



Annual Report



2025-2026



Who WE ARE

The Greater Louisville Lodging Management District (GLLMD or District), doing business as (DBA) Louisville Hotel Partnership (LHP) is a public-private partnership established for the purpose of providing and financing economic improvements that will directly benefit privately owned lodging properties with fifty-one (51) rooms or more within the management district as well as serving the public purpose of promoting economic growth through increased tourism.

What WE DO

Louisville Hotel Partnership (LHP) invests in initiatives that help grow tourism, increase hotel room demand and strengthen the community's hospitality infrastructure. Through efforts such as workforce development, hospitality education and destination growth initiatives, LHP works to ensure Louisville remains competitive as a visitor destination while supporting long-term economic growth for the region.

Funding

LHP is funded through a 1.5% assessment on short-term room revenue generated by hotels with 51 rooms or more in Jefferson County. The program is overseen through an annual budget approved by Louisville Metro Government.



DEAR HOTEL PARTNERS,

This annual report highlights the Louisville Hotel Partnership's fiscal 2025-2026 sales initiatives, key accomplishments and strategic priorities as we work alongside Louisville Tourism to strengthen Louisville's position as a premier meetings, events and hospitality destination.

This year, LHP helped advance transformational opportunities that will drive future hotel demand, including securing the 2028 U.S. Olympic Gymnastics Team Trials, increased direct air service, workforce development investment through the University of Louisville's Hospitality Management Program and other initiatives that will attract more visitors, events and investment to our community.

Looking ahead, the focus is on identifying and investing in high-impact demand generators including large citywide conventions, direct-sell corporate events and destination-driving entertainment.

Together, these efforts will create sustained business for Louisville hotels, support our hospitality workforce and produce new opportunities for growth across our hospitality industry.

Eamon O'Brien

Chairman, Louisville Hotel Partnership



Overview

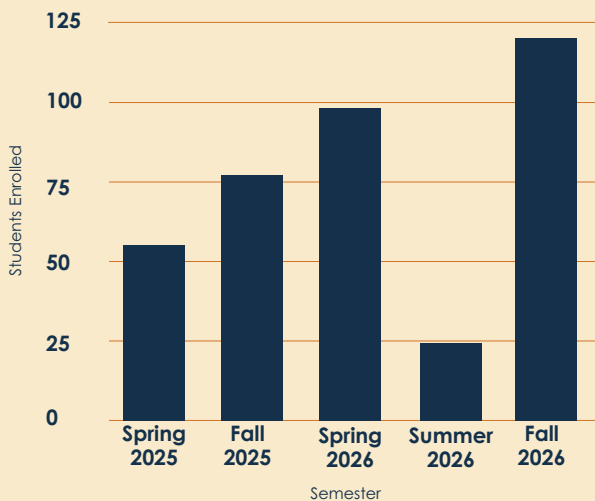
This year's successes include helping secure the 2028 U.S. Olympic Gymnastics Team Trials, bringing international visibility and significant opportunities for Louisville's hospitality industry.

With support from the LHP, Louisville also showcased its strengths as a host destination for a key audience during Connect Spring Marketplace while advancing strategic priorities that support future growth, which include securing the multi-year International Thespian Festival and signing a contract extension for TFN Camps and Clinics. LHP also helped secure increased direct air service to Los Angeles, Hartford and Pittsburgh, while strategic advertising investments strengthened Louisville's position as a premier leisure destination and drove increased traveler interest.

To develop a robust workforce pipeline, LHP strengthened its commitment to workforce development with an additional \$75,000 investment in the University of Louisville's Hospitality Management Program, bringing total LHP support to \$575,000 since the program's launch, while enrollment has continued to grow.

