

Unique Louisville Organized by Wordcount and Subject

Transformation

50 Words

Louisville's undergoing a \$1 billion transformation that includes a renovation and expansion of the downtown convention center. With the addition of 1,500 hotel rooms that are coming to the city, including a 612-room Omni Hotel, and the 10 distilleries that will comprise an Urban Bourbon Experience, Louisville is an entirely new destination by 2018.

60 Words

Louisville is undergoing a \$1 billion transformation that includes a renovation and expansion of the downtown convention center. The convention "package" will also become more competitive with the addition of 1,500 rooms in the next 24 months including a 600-room Omni Hotel. Add the 10 distilleries that will comprise an Urban Bourbon Experience, and Louisville is an entirely new destination by 2018.

85 Words

Transformation Louisville - The city of Louisville is about to be transformed by an additional \$1 Billion investment in infrastructure. Some of the features are a renovated downtown convention center with 200,000 square feet of contiguous exhibit space and the addition of 1,500 hotel rooms including a 600-room Omni Hotel adjacent to the center and the city's primary entertainment corridors. Add the 10 distilleries that will comprise an Urban Bourbon Experience, and Louisville is an entirely new destination by summer of 2018.

Convention & Meetings

25 Words

Louisville – Over 18,500 affordable hotel rooms and three outstanding meeting facilities – Kentucky International Convention Center, Kentucky Exposition Center and the KFC Yum! Center.

30 Words

Louisville combines serious business with serious southern hospitality; a rich culinary scene, authentic bourbon experiences and unique meeting spaces make up one of the nation's premier convention destinations.

35 Words

Louisville – an easily accessible city with 18,500 hotel rooms. Sixth largest convention center in the US and additional downtown center adjacent to 2,300 rooms. Experience original attractions, arts and outstanding cuisine inspired by Kentucky Bourbon.

-AND-

Louisville is easily accessible with over 120 unique attractions, 18,500 affordably priced hotel rooms and three outstanding meeting facilities: the **Kentucky Exposition Center**, the **Kentucky International Convention Center**, and the **KFC Yum! Center**.

45 Words

Louisville pairs southern hospitality with serious business for a unique experience your attendees will never forget. With 18,500 hotel rooms, the sixth largest convention center in the US, plus over 120 original attractions, art, cuisine and bourbon, your group will love every minute.

50 Words

Welcome to Louisville, the city that pairs serious business with southern hospitality. With two world-class convention centers, a new downtown arena, 18,500 hotel rooms, over 120 attractions, unforgettable dining and unique special event venues, you can see why Louisville is host to six of the nation's top 30 tradeshow.

60 Words

Louisville is undergoing a \$1 billion transformation that includes a renovation and expansion of the downtown convention center. The convention "package" will also become more competitive with the addition of 1,500 rooms in the next 24 months including a 600-room Omni Hotel. Add the 10 distilleries that will comprise an Urban Bourbon Experience, and Louisville is an entirely new destination by 2018.

100 Words

There is a place where you have your choice of over 18,500 hotel rooms, over 120 attractions and two state-of-the-art convention centers. A place that is within a day's drive of half of the U.S. population. A place where 6 of the nation's top 30 tradeshow have found a home. A place with one-of-a-kind attractions and outstanding cuisine inspired by Kentucky Bourbon. A place where potential meets possibility. A place called Louisville.

If you can dream it, you can do it, right here in Louisville – you are only limited by your imagination. Louisville has everything you need to make your next event memorable.

130 Words

More than 1.2 million people call the Gateway to Bourbon Country home. With two world-class convention centers, including the 6th largest in the country at 1.3 million sq. feet, a new downtown arena, 18,500 hotel rooms and over 120 attractions, you can make your next ordinary meeting extraordinary. Everything here lies in easy distance of the airport and major attractions, including the fascinating collections of Louisville's Museum Row on Main, its up-and-coming NuLu art scene and lively entertainment districts on Bardstown Road and Fourth Street Live!. Throw in endless nightlife (bars open until 4 am) and unforgettable dining in one of Zagat's "Best Foodie Getaway" cities and you can see why Louisville is host to six of the nation's top 30 tradeshow. Make Louisville your new Kentucky home at www.gotolouisville.com.

