WELCOME
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VP Tourism Development
Louisville Convention & Visitors Bureau

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Tourism Sales Manager
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9
DISTILLERY EXPERIENCES IN LOUISVILLE BY 2019

BOURBONISM

Currently Aging

Di(still) in the works
Opening in 2018/2019
WELCOME TO LOUISVILLE

DOWNTOWN HOTELS & KICC

1. Embassy Suites Downtown (304 rooms)
2. Fairfield Inn & Suites Downtown (140 rooms)
3. Galt House Hotel & Suites (1,310 rooms)
4. Hyatt Regency Louisville (393 rooms)
5. Marriott Louisville Downtown (616 rooms)
6. Omni Hotel (612 rooms - opening 2018)
7. Seelbach Hilton (321 rooms)
8. Springhill Suites (198 rooms)
9. KICC (re-opening 2018)
Welcome letters from public officials (i.e. Mayor, Governor)
Personalized airport welcome message* – Value Add
Welcome buttons distributed to hotels and facilities*
Downtown pole banners*
ON-SITE SERVICES

- Official Louisville Visitors Guide, city maps and restaurant information
- City Concierge on-site to assist with local needs including transportation, dining, entertainment, and more
SHOW US YOUR BADGE PROGRAM

Aimed to help ensure attendees have the best experience possible, we established the Show Us Your Badge program to help attendees explore the city on a budget.

How It Works

Through our Show Us Your Badge program, ABA attendees can receive discounts and special offers at restaurants, attractions and nightlife establishments in the area simply by showing their Marketplace badge.

This program is our way of extending a warm welcome and encouraging attendees to explore our destination!
HOST CITY BOOTH
FAMILIARIZATION TOURS

3 Pre Fams
2 Post Fams
Hosted by Kentucky Department of Tourism
Online Brochure & Registration Form Available May 1
<table>
<thead>
<tr>
<th>Restaurant</th>
<th>Distance from KICC (Miles)</th>
<th>Capacity</th>
<th>Private Room(s) Capacity</th>
<th>Can Company Buy Out for Event?</th>
<th>Menu Concept</th>
</tr>
</thead>
<tbody>
<tr>
<td>8UP: Elevated Drinkery &amp; Kitchen</td>
<td>0.8</td>
<td></td>
<td>1. 25</td>
<td>Yes</td>
<td>American</td>
</tr>
<tr>
<td>Abyssinia</td>
<td>0.5</td>
<td>86</td>
<td>N/A</td>
<td>Yes</td>
<td>Ethiopian</td>
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<tr>
<td>Bearno’s by the Bridge</td>
<td>0.3</td>
<td>215</td>
<td>65</td>
<td>Yes</td>
<td>Pizza, Italian</td>
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<tr>
<td>Bistro 301</td>
<td>0.1</td>
<td>100</td>
<td>1. Dining Room (60) 2. Bar (40)</td>
<td>Yes</td>
<td>American</td>
</tr>
<tr>
<td>Blu Italian Grille</td>
<td>0.1</td>
<td>315</td>
<td>1. 18</td>
<td>No</td>
<td>Italian, French &amp; Spanish</td>
</tr>
</tbody>
</table>
WE’RE OFF TO THE RACES