

An aerial photograph of a dense forest with vibrant green and yellow foliage. In the background, a city skyline is visible under a warm, golden sky. The text "LOUISVILLE TOURISM 2024 YEAR IN REVIEW" is overlaid in large, white, bold, sans-serif capital letters.

LOUISVILLE TOURISM 2024 YEAR IN REVIEW

The Louisville logo features a stylized fleur-de-lis symbol in white, positioned between the words "LOUIS" and "VILLE". Below the symbol, the text "EST. 1778" is written in a smaller, white, sans-serif font.

LOUISVILLE
EST. 1778



WHAT WE DO

WHO WE ARE

As the city's primary marketer, Louisville Tourism looks for strategic ways to attract more visitors to experience our authentic hospitality. Visitor traffic drives economic development through tourism. More outside spending in our community sustains and creates jobs and raises the quality of life for those living here. And unless you were born here, everyone is a visitor first.

As one of the oldest official Destination Marketing Organizations (DMO) in America, our mission is to enhance Louisville's economy through tourism. We work to raise awareness of Louisville's brand worldwide to inspire people to visit – whether for a meeting, convention, trade show, special event, group tour, or personal leisure.

MARKETING

We work to build and maintain Louisville's brand and image worldwide through programming, PR, storytelling, and innovative advertising campaigns. We develop strategic plans to attract visitors from top regional, national, and international target markets as well as emerging markets. We leverage the city's authenticity by focusing our messaging around our primary brand pillars: Bourbon, Culinary, Southernness, and Unique.

VISITOR EXPERIENCES

Louisville Tourism operates one mobile and two stationary visitor information centers with resources to help guide travelers wanting to experience Bourbon City's hotels, attractions, and culinary offerings.

SALES

Louisville Tourism employs sales professionals to promote and sell the city as a destination for leisure travel, conventions, trade shows, meetings, and events ranging in size, length, and structure. The team works directly with meeting planners, tour operators, and group sales professionals to achieve annual hotel overnight room goals in partnership with other local businesses and venues.

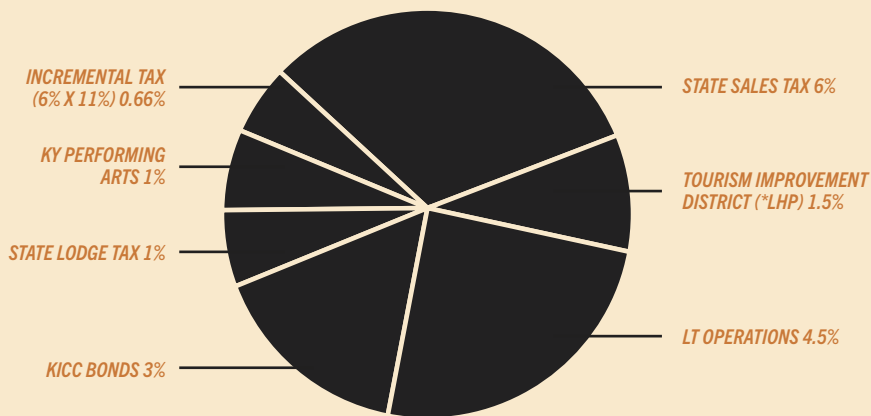
CONNECTION

We strive to connect the hospitality industry with each other and community partners to create a world-class destination that will attract visitors.

