Wisconsin, Minnesota, Iowa, Missouri, Arkansas, Oklahoma, Kansas, Colorado and Northern California. This year, we will re-activate the Bourbon Heritage Month event and add an event to celebrate Valentine's Day in February.

Northeast Regional Office — D.C./VA/MD

Washington, D.C.; Virginia; and Maryland are key association markets to include the Northeast market states of West Virginia, Pennsylvania, Delaware, Connecticut, New York, New Jersey, Rhode Island, Massachusetts, Vermont, New Hampshire and Maine. We will continue an activation in D.C. for Derby Day in April, as we partner with MPI's largest chapter, the Potomac Chapter.

Southeast Regional Office - Atlanta

Atlanta and Southeast market states of Florida, South Carolina, North Carolina, Alabama, Tennessee, Mississippi, Louisiana and Texas. Key markets in the Southeast include Corporate, Scientific & Engineering and Technology. We will take advantage of Bourbon Heritage Month in September and produce The Art of Bourbon.

Meetings, Conventions and Events Support Services

The positive impact of events and group travel will continue to be felt in the coming fiscal year as over 650 events are expected to draw over 3 million people to the city. In 2023-2024 the destination will host several key legacy events, including TFN's Run 4 Roses, Equip Exposition, Utility Expo, DWP's Louder Than Life and Bourbon & Beyond, the National Farm Machinery Show and the Mid-America Trucking Show. These events stand out as anchors for the year, causing key compression points and allowing the city to achieve overall hotel occupancies above 90% during each of their dates.

Louisville is also poised to experience a May unlike any other. In 2024, May will feature the 150th running of the Kentucky Derby, the 106th PGA Championship held at Valhalla Golf Club, and the Meeting Professionals International World Education Congress, arguably the most influential convening of meeting and event organizers from around the world that has been held in Louisville to date. In addition to supporting these events, visitor enhancements, advocacy and social impact will remain a significant role of the department.

KEY STRATEGIES

Social and environmental impact

The Leave a Legacy corporate social responsibility program will continue to provide seamless access for incoming groups to Louisville's locally grown charities and nonprofits. The team will proactively engage incoming meeting and event planners to help pair these opportunities with the right events based on their goals and objectives. Understanding the strengths, weaknesses and opportunities around each area will be crucial to best position incoming events to have the greatest impact, both socially and sustainably.

The Destinations Services team will continue building relationships with stakeholders and thought leaders in both the nonprofit and sustainability spaces. Relationships with the Metro Office of Advanced Planning and Sustainability and other local resources will help drive content to rebuild resources for incoming groups. The strategic alliances team will look for opportunities to Identify service providers and unique ways that meetings and events can engage with the local community to support sustainable measures.

Building attendance and the value of services

As an organizational goal, growing international visitation remains a top priority. The Destination Services role in this endeavor will be identifying meetings, conventions and events with international attendance. The team will work to better understand international components and stakeholders of our incoming booked business and how we can help grow the segment. Gathering more information around international attendance at our legacy events and those coming in each year will provide baseline data and help guide the organization forward in international outreach. Once groups and key feeder countries, such as Germany, Ireland and the UK are identified, the team will work with internal departments to determine the best approach to attendance building in these areas.

In addition to international growth, the team will continue to identify key groups that are willing to partner in advertising campaigns to help grow their attendance in Louisville. This support could be through digital advertising or email marketing to existing databases. While there are many opportunities, the services team will work closely with Marketing to understand the budget needed and tactics to facilitate this attendance-building support and work together to determine what success would look like.