150 Words

Louisville's unique brand of Southern hospitality, one of a kind attractions, Urban Bourbon Experience, rich culinary scene, convenience and affordability make it a world class destination for any meeting or event. Within a day's drive of half the population, it's easy to get to this easy going town. And with over 18,500 hotel rooms from boutique to budget, it is easy to find one that meets your needs. Convention attendees love our restaurant and bar scene, the thrill of visiting Churchill Downs, Museum Row (with the likes of the Louisville Slugger Museum and Muhammad Ali Center within four blocks of each other) and distillery tours.

Louisville is also undergoing a \$1B transformation with an expanded and renovated downtown convention center, new hotels (including a 612-room Omni) and urban bourbon distilleries all in the works.

150 Words: Convention Services

Louisville makes planning a convention or meeting easier by providing superior professional resources before, during, and after a convention.

One of the most important services provided is the coordination of the attendees' hotel reservations through the Bureau's housing department, which is provided when a group uses two or more Louisville area hotels/motels. For select conventions and trade shows, the Bureau offers online booking through Passkey.com.

The convention services department can provide a wide variety of promotional materials from complimentary visitor guides and pad maps to Louisville pins and bags, horse pins, and lanyards, at cost. Upon request, other services are available including assistance with finding off-site venues, soliciting bids and services from third-party providers, and on-site registration personnel.

Press releases regarding a convention can be distributed to local media through the communications department. Videos and slides are provided on request for promotion of the convention.

200 Words

Louisville – A charming city nestled on the banks of the Ohio River offers 120 attractions and upwards of 18,500 hotels rooms. Louisville is home to many one-of-a-kind original attractions, events, and places including the Louisville Slugger Museum and Factory, internationally known Muhammad Ali Center Churchill Downs - home to the Kentucky Derby. The birthplace of the cheeseburger, the Mint Julep, Derby Pie and more Victorian-style homes in one area than any other city in America...Louisville's originality is obvious in many ways.

Connoisseurs visit Bourbon Country. And food aficionados come for the diverse dining as the city rates as one of *Bon Appetit's* "top 5 foodiest small towns" and *Southern Living's* Top 10 Tastiest Towns. The city's history, art, and architecture constitute itineraries all their own, and accommodations are elegant and plentiful. From familiar names like Hyatt, Hilton, and Marriott and two of the finest gilded age historic hotels in America to one of the largest hotels in the Southeast, the Galt House Hotel & Suites with sweeping views of the river and the Number One Hotel in the US as ranked by readers of *Conde' Nast*, the one-of-kind boutique property of 21c Museum Hotel.

NULU Neighborhood Growth



NuLu – The East Market District of downtown Louisville, also referred to as NuLu, is in the midst of an exciting rebirth and is becoming the area of town that is known for unique art galleries, specialty stores, antique shops and a growing number of local restaurants. NuLu, meaning New Louisville, is home to the greenest commercial building in Kentucky, many historic restoration projects, as well as several restaurants offering organic and locally sourced ingredients. NuLu has emerged with a culture of sustainability. NuLu was named one of the “20 Hot Food Neighborhoods in 12 Cities” by Zagat and one of the “10 Best Foodie Streets in America” by Food & Wine.

Butchertown Neighborhood Growth



Butchertown – Just east of downtown Louisville, the Butchertown neighborhood has experienced a renaissance of late. Butchertown Market, a local favorite for handcrafted jewelry, artwork, home décor, Cellar Door Chocolates, Moss Hill toiletries and Bourbon Barrel Foods products, has been joined by an American Brandy Distillery, Copper & Kings, which hosts tours, tastings and special events, and Play Nightclub, which hosts dance parties and drag shows. Additionally, you can grab a rare, hard-to-find beer at Sergio’s World Beers or pair duck fat popcorn with a craft cocktail at the newly opened Louis’s the Ton. And just this fall the highly anticipated restaurant from Chef Bobby Benjamin joined the neighborhood. Butchertown Grocery houses a casual bistro, market, speakeasy-style bar and live music venue – with performances curated by Patrick Hallahan of local band, My Morning Jacket. Butchertown is also home to the annual Butchertown Art Fair (June) and PorktoberFest (October).

City of Parks



City of Parks - Known for its numerous parks, Louisville has always known the importance of beautiful greenspace. The city’s park system was designed by Frederick Law Olmsted, undoubtedly the most prominent landscape architect of our time. Louisville’s Waterfront Park stands as the gold-standard for other cities looking to reclaim public space and is part of the **Louisville Loop**, a work in progress to connect 100 miles of bike paths around the city. Louisville is so committed to understanding the value of its parks it wants to be known as the “City of Parks.” As part of the initiative, the **Parklands of Floyds Fork** is nearing completion and attracting large crowds to the already opened spaces. The Parklands includes four major parks linked by a park drive, a world-class urban trail system and a remarkable water trail, all tracing Floyds Fork, a classic Kentucky stream. This nearly 4,000-acre development is unique in the region and unlike anything currently in development across the country.

