

Louisville is changing the way people think about Southern destinations. This is a city that's truly unique and different. A city that combines heritage with innovation, authenticity with originality and quirkiness with friendliness. A city full of sights, sounds and sips all its own—including its official cocktail, the Old Fashioned, and the one-and-only Urban Bourbon Experience, a citywide adventure that includes distilleries, endless craft cocktail bars and Bourbon attractions and exhibits.

This is one of the most exciting cities you'll ever eat, drink, explore and meet in. Louisville has been transformed by a \$1.5 billion investment in tourism infrastructure. Some of the highlights are an expanded and renovated downtown convention center and the addition of more than 1,000 new downtown hotel rooms in the last 18 months, including a 612-room Omni Hotel. The downtown convention center expanded to include 201,000 contiguous square feet of open, spacious exhibit space, a 40,000 square foot ballroom, 52 meeting rooms, 175-seat state-of-the-art conference theatre, advanced WiFi capabilities and LEED Silver Certification.

Louisville has not one, but two convention centers. The Kentucky Exposition Center is the sixth largest center in the nation, sporting over 1.2 million square feet of space. Additionally, Louisville's 22,000-seat, \$450 million downtown arena is the heart of a sizzling dining and entertainment district.

There are six bourbon attractions that have opened within walking distance of the convention center since 2013 (the first bourbon businesses to come back to historic Whiskey Row since before Prohibition). These are Angel's Envy, the Evan Williams Bourbon Experience, Jim Beam Urban Stillhouse, Kentucky Peerless Distilling, Old Forester and Rabbit Hole with Michter's slated to open a Main Street distillery. Other "bourbonism" attractions to open in Louisville include the Bulleit Frontier Whiskey Experience at Stitzel-Weller, the Frazier History Museum's new Welcome Center for the Kentucky Bourbon Trail, and a rock-n-roll spirited brandy distillery in Butchertown – Copper & Kings.

And these great, one-of-a-kind visitor experiences compliment the incredible unique attractions that Louisville has taken pride in for years, like the 104-year-old Belle of Louisville, Churchill Downs – home of the Kentucky Derby, the Muhammad Ali Center, Louisville Slugger Museum & Factory, the Kentucky Science Center, the Louisville Mega Cavern – the world's only location for underground zip-lining and mountain biking, our Frederick L. Olmsted designed park system and many more.

To top it off, Louisville's culinary scene is cooking. And it's catching the attention of people all across the globe including Bravo's Top Chef show featuring Kentucky in the 16<sup>th</sup> season. In addition, *Travel + Leisure*, *Garden & Gun*, *Bon Appetit*, *Saveur*, *National Geographic*, *Southern Living* and many others have taken notice that the city has positioned itself as a foodie destination. In just the past year, Louisville was named "Best Up-and-coming Food City" by *Thrillist*, one of "America's Best Cities for Food" by *Travel + Leisure* and one of the "Nation's Best Local Food Scenes" by *USA Today*. From farm-to-table to modernist cuisine to country cooking, top chefs and top shelf, Louisville has a lot to bring to the table.