HOW WE DO IT



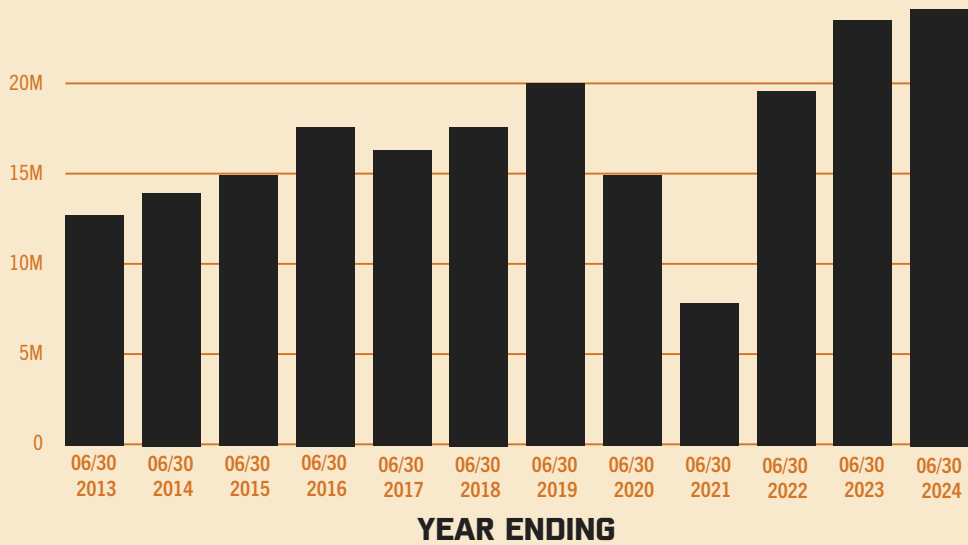
ROOM TAX AND FEES BREAKDOWN



Total Room Tax and Fees = 17.66%
1% = Approximately \$5.5 million

LOUISVILLE TOURISM ROOM TAX

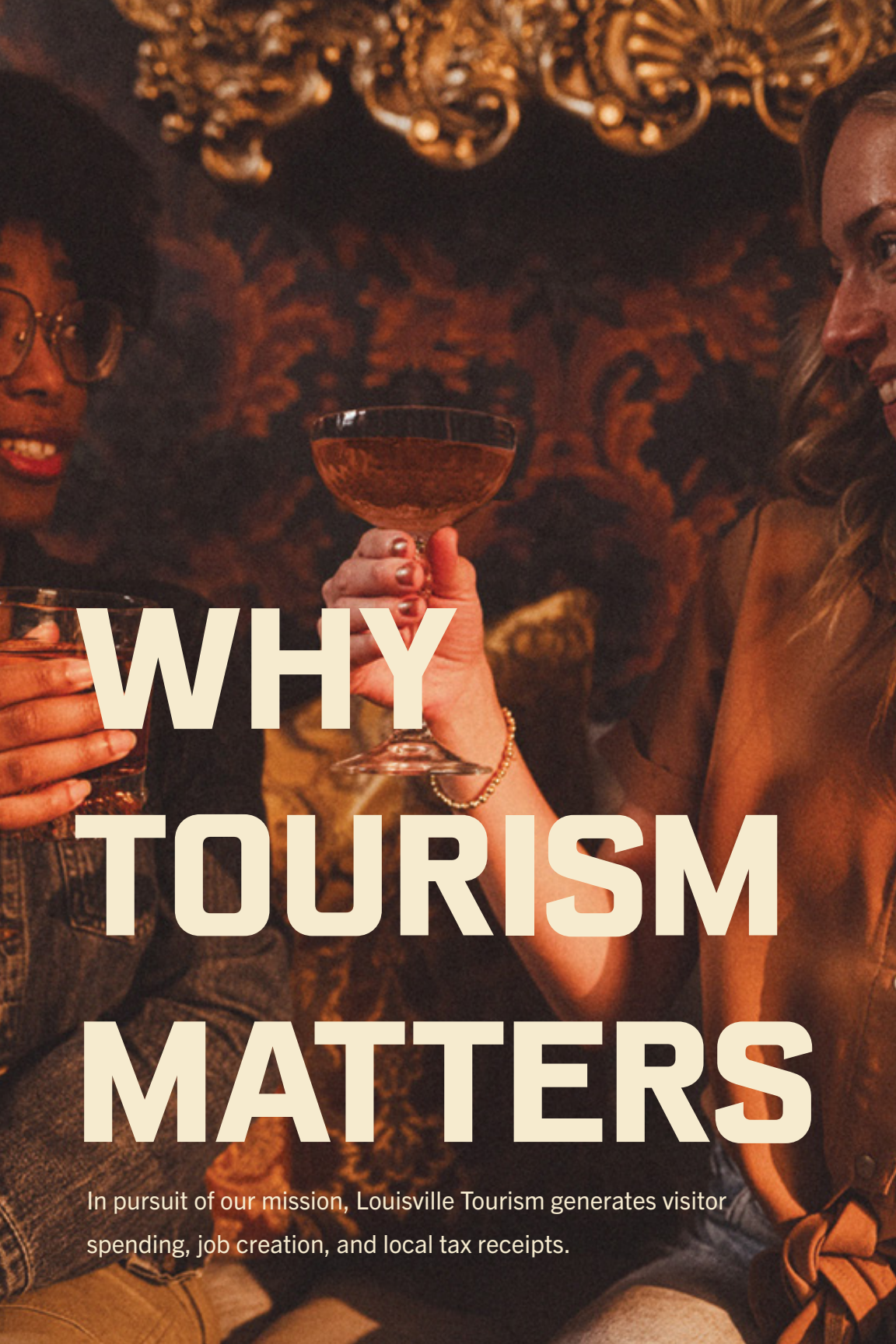
2024 Fiscal Year: \$24,892,230



FUNDING

Louisville's lodging tax remains the primary funding source, representing over 90% of the agency's revenues. Our total room tax is 17.66%, of which 4.5% is used by Louisville Tourism to market the city. Other revenue comes from advertising, grants, sponsorship, and retail sales.





WHY TOURISM MATTERS

In pursuit of our mission, Louisville Tourism generates visitor spending, job creation, and local tax receipts.

VISITATION

Tourism is the third-largest industry in the state. Visitation: 19M in the greater Louisville area. Visitors spend an average of 3.1 days in Louisville and most commonly visit restaurants, followed by shopping, state or local parks, museums, Bourbon tastings, cultural attractions, and distillery tours.

RESIDENT TAX SAVINGS

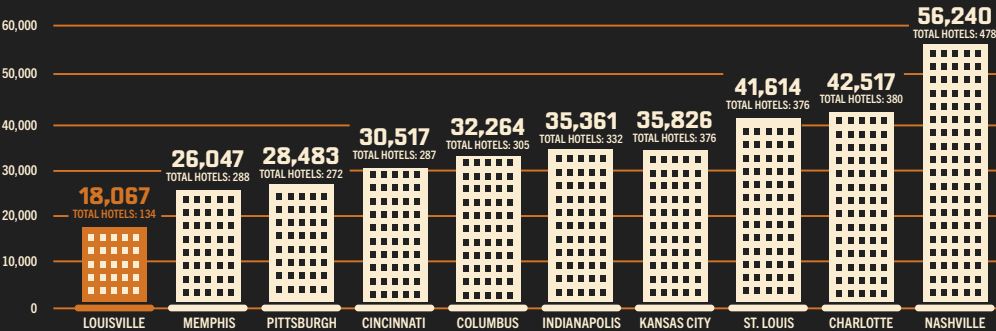
Visitors not only contribute to our community by their direct spending on lodging, dining, transportation, entertainment, and shopping, but they also pay a 17.66% transient room tax on their accommodations each night. Tourism creates over \$300 million in state and local tax revenue, saving each household in Louisville an average of \$800 on its state and local tax bill.

JOBS

Although the pandemic’s impact significantly reduced the number of hospitality jobs, Louisville has rebounded by employing 72,000 in the industry compared to the pre-pandemic number of 70,000. This sector’s impact on the economy remains a key component of our city’s economic viability.

AVERAGE 2024 AVAILABLE SHORT-TERM RENTAL LISTINGS IN LOUISVILLE: 2,164

COMPETITIVE SET
HOTEL ROOM TOTALS



NEW IN 2024

The Tempo by Hilton opened in NuLu, as a six-story, 130-room property complete with lobby bar and dining option, Moonsong Bar + Café. Its flagship dining experience is High Stakes Rooftop Grille, featuring both indoor and outdoor dining.

