

EVENT RESUME



Bourbon & Beyond

Location: Highland Festival Grounds at Kentucky Exposition Center
Dates: September 24-27, 2026
Attendance: 40,000-50,000 per day (2025 averaged 50,000 per day)
Thursday 9/24 40,000
Friday 9/25 45,000
Saturday 9/26 50,000
Sunday 9/27 44,000



DESCRIPTION

This will be the 7th year at the Highland Festival Grounds (2019 inaugural year and no events in 2020) and will be the 9th year for Bourbon & Beyond in Louisville (launched in 2017). Overall average age is 37 with 58% male and 42% female. Ticket holders will travel from all over with the top cities outside of Kentucky being Cincinnati, Nashville, Columbus, Chicago, Indianapolis, and Dayton. **Please note that Bourbon & Beyond is after Louder Than Life for this year.**



TENTATIVE SCHEDULE

Thursday, September 24 th	11:30 am	Gates Open
	12:00 pm	Music Starts
	10:30 pm	Music Ends
Friday, September 25 th	11:30 am	Gates Open
	11:55 am	Music Starts
	11:00 pm	Music Ends
Saturday, September 26 th	11:30 am	Gates Open
	11:55 am	Music Starts
	11:00 pm	Music Ends
Sunday, September 27 th	11:30 am	Gates Open
	12:00 pm	Music Starts
	10:30 pm	Music Ends



DINING

Attendees will be on their own for all meals during the festival. There will be concessions on-site for attendees. Restaurants, please be prepared for breakfast and lunch needs from attendees but will be low impact for dinner each night.

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TRANSPORTATION

Air Travel: 30%

Auto Travel: 70%

All festival traffic will be directed to KEC Gates 1, 4 and 6.

Gate 4 is open to pedestrian traffic and rideshare drop off/pickup.

Parking at Kentucky Exposition Center will start at \$40 per day.

<https://bourbonandbeyond.com/parking-info/>

There is no overnight parking at the venue.

Off-Site Parking

Parking will not be allowed on the residential streets near Preston Highway and Gate 6.
Please be respectful of our neighbors and avoid getting towed.

ADA Parking

Parking for fans with disabilities will be available at the event. Fans with proper ADA vehicle credentials will be directed to park in Lot A near the festival entrance. Vehicle fee applies.

Philips Lane will be closed between Preston and Gate 1: August 24 - October 2.

Through traffic to hotels will be allowed West on Phillips Lane via interstate ramps.

Driving Directions to KEC Gates 4, 6

Click on link to access directions via Google maps:

[Gate 4](#) – North Crittenden Drive - 2801 Crittenden Dr

[Gate 6](#) – Preston Highway - 3328 Preston Hwy

Camping

Camping is open on Wednesday at 12:00pm and closes the Monday at 12:00pm.

All camping fans will be directed to the internal Camping Tollbooth where they will be processed for entry into the campgrounds.

<https://bourbonandbeyond.com/camping/>

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ACCOMMODATIONS

HQ Hotel: Crowne Plaza (will be using hotels throughout the city)
Heavy Arrivals: Thursday September 24, 2026
Heavy Departures: Monday September 28, 2026



CITY INFORMATION BOOTH

PROMOTE YOUR BUSINESS!

To promote your business please log into the extranet and use the DWP promotions to enter your discounts for the festivals. There will be a link to the Bourbon and Beyond website with all discounts for the city.



PRESS CONTACT

Louisville Tourism: Rosanne Mastin, Marketing Communications Manager,
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DIGITAL MEDIA

Website: <https://bourbonandbeyond.com>
Facebook: @bourbonandbeyond
Twitter: @BourbonNBeyond



LOUISVILLE TOURISM STAFF

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