







Louisville
CONVENTION & VISITORS BUREAU

One Riverfront Plaza | 401 West Main Street, Suite 2300, Louisville, KY 40202
502.584.2121 | 1.800.626.5646 | www.gotolouisville.com



 @GoToLouisville  <http://lou.ly/fb>  <http://lou.ly/12>  <http://lou.ly/13>

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LOUISVILLE MEETING PLANNER'S GUIDE

Louisville
It's possible here.



WELCOME TO LOUISVILLE.

Flexible. Welcoming. Entertaining.

All the qualities that make for a great meeting planner make for a great place to host a convention or meeting. In Louisville, you'll find a city that's every bit as accommodating and resourceful as you are.

It's a place that offers convention guests the warmth and hospitality of the South, the convenience and ease of the Midwest, and the sophistication and cultural creativity of a major metropolitan location.

Every kind of space imaginable awaits you.

Expansive meeting space including the 1.3 million square-foot Kentucky Exposition Center, the 300,000 square-foot Kentucky International Convention Center, and the crown jewel of them all, the new 22,000 seat, state-of-the-art downtown waterfront arena, the KFC Yum! Center.

Over 16,000 hotel rooms in every style from economy to luxury, historic to hip, with 2,300 rooms connected to popular convention spaces via enclosed pedestrian skywalk.

All of this space lies in easy distance of the airport and major attractions, including the fascinating collections of Louisville's Museum Row, its up-and-coming NuLu art scene, lively entertainment districts on Bardstown Road and Fourth Street Live!, wild and wonderful parklands, and the home of Kentucky's signature spirit in Bourbon Country.

And in no city will you find the welcome you'll receive in Louisville – from the Convention & Visitors Bureau on down to the friendly faces of the people of this vibrant, diverse, and ever-amusing place we call "Possibility City."

Take a look at the highlights of a stay in Louisville, and imagine the possibilities for your next convention or meeting.



KENTUCKY INTERNATIONAL CONVENTION CENTER

- 300,000 square feet of meeting space
- 190,000 square feet of exhibit space
- 30,000 square foot ballroom
- 52 meeting rooms to accommodate meetings of all sizes
- 2,300 first-class hotel rooms connected by enclosed skywalk
- 3,800 total downtown hotel rooms within walking distance
- 1 block from Louisville's beautiful new downtown arena
- Steps from entertainment corridors, Fourth Street Live!, Museum Row and the arena district

LIKE A SUCCESSFUL MEETING OR CONVENTION, THIS DOWNTOWN SPACE IS
ALL ABOUT CONNECTIONS.

FLEXIBLE, ACCOMMODATING AND WELL-CONNECTED SO YOU CAN BE TOO.



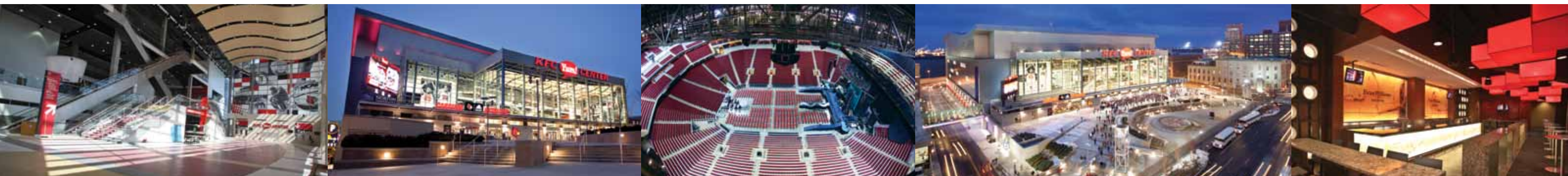


THE KFC YUM! CENTER

- New state-of-the-art downtown arena, the KFC Yum! Center
- 22,708 seats
- 720,000 square feet of total space
- Four meeting rooms spanning 34,000 square feet
- Majestic views of the Ohio River
- Connected to 2,300 downtown hotel rooms via skywalk
- Adjacent to many of the city's prime meeting spaces, attractions, hotels and restaurants
- Centerpiece of the arena district entertainment corridor

A BIG-LEAGUE ARENA ANCHORING A LIVELY WATERFRONT ENTERTAINMENT ZONE. THIS IS
KIND OF A BIG DEAL.

