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Chief of Louisville Forward

Tourism Industry - Pre-pandemic

19 million annual visitors

881 meetings, conventions and events held

70,000-plus people employed in the industry

\$3.4B in economic impact

\$800 in state and local taxes saved per household



Tourism Industry - Today



56,000 people employed in the industry

504 meetings, conventions and events held or scheduled

625,000 to 650,000 expected hotel room nights

2x the events and hotel room nights compared to 2021 (*estimated*)

58 new retail/restaurants opened since January 2021

Now Open and Coming Soon



Tourism Industry – Looking to the Future



9 new hotels planned or under construction

>1,700 multifamily units planned or under construction

Derby City Gaming
opening in 2023

Continued development
of NuLu

Return to Work – Survey Results

92 percent already returned to their Downtown office full-time or in a hybrid capacity

8 percent plan to return on or before May 1

Most plan to have **half or more** of their workforce downtown

