



Louisville and Indianapolis have similar size promotion staffs, budgets.

Louisville beats Indianapolis on visitors, but not space

QUICK HITS

Together, the Kentucky International Convention Center and the Kentucky Exhibition Center offer cavernous space. However, Indianapolis is attracting more guests.

Convention center space

Indianapolis.....	491,700 sq. ft.
Louisville	1.5 million sq. ft.

Hotel rooms metro area

Indianapolis.....	30,210
Louisville	14,000

Hotel rooms downtown

Indianapolis.....	5,478
Louisville	4,000

Room nights booked (2009)

Indianapolis.....	687,972
Louisville	580,000

Annual budget

Indianapolis.....	\$11.1 million (preliminary)
Louisville	\$12.4 million

Promotion staff

Indianapolis.....	52
Louisville	54

Annual visitors

Indianapolis.....	22 million
Louisville	16.7 million

Downtown restaurants

Indianapolis.....	200
Louisville	55

Major conventions (2010)

Indianapolis: National FFA Convention, Dealer Expo, Fire Department Instructors Conference, Gen Con, Music For All Bands of America Grand Nationals, Disciples of Christ General Assembly, Do It Best (twice), Drum Corps International World Championships

Louisville: Mid America Truck Show, National Street Rod Association, DECA, North American International Livestock Exposition, National Farm Machinery Show, National Quartet Convention, Southern Regional Education Board

Major events (2010)

Indianapolis: Indianapolis 500, 500 Festival Mini-Marathon, Allstate 400 at the Brickyard, NCAA Men's Basketball Midwest Regional, Big Ten Women's and Men's Basketball Tournaments, Indiana Black Expo Summer Celebration, Indiana State Fair

Louisville: Kentucky Derby, Thunder over Louisville, Breeders Cup, Hullabaloufest, Abbey Road on the River, Humana Festival, Idea Festival, Kentucky Derby Festival, St. James Court Art Show, King Tut Exhibit, KaLightscope Christmas

Major attractions

Indianapolis: White River State Park (Indianapolis Zoo, Indiana State Museum, NCAA Hall of Champions, Eiteljorg Museum of American Indians and Western Art), Children's Museum of Indianapolis, Indianapolis Museum of Art, Conner Prairie, Indianapolis Motor Speedway

Louisville: Churchill Downs, Kentucky Derby Museum, Louisville Slugger Museum & Bat Factory, Muhammad Ali Center, Frazier International History Center, Louisville Science Museum, Kentucky Center for African-American Heritage, Louisville Zoo, Speed Art Museum

Downtown attractions

Indianapolis: White River State Park, Central Canal, Lucas Oil Stadium, Conseco Fieldhouse, Hilbert Circle Theatre (Indianapolis Symphony Orchestra), Indiana Repertory Theatre, White River State Park and Canal

Louisville: Louisville Slugger Museum & Bat Factory, Muhammad Ali Center, Frazier International History Center, Louisville Science Museum, Glassworks, Belle of Louisville, Kentucky Center for the Arts

Sources: Indianapolis Convention & Visitors Association, Louisville Convention & Visitors Bureau