



It generates an estimated economic impact of more than **\$3.4 BILLION**

Creates more than **\$247 MILLION** in state & local tax revenue



Louisville has more than **21,000 hotel rooms**, including almost **8,200 hotel rooms** downtown - **61% growth** from 2010

Louisville households paid **\$800 less** in local and state taxes because of tourism

HOTEL ROOMS

Comp Set

Columbus: 3,000
Indianapolis: 3,000
Nashville: 51,000



31% of visitors list **Bourbon Country** as a motivating factor for their trip (up from **9.5%** in 2015). Followed by **30%** listing **cuisine** (up from **17%**). Reaffirming the branding strategy over the past 5 years



The Louisville Visitor
97% Domestic
3% International



WHY ARE PEOPLE COMING TO LOUISVILLE?

38% to vacation or getaway

17% to attend a special event



14% for business

14% visiting friends and family



64% are day trips

36% are overnight trips



Louisville is within a day's drive of **OVER 1/2** of the US population



WITH A GOAL OF INCREASING VISITATION TO 25M BY 2030

TOURISM



is a major driver of economic development

It supports more than

57,200

WE'RE HIRING

local tourism-related jobs
(70,000 pre-pandemic)



160,000 guests attend the Kentucky Derby on average - driving **\$400M in impact** Making it the largest annual tourism event



"We rely heavily upon tourism and specifically bourbon tourism to keep our doors open."



"Being a small business store front in Louisville, I rely heavily on foot track, specifically from tourists."



AMERICAN PRINTING HOUSE
FOR THE BLIND, INC.

"We hope to continue our crucial partnership with Louisville Tourism, as we rebuild our programs & invite many new friends to visit our beautiful city".

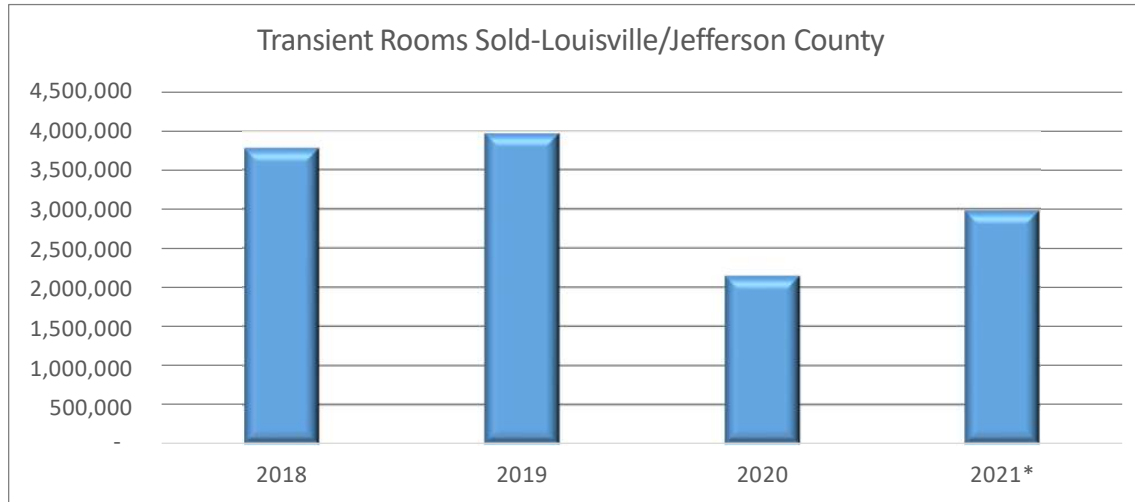


"Since starting our business, we have reaped both tangible and intangible benefits from our partnership."

Leisure and Hospitality Economic Data

Louisville Tourism

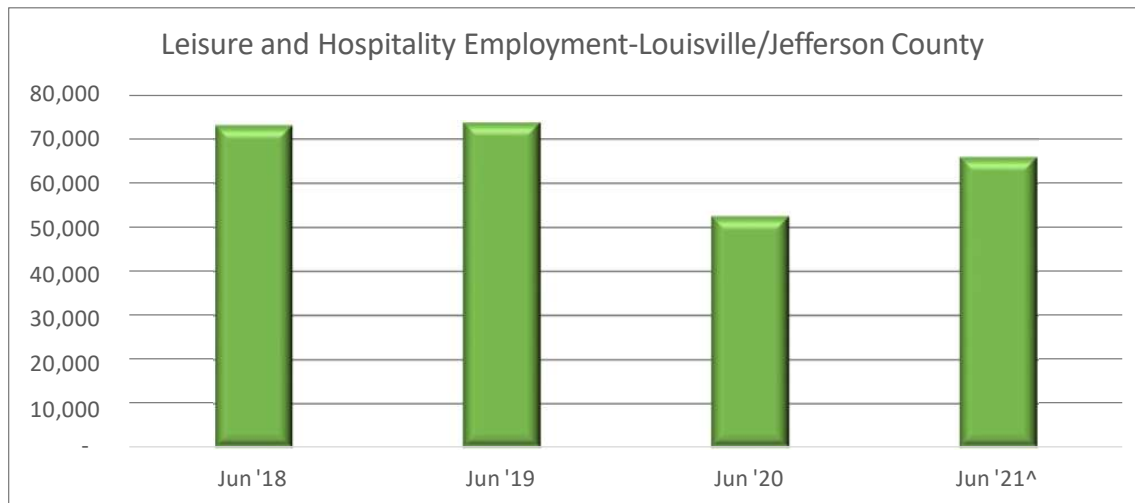
Transient Rooms Sold			
<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021*</u>
3,777,036	3,969,626	2,150,957	2,981,930



* Projected to be down 25% in 2021 compared to 2019, pre-pandemic.