The Last Refuge, a new restaurant, whiskey bar, and live music venue inside a 150-year-old church led by American singer-songwriter Bob Dylan.

Log Still Distillery opened Monk's Road Boiler House, a supper club-inspired restaurant and tasting room on the original Whiskey Row.

Oxmoor Bourbon Company now offers tours and tastings at a historic farm that was once home to five generations of the Bullitt family.

The Whiskey Thief Tasting Room in NuLu offers a unique “thieve from the barrel” experience where guests can taste a variety of single-barrel Bourbons and whiskies and fill their own bottles straight from the barrel. Bourbon enthusiasts will also enjoy handmade cocktails, live music, and the gift shop.

Pursuit Spirits, located in the Clifton neighborhood, offers two immersive Bourbon experiences. Guests can enjoy a tasting session or participate in a unique experience where they taste, pick a barrel, and fill their own bottle. The distillery is known for its innovative approach to whiskey and Bourbon and will soon have a second location downtown on Whiskey Row.



A CELEBRATION OF KENTUCKY MUSIC

Just like Bourbon, bluegrass music was born in Kentucky, deriving from the hills of Appalachia. Kentuckian Bill Monroe, known as the Father of Bluegrass Music, helped shape the sound we know today as “pickin’.” Nearly a century later, bluegrass music is reviving Kentucky’s largest city, creating a microgenre we’ve coined as LouGrass.

LouGrass sessions seek to leverage bluegrass music as a cultural and economic asset to attract locals and visitors while enhancing Louisville’s tourism and brand. This initiative includes investing in visitor experiences and local music by organizing consistent free seasonal bluegrass music sessions in a variety of Louisville’s Urban Bourbon Trail® settings, hotels and attractions, focusing on Thursday–Saturdays throughout the peak season of visitation, April–October.

Programming and calendar of events information can be found at lougrassmusic.com.



TARGET

MARKETS



Paid marketing in 23 domestic markets and internationally in

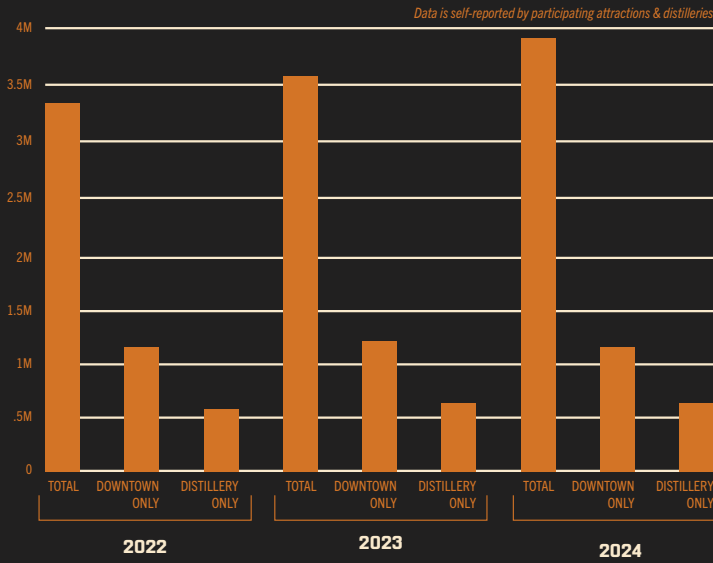
CANADA
UNITED KINGDOM
FRANCE
GERMANY

Top international markets: Louisville's top inbound international markets are

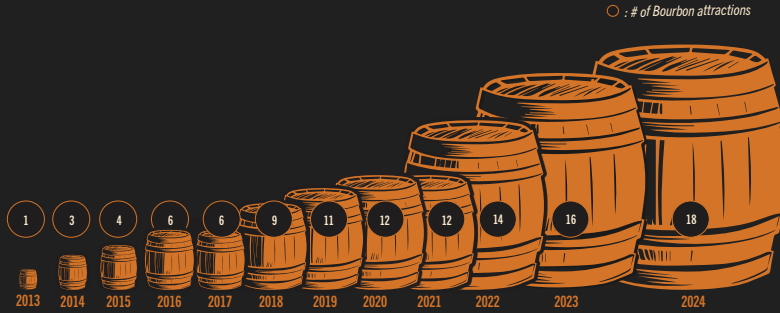
CANADA
UNITED KINGDOM
GERMANY
MEXICO
AUSTRALIA

Note: Typically international travelers spend more and stay longer than domestic travelers.

