

EVENT RESUME



Louder Than Life

Location: Highland Festival Grounds at Kentucky Exposition Center
Dates: September 21-24, 2023
Attendance: 40,000-45,000 per day (2022 averaged just over 40,000 per day)



DESCRIPTION

This will be the 4th year at the Highland Festival Grounds (2019 inaugural year and no events in 2020) and will be the 9th year for Louder Than Life in Louisville (launched in 2014). Overall average age is 37 with 58% male and 42% female. Ticket holders will travel from all over with the top cities outside of Kentucky being Cincinnati, Nashville, Columbus, Chicago, Indianapolis, and Dayton.



TENTATIVE SCHEDULE

Thursday, September 21 nd	12:00 pm	Gates Open
	12:30 pm	Music Starts
	11:00 pm	Music Ends
Friday, September 22 rd	1:00 pm	Gates Open
	1:15 pm	Music Starts
	11:00 pm	Music Ends
Saturday, September 23 th	1:00 pm	Gates Open
	1:30 pm	Music Starts
	11:00 pm	Music Ends
Sunday, September 24 th	12:00 pm	Gates Open
	1:20 pm	Music Starts
	11:00 pm	Music Ends



DINING

Attendees will be on their own for all meals during the festival. There will be concessions on-site for attendees. Restaurants, please be prepared for breakfast and lunch needs from attendees but will be low impact for dinner each night.

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TRANSPORTATION

Air Travel: 30%

Auto Travel: 70%

All festival traffic will be directed to KEC Gates 2, 4 and 6.

Gate 1 is open to pedestrian traffic only.

KEC will provide a courtesy shuttle to the festival entrance during the inbound only. Look for signage to direct fans to the pick-up points throughout the parking lots.

<https://louderthanlifefestival.com/info/#parking>

There is no overnight parking at the venue.

Off-Site Parking

Parking will not be allowed on the residential streets near Preston Highway and Gate 6. Please be respectful of our neighbors and avoid getting towed.

ADA Parking

Parking for fans with disabilities will be available at the event. Fans with proper ADA vehicle credentials will be directed to park in Lot A near the festival entrance. Vehicle fee applies.

Philips Lane will be closed between Preston and Gate 1: September 5 – September 27.

Through traffic to hotels will be allowed West on Phillips Lane via interstate ramps.

Driving Directions to KEC Gates 2, 4, 6

Click on link to access directions via Google maps:

[Gate 2](#) – South Crittenden Drive - 3901 Crittenden Dr

[Gate 4](#) – North Crittenden Drive - 2801 Crittenden Dr

[Gate 6](#) – Preston Highway - 3328 Preston Hwy

Camping

Camping opens on Wednesday at 12:00pm and closes the Monday at 12:00pm.

All camping fans should arrive at KEC Gate 2 and will be directed to the internal Camping Tollbooth where they will be processed for entry into the campgrounds.

GPS directions to Gate 2: 3901 Crittenden Drive, Louisville, KY

<https://louderthanlifefestival.com/camping/>

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ACCOMMODATIONS

HQ Hotel: Crowne Plaza (will be using hotels throughout the city)
Heavy Arrivals: Thursday September 21, 2023
Heavy Departures: Monday September 25, 2023



CITY INFORMATION BOOTH

PROMOTE YOUR BUSINESS!

To promote your business please log into the extranet and use the DWP promotions to enter your discounts for the festivals. There will be a link to the Bourbon and Beyond website with all discounts for the city.



PRESS CONTACT

Louisville Tourism: Rosanne Mastin, Marketing Communications Manager,
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DIGITAL MEDIA

Website: <https://louderthanlifefestival.com>
Facebook: @louderthanlifefestival
Twitter: @LTLFest



LOUISVILLE TOURISM STAFF

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