UNIVERSITY OF LOUISVILLE HOSPITALITY MANAGEMENT ENROLLMENT

\$575,000
INVESTMENT



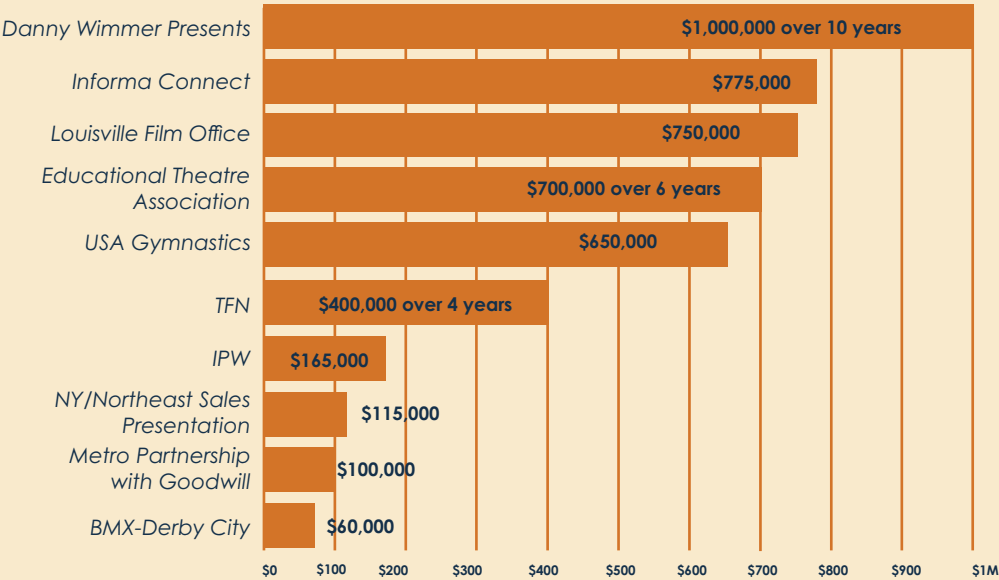
DECLARED MINORS

Spring 2025:	5
Fall 2025:	16
Spring 2026:	26

RETENTION RATE

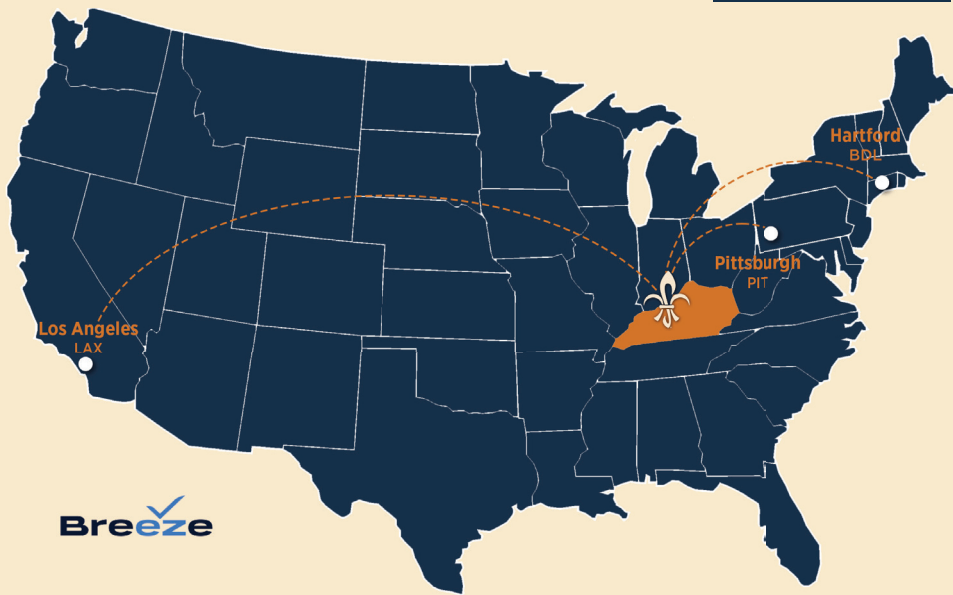
Fall 2025:	94.7%
Spring 2026:	97.9%

LHP GROUP COMMITMENTS & INITIATIVES



AIRLIFT EXPANSION

\$500,000
INVESTMENT



PAID ADVERTISING: CONVERSION

ONLINE TRAVEL AGENCY (OTA) PARTNERSHIPS

\$1,000,000 INVESTMENT

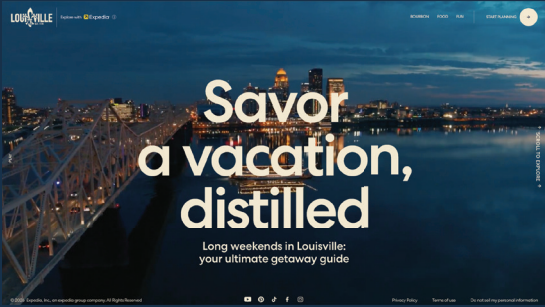
The OTA program was strategically designed to meet travelers at the moment of trip consideration and purchase, leveraging leading travel platforms to drive both destination awareness and direct hotel demand. By combining the strengths of multiple partners, Louisville was able to expand its reach, influence travel decisions and generate measurable returns for participating hotels through a highly targeted, performance-focused approach.



EXPEDIA

Leveraged Expedia's extensive travel intent data and booking ecosystem to position Louisville hotels in front of travelers actively researching and planning trips. Beyond driving measurable bookings and room demand, the partnership expanded Louisville's reach through Expedia's owned media channels and broader travel marketing network, helping increase destination awareness while capturing market share from competing destinations. A custom co-branded Louisville landing page further enhanced the program by showcasing destination assets while benefiting from Expedia's trusted brand and credibility, creating a valuable halo effect that strengthened traveler consideration and confidence in choosing Louisville.

BY THE NUMBERS	
On-Site Media	
Room Nights	20,357
Estimated Revenue	\$5.8M
Impressions	1.7M
Clicks	1,200
Return on Ad Spend	117:1
Off-Site Media	
Impressions	12.4M
Clicks	70,423
Digital Out of Home	
Impressions	27.5M



PRICELINE/BOOKING.COM

Utilized high-intent travelers already in the booking funnel to generate incremental hotel room nights and visitation for Louisville. The partnership helped convert destination consideration into bookings while expanding Louisville's visibility among value-conscious leisure travelers across both Priceline.com and Booking.com.