Source: Smith Travel Research (STR)

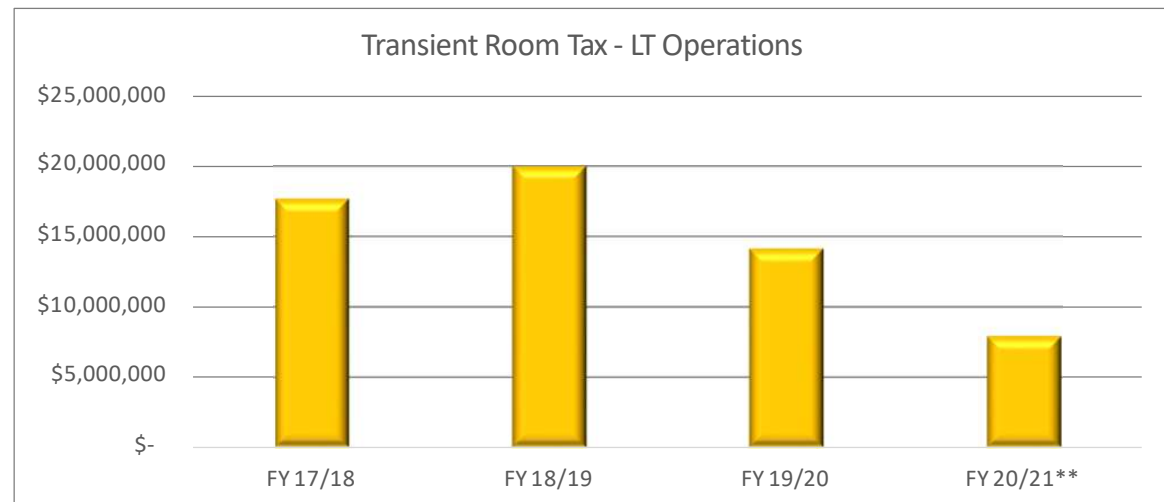
Leisure and Hospitality Employment			
<u>Jun '18</u>	<u>Jun '19</u>	<u>Jun '20</u>	<u>Jun '21^</u>
73,100	73,800	52,500	65,900



^ Down 7,900 jobs (-11%) compared to Jun 2019, pre-pandemic.

Source: US Bureau of Labor Statistics

Transient Room Tax			
<u>FY 17/18</u>	<u>FY 18/19</u>	<u>FY 19/20</u>	<u>FY 20/21**</u>
\$ 17,692,236	\$ 20,031,431	\$ 14,135,012	\$ 7,915,592



** Projected to be down 60% compared to FY 18/19, pre-pandemic.

Note: LT operations transient room tax is 4.5% of hotel room revenue.



Louisville Tourism

2021/2022 Travel Recovery Plan

Budget Total \$5,682,500

Digital Awareness – Multicultural Travelers

- *Strategy:*
 - Use targeted digital media to specifically reach minority audiences for additional support of the boarder awareness campaign efforts.
 - Black Americans spent an estimated \$109.4 billion on leisure travel in 2019, representing roughly 13.1 percent of the U.S. leisure travel market
 - LGBTQ+ travels make up an estimated 7-10 percent of the U.S. leisure travel market.
 - Separate campaigns will be targeting African Americans and LGBTQ+ populations
 - Messaging and imagery will be tailor to specific audiences
- *Target Geography:*
 - Top key regional feeder markets, based on past visitation data
 - Atlanta, Chicago, Cleveland, Cincinnati, Columbus, Detroit, Indianapolis, Nashville and Saint Louis

Inbound Direct Flight Support Digital

- *Strategy:*
 - Build additional awareness of Louisville as a travel destination in direct flight markets as travelers become more comfortable to fly since the beginning of the pandemic
 - Collaborate with the Louisville Muhammad Ali International Airport to support efforts in new and other seasonal direct flights in key markets (LA)
- *Target Geography:*
 - Direct flight markets including new Spirit Airline markets





Strategy

Continue the conversation travelers who are looking for reasons to make it back to Louisville.

Come Back Campaign

- *Strategy:*
 - Utilize media partners to target individuals who have visited Louisville in the past based on credit card information and spending patterns.
 - Over 96% of Louisville's visitors said they would make a return trip and over 75% of visitors in 2019 were repeat visitors according to the 2019/2020 Visitor Profile Study
- *Target Geography:*
 - Five-Six hour drive radius inclusive of top feeder markets

Strategy

- Goal – Neighborhood Preservation & Development
- Tell the story of our diverse neighborhoods through public art in every council district in the city – highlighting artists across disciplines, the art, and the people and legacy of each neighborhood. This information will be aggregated through QR codes and developed into a Public Art Tour for residents and visitors.