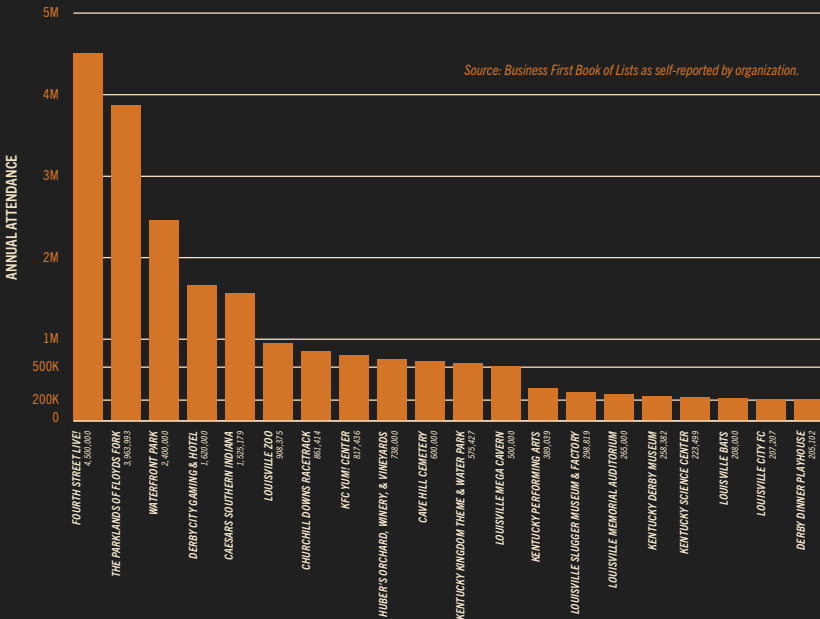
ATTRACTION ATTENDANCE



NUMBER OF BOURBON ATTRACTIONS



BUSINESS FIRST 20 ATTRACTIONS



HOSTED EVENTS

10-YEAR HISTORY			
YEAR	# OF EVENTS	HOSTED ROOM NIGHTS	ATTENDEES
2014	691	658,199	2,101,530
2015	705	699,865	2,076,530
2016	668	661,440	2,509,023
2017	756	641,311	1,931,672
2018	878	653,273	3,568,706
2019	879	819,328	3,517,053
2020*	160	164,025	883,469
2021	362	327,037	2,068,636
2022	623	668,118	2,906,896
2023	587	865,981	3,188,287

START OF COVID-19 PANDEMIC. MARCH 17 WAS THE LAST DATE OF A HOSTED CONVENTION/EVENT UNTIL JULY IN 2020.