BY THE NUMBERS	
Priceline	
Room Nights	15,914
Estimated Revenue	\$2.06M
Impressions	5.5M
Clicks	3,853
Return on Ad Spend	21:1
Booking.com	
Room Nights	27,764
Estimated Revenue	\$3.9M
Impressions	6.28M
Clicks	3,176
Return on Ad Spend	31:1

HOPPER

Connected Louisville with a younger, mobile-first audience through Hopper and its Capital One Travel partnership, greatly expanding the campaign's reach among high-value travelers actively planning and booking trips. This strategic investment introduced Louisville to new traveler segments while driving destination consideration and future hotel demand through channels with demonstrated purchase intent.

BY THE NUMBERS	
Full Campaign	
Room Nights	3,657
Estimated Revenue	\$1.5M
Impressions	9.3M
Clicks	37,696
Return on Ad Spend	11:1
+17% increase in hotel sales YoY	

KAYAK

Targeted travelers during the trip comparison and planning phase, reaching consumers as they evaluated destinations, flights and accommodations. The strategy centered on influencing destination choice early in the travel journey and increasing consideration for Louisville among affluent, travel-active audiences.

BY THE NUMBERS	
Full Campaign	
Landing Page Views	47.7K
Unique Users	39.9k
Impressions	13.1M
Clicks	51,500
Click-through Rate	0.39%

PAID ADVERTISING: AWARENESS

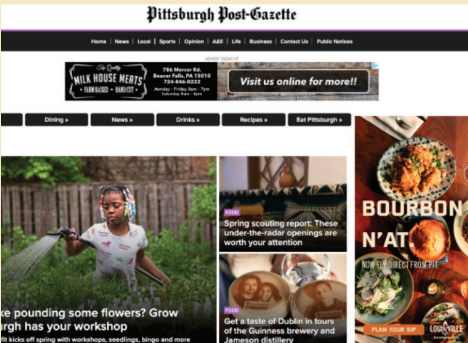
NEW YORK CITY MARKET LAUNCH

\$1,000,000
INVESTMENT

The NYC campaign represented Louisville's most ambitious destination marketing investment in a single market, strategically designed to establish a stronger presence in the nation's largest and most influential travel market. By aligning with Louisville Tourism's broader marketing efforts and utilizing a fully integrated media approach including digital, social, search, video, streaming audio and out-of-home placements, the campaign significantly expanded awareness among potential visitors while creating multiple touchpoints throughout the travel planning process.

