



# LOUISVILLE

EST. 1778

A Guide to Hosting Your Event In  
**BOURBON CITY**

# WELCOME TO LOUISVILLE

*As the city that's hosted the Kentucky Derby for 145 years, we know a thing or two about putting on great events.* Saddle up for a great meeting in Louisville and explore this interactive document by clicking on hyperlinks and information icons to learn more.



## MEETINGS & EVENTS IN BOURBON CITY

Louisville has grown exponentially in the last decade thanks to the effort and vision of many in the community. The city is now consistently recognized as one of the hottest (and coolest) places in the country to visit and live in. Louisville is a reignited city, having just spent \$1B to upgrade and renovate its attractions, hotels and convention facilities to make them all state-of-the-art and one-of-a-kind.

**“11 CITIES ON THE RISE YOU CAN'T PASS UP”**  
- SMART MEETINGS

Louisville's unique brand of Southern hospitality, one-of-a kind attractions, Urban Bourbon Experience, rich culinary scene, convenience and affordability make it a world class destination for any meeting or event. Your attendees will love our restaurant and bar scene, the thrill of visiting Churchill Downs, Museum Row (with the likes of the Louisville Slugger Museum & Factory and Muhammad Ali Center) and distillery tours. In no other city will you find the welcome you'll receive in Louisville - from the Louisville Tourism staff to the friendly faces of the frontline workers and locals of this vibrant city.

Watch our sizzle reel [here](#).

### BY THE NUMBERS

**2 Convention Centers**  
Kentucky Exposition Center adjacent to the airport and Kentucky International Convention Center downtown

**20,890 Hotel Rooms**  
With 6,000+ downtown

**60% of the U.S. population is within a day's drive**

**7 Miles from the airport**  
From baggage claim to downtown in a matter of minutes

**10 Distilleries**  
Comprise the Urban Bourbon Experience

**2,500 Restaurants**  
With 130 downtown



# EASY TO GET TO, HARD TO LEAVE

**“1 OF THE MOST  
AFFORDABLE U.S.  
CITIES TO VISIT”  
- TRAVELAWAITS**

## Driving to Louisville

Louisville is centrally located and within a day's drive of over half the U.S. population. All roads lead to Louisville, specifically three major interstates. Interstate 65, 64, and 71 all intersect in downtown. Driving to Louisville gives you extra freedom to explore the many unique neighborhoods - each with their own charm, shops, restaurants, public art & more. Learn more [here](#).

## Flying to Louisville

Louisville Muhammad Ali International Airport is just seven miles from downtown and offers nearly 85 flights daily, with some of the lowest airfares in the region. All four major airlines provide service into and out of the destination with over 30 non-stop flights. Transportation from the airport is available with Uber, Lyft, car rental, taxi and bus. The airport is located adjacent to the Kentucky Exposition Center and is just a 10-minute drive from downtown. Click [here](#) to see an interactive flight map.





## KENTUCKY VENUES

### Kentucky International Convention Center

The [Kentucky International Convention Center](#) (KICC) is a hub of activity in the center of downtown Louisville, adjacent to 6,000+ hotel rooms and within walking distance of iconic attractions, Bourbon City's urban distilleries and two thriving entertainment districts along Fourth Street Live! and Whiskey Row.

A recent \$207M expansion and renovation created 204,169 contiguous square feet of exhibit space, a 40,000 square foot column-free ballroom with color-changing LED lighting, a 175-seat conference theater and 52 modern meeting rooms. The state-of-the-art building that reflects Louisville's personality through architectural nods to the bourbon industry, local art and cuisine is also Leeds Silver Certified.

### Kentucky Exposition Center

The [Kentucky Exposition Center](#) (KEC) covers more than 1.2 million square feet of indoor exhibition space, meeting rooms and public areas including Freedom Hall, a 19,000-seat indoor arena. Located just minutes from downtown near the Muhammad Ali Louisville International Airport, the Kentucky Exposition Center is the permanent home of large-scale events like the National Farm Machinery Show, Kentucky State Fair and the North American International Livestock Exposition.



# CONVENTION CENTERS & VENUES

**"3 HOTTEST U.S. CITIES FOR EVENTS"**  
- *EXPERIENT*



## Iconic, One-of-a-Kind & Versatile Event Spaces

Other unique venues that will give your guests a flavor of the city include the legendary Churchill Downs, Bourbon distilleries, the Muhammad Ali Center, the Kentucky Derby Museum, Louisville Slugger Field, Fourth Street Live!, the Louisville Palace, and [many more](#).

## KFC Yum! Center

The [KFC Yum! Center](#), Louisville's 22,000-seat downtown arena, has achieved great success since opening in 2010 by attracting high profile events to Louisville. The arena was ranked 50th worldwide in Pollstar Magazine's Top 200, recognizing arenas for concert and show ticket sales.



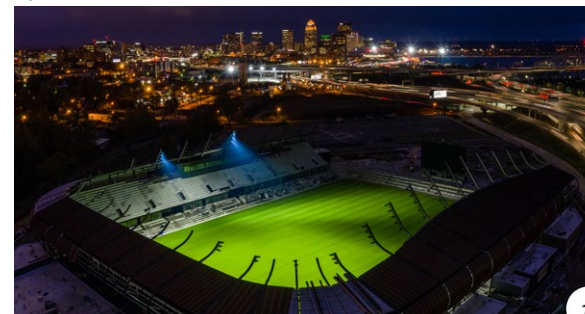
## Sports Venues

### Lynn Family Stadium

A new 10,000-seat soccer stadium is home to Louisville City Football Club and a National Women's Soccer League coming in the 2021 season.