2024

608

NUMBER OF EVENTS

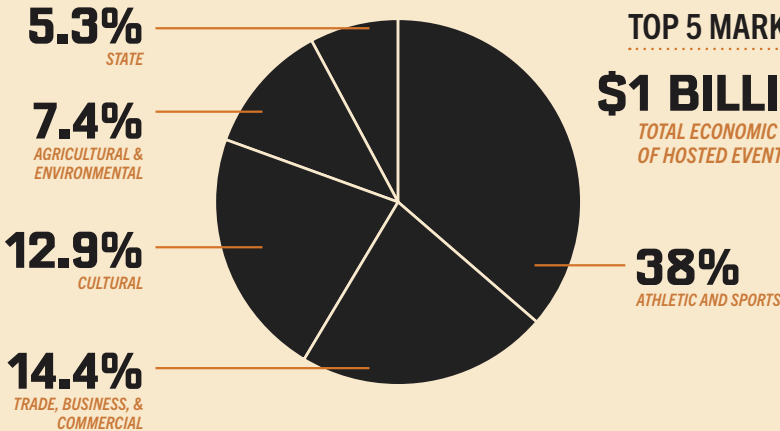
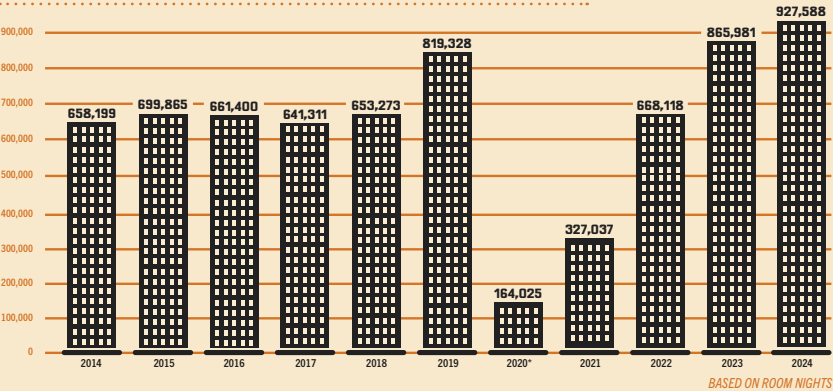
927,588

HOSTED ROOM NIGHTS

3,954,609

ATTENDEES

HOSTED ROOM NIGHTS



TOP 5 MARKETS

\$1 BILLION

TOTAL ECONOMIC IMPACT OF HOSTED EVENTS

2024 TOP 20 EVENTS

BY ECONOMIC IMPACT*

EVENT NAME	ATTENDEES	EST. ECONOMIC IMPACT
Kentucky Derby/Kentucky Oaks	263,946	\$434,200,052
PGA Championship	200,000	\$78,521,015
TFN Camps & Clinics Run 4 Roses	195,000	\$45,015,862
Mid-America Trucking Show	53,777	\$29,649,692
Outdoor Power Equipment Institute Equip Exposition	28,159	\$29,112,742
National Farm Machinery Show and Championship Tractor Pull	305,000	\$27,015,555
Bourbon & Beyond	110,000	\$24,050,013
Louder Than Life	160,000	\$18,268,254
National Archery in the Schools Program Eastern National Tournament	30,000	\$17,711,087
Kentucky State Fair & World's Championship Horse Show	590,000	\$14,736,897
TFN Camps & Clinics The Splash/The National Championship	18,428	\$14,652,888
NCAA Division I Women's Volleyball Championship	21,793	\$12,744,226
KIVA Sports/Ohio Valley Volleyball Center Adidas Bluegrass Tournament	37,765	\$12,443,538
Junior Volleyball Association World Challenge	24,505	\$11,954,814
North American International Livestock Exposition and Championship Rodeo	200,000	\$10,969,988
Thunder Over Louisville	500,000	\$9,524,372
Varsity Spirit (Varsity Brands) Dance Super Nationals	18,582	\$8,399,535
American Contract Bridge League Spring NABC	4,000	\$8,227,698
Varsity Spirit (Varsity Brands) One Up Championships	20,552	\$8,123,920
Savannah Bananas	13,000	\$7,318,694
TOTAL	2,794,507	\$807,987,954

**Note that this information is based on a tourism industry standard impact model that estimates "Event Impact" developed by Destinations International and Tourism Economics, an Oxford Economics Company. Some events may use different study models with varying numbers for total "Economic Impact." This chart only includes the Destinations International calculations using projected attendance provided by the event producers and eight other industry data points, including average hotel rates. For more information, visit www.GoToLouisville.com/EIC.*