Enhancing the visitor experience and leaving a legacy

Relevant and effective support to incoming events ensures the destination stays competitive for group business. Providing industry-leading customer service to meeting and event planners can only be achieved by supporting the needs of their stakeholders and attendees. The services team will continue to focus on adding value to incoming groups and the local community. Key areas in the coming fiscal year include housing services, the Leave a Legacy initiative and continued visitor enhancements in the areas of beautification, safety and wayfinding. Housing services offer a true value-proposition for qualifying groups and help the team connect more deeply with organizers. Reservations grew 20% YOY, and the department will continue to identify incoming groups and local organizations that would benefit from this service. Utilizing leisure housing software will be an additional opportunity as local festivals and entertainment venues begin to understand the value. Destination Services will continue to play an active role in the community by connecting incoming groups with local nonprofits for monetary donations and community service projects through the Leave a Legacy program. Advocating and supporting visitor enhancements locally will also remain a priority, to include a significant wayfinding initiative that will focus on placemaking while enhancing safety and drawing visitors to neighborhoods throughout the community.

LEGACY ORGANIZATIONS AND EVENTS

To receive the legacy designation, the organization has shown a strong commitment to Louisville while meeting specific criteria for size and reach of their event(s). The legacy organizations that receive Louisville Tourism services and are planning to hold their events in the 2023-2024 fiscal year are listed below:

CONVENTIONS & TRADE SHOWS

Association of Equipment Manufacturers – Utility Expo (September 2023)

National Street Rod Association – 54th Annual Street Rod Nationals (August 2023)

Mid-America Trucking Show (March 2024)

National Farm Machinery Show and Championship Tractor Pull (February 2024)

North American International Livestock Expo (November 2023)

Outdoor Power Equipment Institute – Equip Exposition (October 2023)

SPORTING EVENTS & FESTIVALS

Danny Wimmer Presents

Bourbon & Beyond (September 2023)

Louder Than Life (September 2023)

Junior Volleyball Association World Challenge (April 2024)

Kentuckiana Cluster of Dog Shows (March 2024)

Kentucky Derby Festival (April 2024)

KIVA Sports (Volleyball)

Adidas Bluegrass Volleyball Tournament (March 2024)

Adidas Midwest Championship (June 2024)

National Archery in the Schools Program National Tournament (May 2024)

Professional Golfers' Association of America — 106th PGA Championship (May 2024)

St. James Court Art Show (October 2023)

TFN Camps & Clinics

Run 4 Roses (July 2023)

Grassroots Showdown (July 2023)

Grassroots Showcase (April 2024)

The Classic (May 2024)

USA BMX

Derby City Nationals (September 2023)

Varsity Brands

WSF Louisville Grand Nationals (December 2023)

Dance Super Nationals (February 2024)

Encore Louisville Showdown (March 2024)

U.S. Finals (Cheer) (April 2024)

PROMOTIONAL TRAVEL

Louisville Tourism staff will host out-of-market events and attend the following key industry meetings, trade shows, travel markets, pre-promotes and media missions to drive business to the destination.

CONVENTION MARKET			
ACCESSE Leadership Conference (CESSE Annual Conference)	Detroit, MI	July 2023	
Meeting Planning Mastermind	Louisville, KY	July 2023	
CVENT Connect	Las Vegas, NV	July 2023	
Atlanta Sales Calls	Atlanta, GA	August 2023	
ASAE Annual Meeting	Atlanta, GA	August 2023	
Corporate Event Marketing Association (CEMA) Summit	Salt Lake City, UT	August 2023	
GPS Destinations & Events	SF & San Jose, CA	August 2023	
Kellen Annual Meeting	Reno, NV	August 2023	
Destination Southeast	Cape Coral, FL	August 2023	
Connect Marketplace/Connect Sports	Minneapolis, MN	August 2023	
CVB Reps Summer Bash	Washington, D.C.	August 2023	
Conference Direct CDX	Nashville, TN	August 2023	
Maritz Activate	Phoenix, AZ	August 2023	
Maritz Elevate	Orlando, FL	September 2023	
HPN Annual Partner Conference	Tampa, FL	September 2023	
The Art of Bourbon	Atlanta, GA	September 2023	
Chicago Client Event — Bourbon BBJ	Chicago, IL	September 2023	
PCMA Partnership Summit	Panama City, PA	September 2023	
A Taste of Louisville FAM Tour	Louisville, KY	September 2023	
$\ensuremath{IMEX}-\ensuremath{Worldwide}$ Exhibition for Incentive Travel, Meetings, and Events	Las Vegas, NV	October 2023	