### New Sports Complex

The Norton Sports Health Athletics & Learning Complex is a state-of-the-art multi-sport complex with a 200-meter banked track sitting on a hydraulic lift with 4,200 seats.



### E.P. Tom Sawyer Park

Tom Sawyer Park is one of the most unique state parks in Kentucky. This 550-acre urban park's amenities include multi-purpose indoor courts, an Olympic-size swimming pool, tennis courts, soccer fields, softball fields, a permanent BMX track and much more. Learn more about hosting sporting events in Louisville [here](#).



# ACCOMMODATIONS & WALKABILITY

“TOP MEETING HOTELS IN THE U.S.”  
- CVENT



## Louisville Hotels

Bourbon City's hotel scene is booming with the addition of over 1,000 rooms in the last 18 months and 1,500 more currently under construction. Right now, Louisville has more than 150 hotels and over 20,000 rooms in the metro area.

Hotel Distil, and contemporary, millennial-focused Moxy. Iconic hotels that are undergoing, or have recently undergone major renovations, include the 1,300-room Galt House, the Louisville Marriott Downtown and the Hyatt Regency.

### Walkability

These hotels are within walking distance of the Kentucky International Convention Center. Also walkable within the downtown corridor are 7 bourbon distilleries, two entertainment districts - Whiskey Row and Fourth Street Live!, Museum Row, 130 restaurants and Waterfront Park with the pedestrian-only Big Four Bridge.



### Downtown Corridor

Currently, Downtown Louisville accommodations offer over 6,000 rooms with a varied blend of contemporary and classic. New and noteworthy are the 612-room Omni, bourbon-themed, upscale,



### Airport/Expo Center Corridor

Adjacent to the airport and the Kentucky Exposition Center, the nearly 600-room Crowne Plaza anchors a cluster of 4,700-plus rooms of many select-service hotels with well-known names.

### East End Corridor

The Eastern suburban neighborhoods of Louisville feature some of the city's best shopping, great restaurants and beautiful parks. There are nearly 60 hotels with a total of 6,000+ rooms in this region. Hotels range from comfortable extended stay options to Louisville's first bourbon-themed hotel & meeting space at the Louisville Marriott East End.



### Hotel Meeting Space

There's a wide variety of flexible meeting space within these hotels. From gorgeous ballrooms, to intimate speakeasies, to rooftop event space - there are plenty of options for your meeting or event. Learn more about Louisville's hotels [here](#).





## Culinary Scene

Louisville has been named one of the “South’s Best Food Cities” by *Southern Living* and one of the “Top Local Food Scenes” by *USA Today*. From bourbon-infused to international flare – Louisville’s cuisine could best be described as “New Southern.”

Louisville also produces a third of the world’s bourbon, has more than 2,500 restaurants and numerous James Beard nominated and award-winning chefs, earning it the title of “Culinary Capital of Bourbon Country”. Learn more [here](#).



## Arts & Attractions

While Louisville is home to over 130 attractions, arguably the most iconic ones only found here are the Triple Crown of museums including the Kentucky Derby Museum, Louisville Slugger Museum & Factory and the Muhammad Ali Center. Learn more [here](#).

Louisville also has a vibrant arts scene - from visual to performing. Public artwork abounds, the city’s theatre and orchestra are nationally renowned for innovation, and festivals and events happen all over the city throughout the year - the most famous being the Kentucky Derby Festival. Learn more [here](#).



# LGBTQ & COMPASSIONATE LOUISVILLE

Named “One of the Friendliest Cities in America” by Travel + Leisure, Louisville prides itself on Southern hospitality and an authentic, inclusive spirit.

For decades Louisville has been at the forefront of fighting for equality and civil rights. In 2011, Mayor Greg Fischer signed the Compassionate Louisville resolution. In 2014, the LGBTQ Hospitality Task Force was created—an organization that works with the Mayor’s office, local hotels, attractions, Pride organizations and key LGBTQ stakeholders to assist in promoting the city as an LGBTQ-friendly destination. Today, Louisville is the largest Model City of Compassion in America. And, it’s one of the only cities in the South to score a perfect 100 in the Human Rights Campaign Foundation’s Municipal Equality Index. Learn more [here](#).



# BOURBON CITY CULTURE

## Urban Bourbon Experience®

Louisville’s first distillery since Prohibition, The Evan Williams Bourbon Experience, opened in the heart of downtown in 2013 signaling a new era in Bourbon Country and becoming the first of 10 and counting spirits-related attractions that comprise Louisville’s Urban Bourbon Experience.

The Kentucky Bourbon Trail Welcome Center at the Frazier History Museum is the place to plan a day full of bourbon tours topped off with the culinary and cocktail experience that is the Urban Bourbon Trail. Learn more [here](#).





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[GoToLouisville.com](http://GoToLouisville.com) | [#LouisvilleLove](https://twitter.com/LouisvilleLove)