Targeting was informed by visitation patterns and traveler data, enabling Louisville to focus resources on highly relevant audiences most likely to convert to overnight visitors. The campaign not only elevated brand awareness but also supported hotel demand by encouraging consideration, trip planning and visitation from a market with strong long-term growth potential for the destination.





AIR SERVICE SUPPORT AND MARKET EXPANSION

\$1,000,000
INVESTMENT

The Air Service & Market Expansion strategy was designed to capitalize on Louisville's growing accessibility while introducing the destination to high-potential markets with strong visitation and hotel demand opportunities. Particular emphasis was placed on Pittsburgh, where advertising directly supported Breeze Airways' new nonstop service, helping build awareness of the route while positioning Louisville as an easy-to-reach destination for weekend getaways, bourbon tourism, sporting events and other leisure travel experiences.

The campaign also expanded Louisville's presence in Washington, D.C. and Charlotte, two opportunity markets that have long been identified by Louisville Tourism as attractive sources of visitation due to their population size, air connectivity and travel propensity. Historically, limited marketing resources made it difficult to sustain meaningful investment in these markets. Through the Louisville Hotel Partnership, Louisville was able to strategically enter these destinations with dedicated consumer advertising, increasing awareness among new audiences and creating opportunities to drive incremental hotel demand, room nights and future visitation growth.

