



# LOUISVILLE FACTS

## LOUISVILLE: JUST THE FACTS

Since 1968, the Louisville Convention & Visitors Bureau's (LCVB) primary goal has been to enhance the city and county's economy through tourism development – to promote and sell Louisville as a destination for conventions, trade shows, corporate meetings and pleasure and business travel on a worldwide basis. The LCVB was one of the first Destination Marketing Organizations to become accredited in 2006, by the independent, international standards program developed by the Washington, D.C., based Destination Marketing Association International.

**Visitation:** Louisville hosts more than 16.4 million visitors annually for an estimated economic impact of \$3.5 billion which supports 27,500 local tourism-related jobs.

**City Founding:** 1778

**Population:** Metro Louisville is comprised of Jefferson, Oldham and Bullitt counties in Kentucky, and Clark, Floyd, Harrison and Scott counties in Indiana, totaling a population of 1.3 million in the MSA (Metropolitan Statistical Area).

**Population Rank:** 1st in Kentucky; 27th in the U.S.

**Nielsen Designated Market Area Ranking:** 49th in the U.S.

**Land Area:** 325.2 square miles

**Weather:** Louisville experiences four distinct seasons, summer tends to come early, fall lasts longer, and the relatively short winters bring more rain than snow. March is usually the wettest month. October the driest.

**History:** Named for King Louie XVI of France in appreciation for his assistance during the Revolutionary War, Louisville was founded by George Rogers Clark in 1778.

**Sister Cities:** Montpellier, France; Quito, Ecuador; Tamale, Ghana; Mainz, Germany; La Plata, Argentina; Perm, Russia; Jiujiang, China; Leeds, England; Adapazari, Turkey.

**Taxes:** 6% sales tax; 16.07% hotel tax

**Airport:** Just 10 minutes from downtown, Louisville International Airport offers non-stop service to 24 destinations and convenient connections to cities worldwide. The airport accommodated nearly 3.4 million passengers in 2015. It is the third busiest cargo airport in North America; seventh in the world. It is home to Worldport – UPS's International air express hub.

**Hotel rooms:** 19,913 by 2019

**University of Louisville:** Located just south of downtown, U of L is a state-supported research university. It was established in 1798 and operated as a municipally supported public institution for decades before joining the university system in 1970. The school has 12 colleges and schools and a student body of over 22,000 and nearly 7,000 faculty and staff.

**Outdoors:** Known as the "City of Parks," Louisville prides itself on its greenspace. The city is home to 18-designed Frederick Law Olmsted parks. Louisville Waterfront Park is an award-winning park on the banks of the Ohio River. And, Jefferson Memorial Forest, at 6,500 acres, is the largest municipal urban forest in the United States.

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**The Kentucky Derby:** Since 1875, Churchill Downs has been the home of the Kentucky Derby (known as the “Run for the Roses” and “the greatest two minutes in sports”), the first leg of the Triple Crown of thoroughbred horse racing. The Derby is held annually on the first Saturday in May.

**“The Greatest”:** Muhammad Ali was born and raised in Louisville. Most notably known for his boxing career, Ali became a champion of human rights and social justice after retiring from the ring. He is buried in Louisville’s Cave Hill Cemetery.

**Gateway to Bourbon Country:** Home to six, and counting, Urban Bourbon distilleries in the city, Louisville has reclaimed its role as “Center of the Bourbon Universe” from pre-Prohibition days when every distiller had an office on “Whiskey Row” (today’s Main Street). Bourbon is part of the heritage and culture of the city that boasts 30-plus restaurants on the Urban Bourbon Trail.

**Arts:** Louisville is one of only a few cities of its size in the U.S. with a professional full-time orchestra, opera, ballet, children’s theatre, dinner theatre and Broadway series. Actors Theatre of Louisville is internationally renowned as one of America’s foremost regional companies.

**Food:** New Southern Cuisine, where bourbon is a food group and regional favorites include Benedictine, Burgoo, Derby Pie®, the Hot Brown, Modjeskas, and fried chicken. Birthplace of the Old Fashioned, named the city’s official cocktail in 2015. And toasting with Mint Juleps every Kentucky Derby.

**Time Zone:** Eastern Standard, November – March; Eastern Daylight Savings, March – November.