D.C. Sales Mission	Washington, D.C.	October 2023
Travel, Events & Management in Sports (T.E.A.M.S.)	West Palm Beach, FL	October 2023
KSAE Annual Convention	French Lick, IN	October 2023
Six in the City/D.C. Sales Mission	D.C., Maryland, VA	October 2023
Charlotte Sales Mission	Charlotte, NC	October 2023
Destination Celebration	Columbus, OH	October 2023
Destination Celebration	Indianapolis, IN	October 2023
Destination Celebration	Milwaukee, WI	November 2023
Service Club Leaders Conference	Chicago, IL	November 2023
Connect D.C.	Washington, D.C.	November 2023
Association Forum – Holiday Showcase		November 2023
	Chicago, IL	
Chicago CEO Client Event	Chicago, IL	November 2023
Nursing Organizations Alliance – Fall Summit	Des Moines, IA	November 2023
AMEX INTER[ACTION] 2023	Orlando, FL	December 2023
International Association of Exhibitions & Events (IAEE) Expo! Expo!	Dallas, TX	December 2023
Team Louisville Holiday Luncheon	Frankfort, KY	December 2023
Holiday Showcase Chicago	Chicago, IL	December 2023
D.C. CVB Reps Holiday Event	Washington, D.C.	December 2023
Dallas Sales Mission	Dallas, TX	December 2023
Professional Convention Management Association (PCMA) Annual Meeting	San Diego, CA	January 2024
RCMA Emerge	San Antonio, TX	January 2024
AMC Institute	City TBD	February 2024
Joint Commission on Sports Medicine	City TBD	February 2024
Valentine's Day Event	Chicago, IL	February 2024
Sports Travel Road Show	Colorado Springs, CO	March 2024
Connect Marketplace (NY)	New York, NY	March 2024
Business Events Industry Week (DI, IAEE, PCMA joint events)	Washington, D.C.	March 2024
IAEE Women's Leadership Forum	Washington, D.C.	March 2024
A Taste of Louisville FAM Tour	Louisville, KY	March 2024
Sales Mission in Nashville	Nashville, TN	March 2024
Society of Independent Show Organizers (SISO) CEO Summit	Amelia Island, FL	March 2024
ConferenceDirect Annual Partner Meeting	Arlington, TX	April 2024
PMPI Derby Days	Washington, D.C.	April 2024
Sports ETA Symposium	Portland, OR	April 2024
Chicago Sales Mission	Chicago, IL	May 2024
HelmsBriscoe Annual Business Conference	TBD	May 2024
Lunch in Louisville	Louisville, KY	May 2024
Meeting Professionals International (MPI) WEC	Louisville, KY	May 2024
Association Forum Honors Gala	Chicago, IL	June 2024
Direct Selling Association Annual Meeting (DSA)	TBD	June 2024
Association Forum – Honors Gala	Chicago, IL	June 2023
Exhibition & Convention Executives Forum (ECEF)	Washington, D.C.	June 2024
PCMA Education Conference	Detroit, MI	June 2024
A Taste of Louisville FAM Tour	Louisville, KY	June 2024
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LEISURE MARKET