EXPERIENCE THE STATE-OF-THE-ART IN CONVENTION LOCATIONS.





KENTUCKY EXPOSITION CENTER

- 1.3 million square feet of flexible exhibit space
- 4,000+ hotel rooms in the airport area
- 47,000-seat Cardinal Stadium on property
- 19,000-seat Freedom Hall
- 6,600-seat Broadbent Arena
- 300 acres of outdoor demonstration space
- 7 minutes from downtown
- Adjacent to Louisville International Airport

**AT A HUGE 1.3 MILLION SQUARE FEET,
IT'S PERFECT FOR HUGELY SUCCESSFUL SHOWS.**

YOUR BIG EVENT DESERVES ONE OF THE NATION'S BIGGEST CONVENTION FACILITIES.





ACCOMMODATIONS

**17,000 TOTAL HOTEL ROOMS
3 MAJOR HOTEL DISTRICTS**

- Downtown
 - 3,800+ rooms
 - 2,300 rooms connected via skywalks to the convention center and the KFC Yum! Center
 - Easy access to Fourth Street Live! and Museum Row
- Airport
 - 4,000+ rooms
 - 7 minutes from downtown
 - Interstate and airport access
- East End
 - 4,600+ rooms
 - User-friendly alternative to downtown
 - Easy interstate access
 - Access to dining, shopping and entertainment

GO AHEAD. BE OUR GUEST.

LOUISVILLE HAS HOTEL STYLES AND OPTIONS, NO MATTER WHAT YOUR TASTE.

HOTEL ROOMS IN EVERY STYLE FROM BOUTIQUE TO BUDGET.





DINING AND ENTERTAINMENT

- Named one of the “Best Foodie Getaways Around the World” by Zagat
- One of *Bon Appétit*’s “Foodiest Towns”
- A genuine farm-to-table food culture
- Unique dining districts including Bardstown Road, Restaurant Square, Frankfort Avenue, and NuLu East Market
- 60+ *Louisville Originals* independent eateries
- More than a dozen James Beard affiliated chefs
- Restored turn-of-the-century buildings along Whiskey Row and contemporary riverfront venues make unique off-site meeting and culinary locations
- Named a “Top 10 Tastiest Towns” by *Southern Living*

WHEN IT COMES TO FINE DINING AND ENTERTAINMENT, LOUISVILLE BRINGS A LOT TO THE TABLE.

NEW-SCHOOL AMERICAN CUISINE AND ENTERTAINMENT WITH AN OLD-SCHOOL TRADITION OF HOSPITALITY.





MUSEUM ROW

- Named "One of America's Top Ten Great Streets" by American Planning Association
- 21c Museum Hotel
- Frazier History Museum
- Glassworks
- Kentucky Museum of Art and Craft
- KentuckyShow!
- Louisville Science Center
- Louisville Slugger Museum & Factory
- Muhammad Ali Center
- The Kentucky Center for the Performing Arts

LOUISVILLE'S MUSEUM ROW HAS MORE THINGS TO DO THAN YOU CAN
SHAKE A SIX-STORY BAT AT.

9 ORIGINAL ATTRACTIONS WITHIN 4 WALKABLE BLOCKS — AND ADVENTURES EVERY STEP OF THE WAY.





THE KENTUCKY DERBY EXPERIENCE

- Give your delegates a Derby experience year-round by having an event at the Kentucky Derby Museum or Historic Churchill Downs
- Live horse racing during Spring and Fall Meets with night racing on select dates
- Horse country, racetrack and backside tours year-round
- Add flavor to your meetings with traditional Mint Juleps and Derby Pie
- Local traditions like Derby hats, Derby fashion and games of chance bring fun and flair to any occasion

A CITY THAT KNOWS HOW TO PUT ON A GOOD TIME FOR YOU AND THE HORSE YOU RODE IN ON.

