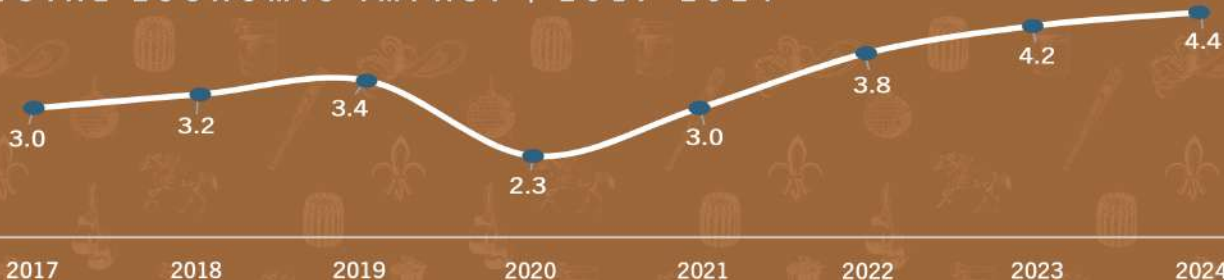


Driving Jobs. Boosting the Economy. Showcasing Bourbon City to the World.

2024-2025 A YEAR OF GROWTH & IMPACT

From world-class conventions and signature festivals like Bourbon & Beyond and the Kentucky Derby, Louisville Tourism continues to fuel momentum for a city that punches above its weight—your partner in growing jobs, boosting the economy, and sharing our story with the world.

TOTAL ECONOMIC IMPACT | 2017-2024



*yearly numbers are listed in the billions.



TOURISM = JOBS

72,000+ (to be precise!)

Over 72,000 people are employed in tourism-related jobs in Jefferson County.
(Bureau of Labor & Statistics)

KEY TAKEAWAYS

Tourism drives \$4.4 billion in annual economic impact.

Every dollar invested returns strong benefit through visitor spending, taxes, and jobs.

Growth in conventions, leisure travel, and attractions reinforces Louisville's national visibility.



CHEERS TO RECORD TOURISM PRODUCTION

Category	Result	Goal Achievement
Future Rooms (Meetings, Conventions & Events)	815,000	119%
Museum & Attraction Attendance	3.96 Million	101%
Total Rooms Sold in Market	4.02 Million	96%



Total Groups Hosted | 533

Total Group Rooms Sold | 855,601

Total Economic Impact | \$538 Million

MEETINGS, CONVENTIONS & EVENTS

Venue	Groups	Room Nights	Economic Impact
KICC	45	163,509	\$88.1M
KEC	40	448,375	\$303.2M
Hotels	367	169,439	\$86.7M
Other Facilities	81	74,287	\$60.2M

Scan the code for additional Louisville Tourism annual metrics.