Big Four Pedestrian Bridge



Big Four Pedestrian & Bicycle Bridge – The crown jewel of Louisville’s award-winning Waterfront Park was opened in 2014. This old train bridge spans the river at nearly one mile and is open 24/7. A walk or bike ride across the bridge offers magnificent views of the Louisville skyline, the Falls of the Ohio and the Indiana waterfront. A ramp leading down to Jeffersonville, on the Indiana side, has encouraged retail growth and become a dining destination. The Big Four Bridge is a former railroad truss bridge over the Ohio River connecting Kentucky and Indiana. It was completed in 1895. It gets its name from the defunct Cleveland, Cincinnati, Chicago and St. Louis Railway, which was nicknamed the “Big Four Railroad.” It has quickly become one of the city’s favorite attractions for locals and visitors. Access to the bridge is free. Bike, surrey and Segway rentals are at the base of the bridge. A project is underway to add colored, synchronized LED lights to the bridge.

How to Experience a High-End Derby

There are several options for a very high end Derby experience at Churchill Downs (like Jockey Club Suites, Millionaires Row, etc.) but by far the most luxurious is [The Mansion](#). This is where you’ll have food by critically acclaimed chefs (this year Edward Lee of *Mind of a Chef* will be creating food for the chefs table. The Mansion also has a personal concierge, a parlor, library, living room, dining room, veranda and terrace (obviously with premium views of the finish line). Also, guests of The Mansion will get an up close look at the Derby trophy, a professional photographer and guided tours around the track. You can top that all off with a [\\$1,000 mint julep](#) too. Proceeds go toward equine & humanitarian causes.

For accommodations there is the boutique 21c Museum Hotel which is also a contemporary art museum (very distinguishable with a three story tall gold replica of the Statue of David out front). Each room has original artwork and delightful/quirky/high end amenities. The hotel’s restaurant, Proof on Main, is also one of the best in the city. 21c hosts Derby party annually and it, along with the bar (a stop on the Urban Bourbon Trail) is definitely a place to see and be seen.

On the more classic side there is the Brown Hotel. A Louisville landmark since 1923, The Brown is an iconic destination inextricably woven into the fabric of the city, is opulent yet approachable. Behind its striking Georgian-Revival façade is a blend of Old World elegance and modern day comfort, a place where generations of Louisville’s elite have celebrated weddings and anniversaries. The lobby is gorgeous and a great place to people watch. I highly recommend grabbing a mint julep from the lobby bar and listening to the piano player.

For dinner one of the hottest reservations in town has always been Jack Fry’s. Jack Fry’s is beloved locally and has been one of the best restaurants in town for years. It’s a cozy, lively ambiance with live jazz music, black and white photos and some equestrian décor, continental/southern cuisine.

The nulu neighborhood is a hotspot for dining as well. Decca Restaurant is a new-American eatery in a gorgeous building that dates back to the 1870s. They have a beautiful garden and an intimate cellar lounge with live music as well. Also in nulu is Wiltshire on Market that features creative cuisine on a weekly-changing menu – it’s another really beautiful restaurant.

Also – here’s a [roundup of the restaurants](#) on the Urban Bourbon Trail that feature a specialty mint julep leading up to Derby.

During Derby week there will be a lot of pop-up hat shops – for example the Brown Hotel will have someone available on-site that can make a hat to match your outfit. Other popular places for hats & dresses are Peacock Boutique on historic Frankfort Avenue. They carry Philip Treacy and Katerina Miaoulis hats and fascinators. Clodhoppers is nearby in the St. Matthews neighborhood and they host trunk shows leading up to Derby. If you’d like to really have a unique hat/dress you can go shopping for vintage items at the Nitty Gritty near the Highlands neighborhood. They have 1940s through 1960s styles and also Derby party accessories like vintage bar supplies.

Free time – the thing to do in Kentucky is visit distilleries. In downtown Louisville you have the Evan Williams Bourbon Experience and Peerless Distilling (both making bourbon on-site). And just a stone’s throw from downtown you have Copper & Kings which is a newer distillery that’s making American brandy, gin & absinthe.