

# EVENT RESUME



## Louder Than Life

Location: Highland Festival Grounds at Kentucky Exposition Center  
Dates: September 18-21, 2025  
Attendance: 45,000-50,000 per day (2024 averaged just over 40,000 per day)  
Thursday 9/18 45,000  
Friday 9/19 50,000  
Saturday 9/20 50,000  
Sunday 9/21 45,000



## DESCRIPTION

This will be the 6<sup>th</sup> year at the Highland Festival Grounds (2019 inaugural year and no events in 2020) and will be the 11<sup>th</sup> 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 18 <sup>th</sup>	12:00 pm	Gates Open
	12:30 pm	Music Starts
	11:00 pm	Music Ends
Friday, September 19 <sup>th</sup>	1:00 pm	Gates Open
	1:15 pm	Music Starts
	11:00 pm	Music Ends
Saturday, September 20 <sup>th</sup>	1:00 pm	Gates Open
	1:30 pm	Music Starts
	11:00 pm	Music Ends
Sunday, September 21 <sup>st</sup>	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 4 is open to pedestrian traffic and rideshare drop off/pickup.**

Parking at Kentucky Exposition Center will start at \$40 per day.

<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.

**Phillips Lane will be closed between Preston and Gate 1: August 25 – September 30.**

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 the 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 18, 2025  
Heavy Departures: Monday September 22, 2025



### 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

Destination Services Contact: Brad Knapp, Destination Services Manager,  
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