72M
Impressions

251%
Increase in
Website Traffic

11%
YoY Room Night
Growth

*YoY Room Night Growth provided by Adara IMPACT



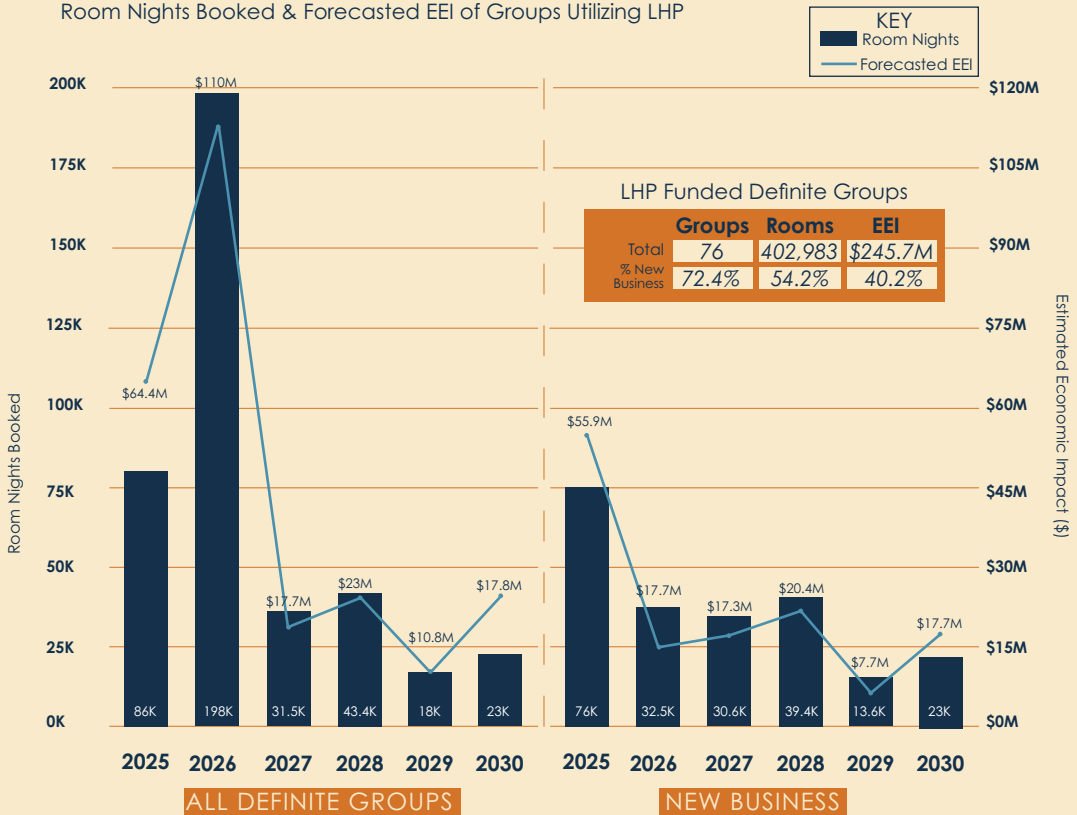
Looking Ahead

A STRATEGIC EVOLUTION

LHP's new business strategy reflects its evolution into a strategic investment organization focused on identifying and accelerating high-impact demand generators. Future priorities include recruiting large citywide conventions, direct-sell corporate events, agricultural and equine business, destination-driving entertainment and signature bourbon experiences, while investing in incentives and infrastructure that improve Louisville's competitiveness. Together, these initiatives are designed to generate hotel room nights, attract new visitors, strengthen the visitor experience and support long-term growth across Louisville's hospitality economy.

LHP GROUP CONTRIBUTION

Room Nights Booked & Forecasted EEI of Groups Utilizing LHP



HIGH-LEVEL SALES INITIATIVES

DIRECTOR OF CITYWIDE BUSINESS DEVELOPMENT:

New sales role will identify, pursue and close large-scale citywide conventions and events with 1,500+ peak room nights during Louisville's need months: December, January, May and August.

The strategy includes targeting business currently going to competing destinations such as Nashville, Denver, Salt Lake City, St. Louis, Baltimore, Kansas City, Columbus, Charlotte, Indianapolis and Portland, as well as capturing events displaced by convention center renovations in Austin, Houston, Dallas, Fort Lauderdale, Cincinnati and Salt Lake City.

DIRECT-SELL ACQUISITION STRATEGY:

Significant growth potential in the direct-sell market, which includes large corporate conventions, sales rallies, recognition events and product launches requiring arena-scale venues. Louisville's expanded venue portfolio encompassing the KFC Yum! Center, Freedom Hall, Broadbent Arena and new KEC multipurpose facility, positions the city with a competitive advantage.

Specific growth targets include:

- Re-engaging nine previously lost groups that could not previously be accommodated.
- Pursuing 16 new DSN Global 100 direct-sell companies not currently in Louisville's pipeline.
- Targeting 25-30 direct-sell groups with an anticipated 12-18 month booking window.
- Delivering four new bookings annually with an estimated \$8 million-\$12 million economic impact.

AGRICULTURE & EQUINE GROWTH INITIATIVE:

- Gain 35,000 to 50,000 potential room nights from targeted ag/equine business.
- Grow the agricultural segment from 68,688 room nights to more than 97,000 room nights.
- Increase agriculture's share of total room nights from 7.1% to more than 10%.

EXPANDED THIRD-PARTY SALES PARTNERSHIPS:

Increase investment in third-party sourcing and sales channels designed to place Louisville in front of a larger audience of meeting planners and corporate buyers. The objective is to increase Louisville's visibility among planners, generate more RFPs and gain access to high-value association, corporate, healthcare and incentive meetings markets including: Cvent, ConferenceDirect, Maritz and HPN Meetings.

SIGNATURE "BOURBON CITY" WEEKEND

EXPERIENCE :

Involve major distilleries with the goal of driving weekend visitation through coordinated bourbon experiences, special releases, tastings and retail activity.

DOWNTOWN CONNECTIVITY IMPROVEMENTS

Invest in a downtown trolley or shuttle system connecting hotels, attractions, downtown venues, Whiskey Row, Museum Row and NuLu to improve visitor mobility and strengthen connections between hospitality districts.

MAJOR CONCERTS & EVENTS

- Partnership with the University of Louisville for a major concert weekend projected to generate 30,000-35,000 room nights.
- Major entertainer at the KFC Yum! Center projected to generate 14,000-16,000 room nights. Targeting December 2026-March 2027.