Domestic Travel Trade			
Int. Gay & Lesbian Travel Association (IGLTA)	San Juan, PR	October 2023	
Blacks in Travel & Tourism	Richmond, VA	October 2023	
Association of Black Travel Professionals	Las Vegas, NV	November 2023	
National Tour Assn. (NTA)	Shreveport, LA	November 2023	
Ontario Motorcoach Assn. (OMCA)	Toronto, Canada	December 2023	
American Bus Assn. (ABA)	Nashville, TN	January 2024	
Canada Sales Mission	Canada	February 2024	
Southeastern Tourism Society Domestic (STS)	Little Rock, AR	April 2024	
Travel Professionals of Color (TPOC)	TBD	April 2024	
Association of Black Travel Professionals Road Show	Atlanta, GA	April 2024	
Internatio	nal		
RTO Summit	Kissimmee, FL	September 2023	
Brand USA Week/London Cocktail Week	London, England	October 2023	
Travel South International	Memphis, TN	December 2023	
Travel South International Sales Mission	TBD	February 2024	
International Inbound Travel Association (IITA)	TBD	February 2024	
Germany & Brussels Sales Mission	Germany	March 2024	
Travel South International Global Summit	TBD	April 2024	
IPW	Los Angeles	May 2024	
Travel South International Sales Mission 2	TBD	June 2024	
Niche/Affi	nity		
Annual African World Festival	Detroit, MI	July 2023	
Cincinnati Music Festival	Cincinnati, OH	July 2023	
International Gay Polo	Wellington, FL	April 2024	
Black Travel Expo	Atlanta, GA	June 2024	
Indianapolis Pride	Indianapolis, IN	June 2024	
Columbus Pride	Columbus, OH	June 2024	
Consumer			
Chicago Travel & Adventure Show	Chicago, IL	January 2024	
Washington D.C. Travel & Adventure Show	Washington, D.C.	February 2024	
Toronto Outdoor Adventure Show	Toronto, Canada	February 2024	
Charleston Food & Wine Show	Charleston, SC	March 2024	
New Orleans Bourbon Festival	New Orleans, LA	March 2024	
Atlanta Travel & Adventure Show	Atlanta, GA	March 2024	
Las Vegas Travel Agent Forum	Las Vegas, NV	March 2024	
New Orleans Bourbon Festival	New Orleans, LA	March 2024	
Reader event with Garden and Gun	Louisville, KY	April 2024	
Reader event with Garden and Gun	TBD	June 2024	
Reader event with Garden and Gun	Dallas, TX	September 2024	

MEETINGS AND CONVENTIONS PRE-PROMOTES

National Association of College & University Food Services	Baltimore, MD	July 2023
Veterans of Foreign Wars	Phoenix, AZ	July 2023
National Conference of State Legislatures	Indianapolis, IN	August 2023
Lions Club International	Reno, NV	September 2023
NCAA DI Volleyball Championships and AVCA Convention	Tampa Bay, FL	December 2023
AISC Steel Conference	San Antonio, TX	March 2024
National Art Education Association	Minneapolis, MN	April 2024
International Parking & Mobility Conference	Columbus, OH	June 2024

MEDIA MISSIONS

Society of American Travel Writers	Puerto Rico	September 2023
Midwest Travel Journalists Fall Conference	TBD	Fall 2023
Midwest Travel Journalists Spring Conference	TBD	Spring 2024
PRSA Travel & Tourism	TBD	June 2024
Media Missions	NYC, D.C., Chicago, LA	Ongoing

Louisville Tourism Programs

VISITOR CENTER/VISITOR SERVICES

OVERVIEW

Louisville Tourism will look to utilize its visitor services and spaces to drive deeper connections and engagement with both visitors and community residents. As such, we will be providing significant investment in the Visitor Services operations with development and launch of a Welcome Center in the Louisville Muhammad Ali International Airport, a renovation of the Downtown Visitor Center and the development of a Mobile Visitor Center.

The Airport Welcome Center space will be many travelers' first interaction with the Louisville story. The onsite team will be the proverbial welcome committee for each person with whom it interacts, offering information and activation, and ushering them deeper into the Bourbon City narrative.

The Downtown Visitor Center will continue providing the highest level of information services to each visitor it sees, but its offerings will be expanded. The space itself and merchandise will be reimagined with a focus and intentionality around an authentically Louisville experience.

The Mobile Visitor Center will allow Louisville Tourism to put intentional effort behind building support in our own hometown for tourism as a shared community value. This mobile operation will allow us to bring the Louisville Tourism brand to life at various local events ranging from large-scale festivals to small events in neighborhoods across the destination. Our goal will be to drive community engagement by sharing what Louisville Tourism is and why we exist, along with the impact the Tourism industry has on our community.

A destination's story is written by those who live, do business in and visit it. Louisville Tourism's investment in Visitor Services aims to cast the net as wide as possible so every resident and visitor see themselves reflected in, and integral to, the Louisville story.