VISITOR PROFILE*

AVERAGE AGE

47.1
YEARS OLD

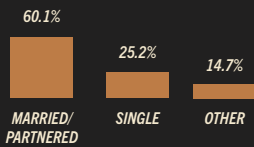
PARENTS OF CHILDREN
UNDER 18

46.3%

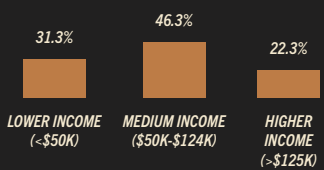
AVERAGE
HOUSEHOLD INCOME

\$85,880

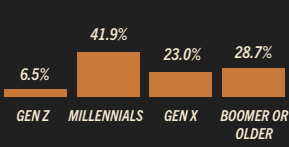
MARITAL STATUS



INCOME BRACKETS



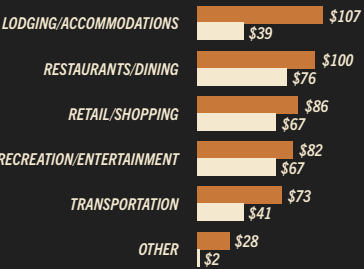
GENERATIONS



2023/24 STUDY VS. 2019/20 STUDY

TRIP SPENDING

2023/24 2019/20



AVERAGE SPEND

2023/24 **\$476**
2019/20 **\$293**

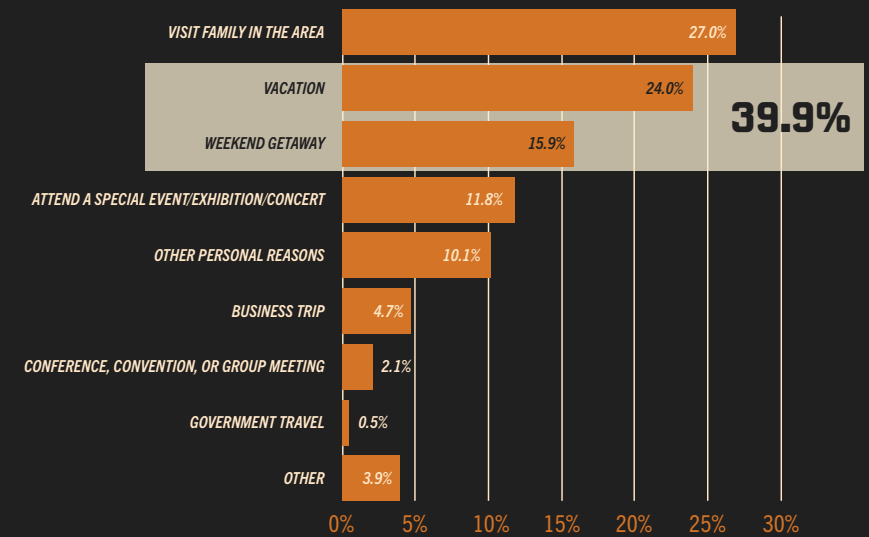
2023/24 MEAN LENGTH OF STAY

3.1 DAYS
2.4 NIGHTS

2019/20 MEAN LENGTH OF STAY

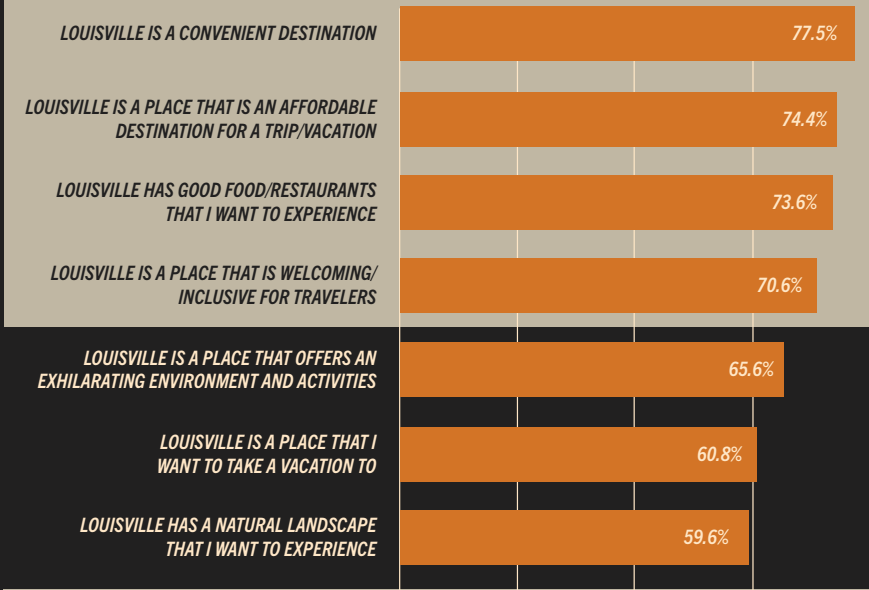
2.6 DAYS
2.1 NIGHTS

PRIMARY REASON FOR MOST RECENT VISIT