THROW A PARTY OR MEETING YOUR DELEGATES WILL CHOMP AT THE BIT TO ATTEND.





BOURBON COUNTRY

- Kentucky produces 95% of the world's bourbons
- See how it's made at nearby distillery tours
- Enjoy it at world-class bars along the Urban Bourbon Trail
- Sip an Old Fashioned in the city where it was created
- Sample distinctive bourbon-inspired cuisine
- Leave the driving to the "Bourbon Bus" on a Mint Julep Tour

THE GATEWAY TO BOURBON COUNTRY, LOUISVILLE KNOWS HOW TO RAISE YOUR SPIRITS.

TOUR DISTILLERIES BY DAY. SOAK UP THE BOURBON CULTURE OF KENTUCKY BY NIGHT.



DOWNTOWN ATTRACTIONS

Downtown Hotels & Convention Center

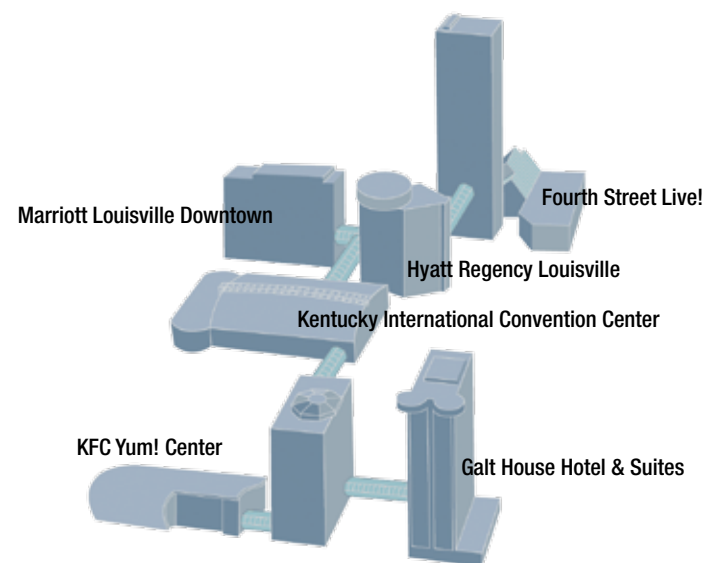
- 1 Kentucky International Convention Center
- 2 KFC Yum! Center
- 3 Galt House Hotel & Suites (1,291 rooms; 128,000 sq. ft.)
- 4 Hyatt Regency Louisville (393 rooms; 21,000 sq. ft.)
- 5 Marriott Louisville Downtown (616 rooms; 50,000 sq. ft.)
- 6 The Seelbach Hilton (321 rooms; 32,000 sq. ft.)
- 7 Hampton Inn Downtown Louisville (173 rooms; 2,982 sq. ft.)
- 8 Fairfield Inn & Suites Downtown & SpringHill Suites Downtown (313 rooms; 2,130 sq. ft.)
- 9 The Brown Hotel (293 rooms; 26,000 sq. ft.)
- 10 Econo Lodge Downtown (97 Rooms)
- 11 Courtyard by Marriott Downtown (140 rooms; 1,313 sq. ft.)
- 12 Residence Inn by Marriott Downtown (140 rooms; 1,810 sq. ft.)
- 13 21c Museum Hotel (91 rooms; 9,000 sq. ft.)

