

EVENT RESUME

Encore Louisville 2026



Encore Louisville

Location: Norton Healthcare Sports & Learning Center
Dates: March 21-22, 2026
Attendance: 2,000 athletes and 3,000 spectators each day



DESCRIPTION

Encore Louisville is a cheerleading competition that is returning to Louisville after being away for 2 years. There will be athletes ranging from 6-18 competing in many different divisions and categories throughout the weekend. Teams competing are mainly regional gyms within driving distance of Louisville. There will be a high increase in foot traffic in the downtown area this weekend.



TENTATIVE SCHEDULE

Saturday

- Doors open 8:00 am
- Event starts 9:00 am

Sunday

- Doors open 8:00 am
- Event starts 9:00 am

To view the complete schedule, visit the below website. Final schedule will be added 2 weeks prior to the competition. <https://www.varsity.com/en/>



DINING

Restaurants be aware of this event as there will be individuals looking for food options for lunch and dinner each day. They will be coming in small groups and will be looking for both dine-in and to-go options for food. Teams typically are at the venue for only about 2 hours out of the day so there will be waves of traffic all day. Also note that there will be teams not leaving the facility until after 9:00pm each night and looking for late night food. Even if you have limited menu, there will be people looking for food close to the location.

Attendees will be on their own for *MOST MEALS* as shown below. "x" shows which meals will be on the attendees OWN.

Day	Breakfast	Lunch	Dinner
Saturday, 3/21	x	x	x
Sunday 3/22	x	x	x

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TRANSPORTATION

Air Travel: 10%
Auto Travel: 90%

No shuttles will be offered for this event.



ACCOMMODATIONS

Hotel: Multiple downtown Hotels
Heavy Arrivals: Friday March 20th and Saturday March 21st
Heavy Departures: Sunday March 22nd and Monday March 23rd



DIGITAL MEDIA

Website: <https://www.varsity.com/en/>
Facebook: @varsityspirit



LOUISVILLE TOURISM STAFF

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