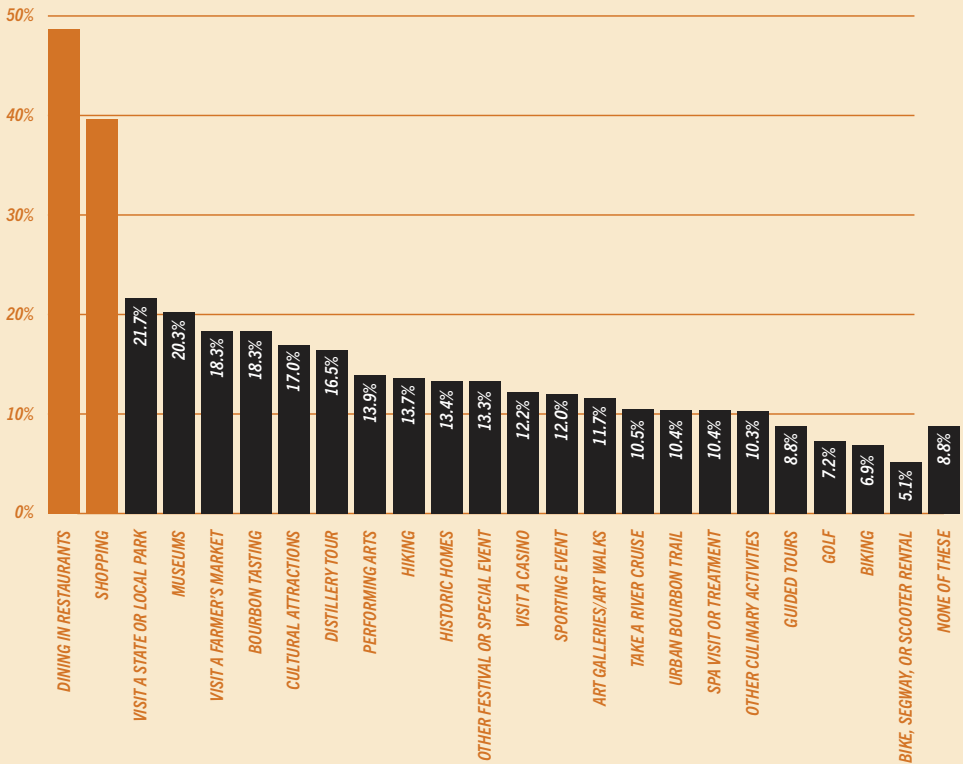
LOUISVILLE BRAND PERCEPTIONS

% SELECTED "4" OR "5 COMPLETELY AGREE"





ACTIVITIES VISITORS PARTICIPATED IN



*LOUISVILLE FUTURE PARTNERS VISITOR PROFILE STUDY 2023-2024, FOR MORE INFORMATION VISIT [GOTOLOUISVILLE.COM/RESEARCH](https://gotolouisville.com/research)

“Best Places to
Travel in 2024”

– TRAVEL + LEISURE

“The World’s Best Travel
Destinations in 2024”

– CULTURE.ORG

“The South’s Best
Cities 2024”

– SOUTHERN LIVING

“Trending Destinations –
United States”

– TRIPADVISOR

“Best Food Cities
in the U.S.”

– TRAVEL + LEISURE

SCAN HERE TO SEE ALL
OF OUR 2024 PRESS:



OUR
CITY'S
WINS