KEY STRATEGIES

- Develop and launch a Welcome Center at Muhammad Ali International Airport.
- Renovate downtown Louisville Visitor Center to complement design/theme of new Airport Welcome Center.
- Redesign Visitor Center Walking Tour Program in cooperation with its guides, seeking to expand
 upon existing programming to include more meaningful experiences for tourgoers in collaboration
 with our partners.
- Host curated bespoke events at the Louisville Visitor Center on a quarterly basis, activating
 around four foundational pillars per year: Mint Julep Month (April), Old Fashioned Fortnight
 (June), Bourbon Heritage Month (September) and Light Up Louisville (November). These events
 are ways Louisville Tourism partners, organizations and local artists can engage with the leisure
 traveler, with the aim of driving traffic to those partners' businesses and social media platforms.
- Refresh the Louisville Visitor Center's merchandising program to focus on things authentic to Louisville, sourced directly from Louisville-based businesses and attractions.

STRATEGIC ALLIANCES and 78 SOCIAL

OVERVIEW

The 2023-2024 fiscal year will be a time of foundation building and identifying baseline data for future strategies and growth. Identifying revenue growth areas will be one of three key focus areas. While not all facets of the business represent revenue growth opportunities, identifying which areas have the most potential for growth will be key in building specific tactics for the future. Initial plans will focus on 78 Social and using the owned programs, such as Rose Awards, as a catalyst to sponsorship and strategic partnership opportunities.

KEY STRATEGIES

- We will continue to evaluate how to best engage with the community. New opportunities
 through the Rose Awards, digital media and city information will be developed. 78 Social will
 continue fostering destination diplomats while providing networking and professional
 development opportunities.
- 78 Social will continue to provide an avenue for connections, ambassadorship and education. Efficient and impactful education will be at the forefront with work being done alongside internal departments and external stakeholders to build online modules and in-person experiences focused on professional development.
- Connections to Louisville's knowledge hubs will remain crucial to better service incoming conventions and events. Organizers are seeking ways to tap into local business clusters and key industries in the destination. Discovering strategic alliances within the city will help grow attendance and revenue for both local partners and incoming groups.

DEPARTMENT GOALS AND METRICS

CONVENTION DEVELOPMENT

The agency's largest team, these sales professionals work to solicit meetings, conventions and event business through four offices. They work to secure leads, host site visits with meeting planners and book business into Louisville's hotels and venues.

Louisville Office

Produce 750,800 group room nights Generate 1,474 sales leads Host 189 site visits

Midwest Regional Office

Produce 412 sales leads
Produce 621,432 tentative room nights
Produce 14,000 definite room nights

Northeast Regional Office

Produce 341 sales leads
Produce 442,843 tentative room nights
Produce 12,000 definite room nights

Southeast Regional Office

Produce 238 sales leads Produce 262,550 tentative room nights Produce 9,000 definite room nights

DESTINATION SERVICES

This team focuses on two key areas: connecting community partners to one another and our stakeholders, and providing industry-leading group services to meeting planners and event organizers of all group gatherings.

90% Partner Retention

6.8–7.0 Post Convention Evaluation Dept Avg (7.0 scale)

14,500 Visitor Inquiries Serviced

MARKETING COMMUNICATIONS

This team works to create awareness about Louisville as a sought-after and unique destination for all markets through positive media coverage, innovative advertising, marketing and sales collateral, advocacy, digital and social media campaigns and differentiating brand strategy.

Generate and service 75 hosted journalist visits in market

Generate website traffic of 1,802,500 unique visitors

Engage and retain 146,500 social network subscribers

Convert 50 press pitches to regional, national or international coverage

TOURISM DEVELOPMENT

This team sells Louisville as a leisure travel destination across domestic and international markets and works to service visitors from across a spectrum of evolving consumer and travel trade markets.

Generate leisure attraction attendance of 3,662,121

Generate group tour attraction attendance of 649,601

Generate 68,848 group tour room nights

Host 68,250 walk-in visits to Visitor Center

40,950 Leisure Partner Referrals

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