Area Attractions

- 14 Actors Theatre of Louisville
- 15 Belle of Louisville/Spirit of Jefferson
- 16 Brown Theatre
- 17 Cathedral of the Assumption
- 18 Extreme Park
- 19 Fourth Street Live!
- 20 Frazier History Museum
- 21 Louisville Glassworks
- 22 The Kentucky Center
- 23 Kentucky Museum of Art & Craft
- 24 The Louisville Palace
- 25 Louisville Science Center
- 26 Louisville Slugger Field
- 27 Louisville Slugger Museum & Bat Factory
- 28 Main Street Association Visitors Center
- 29 Muhammad Ali Center
- 30 Visitors Information Center

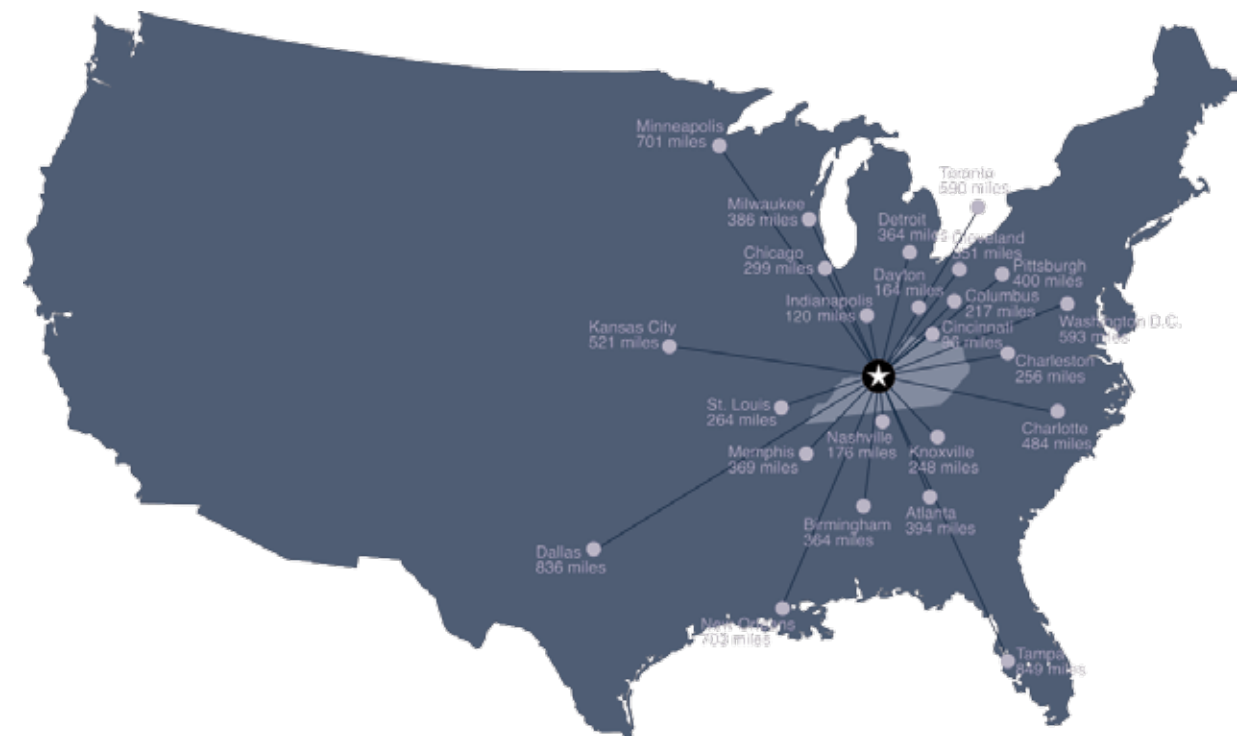


- Trolley Routes**
- Main/Market
 - 4th Street
 - Skywalk



SKYWALKS CONNECT KICC AND THE KFC YUM! CENTER WITH 2,300 HOTEL ROOMS.

DRIVING AND FLYING TIMES FROM MAJOR CITIES



City	Driving Time	Flying Time	City	Driving Time	Flying Time
Atlanta	7 hrs.	1 hr.	Minneapolis	12 hrs.	2.25 hrs.
Birmingham	6 hrs.	1 hr.	Pittsburgh	7 hrs.	1 hr.
Chicago	5 hrs.	1 hr.	St. Louis	5 hrs.	.75 hr.
Cincinnati	2 hrs.	.5 hr.	Washington DC	10 hrs.	1 hr.
Kansas City	9 hrs.	2 hrs.	Winston-Salem	8 hrs	1 hr.

