

Business Traveler

Dream Team

The founders of Major Food Group on their acclaimed restaurants, signature cuisine and global expansion of a hospitality empire



THE GREEN REPORT

The latest innovations in sustainability • electric air taxis • eco-luggage trends
• the best wines in the sky • actor Adrian Grenier saves the planet



Located at the convergence of the American South and Midwest, Louisville is a dynamic and globally oriented city defined by its welcoming spirit, independent thinkers, delightful blend of influences, and continual quest for its best self. Powered by the infrastructure, assets, and amenities of a 21st century city, Louisville is creating a future built on opportunity, ingenuity, and people-centered growth. Join Louisville as we write our next great chapter!

Inclusive.

- Perfect score of 100 on the Municipal Equality Index since 2014 – Human Rights Campaign
- No. 12 U.S. city for women in technology – SmartAsset
- No. 14 best city for new college graduates – U.S. News & World Report
- Certified Welcoming City – Welcoming America

Competitive.

- No. 5 U.S. metro area for economic development in 2022 – Site Selection Magazine
- No. 3 U.S. housing market to watch in 2023 – Realtor.com
- No. 4 U.S. metro area for job growth in 2022 – Gusto, Inc.
- No. 11 most affordable large metropolitan area – Bureau of Economic Analysis

Connected.

- No. 1 U.S. metro in the Ohio River Corridor for economic development – Site Selection Magazine
- Reach more than 80% of the U.S. population in less than a day's drive
- Ranked as a “Next 25” Tech Talent Market – CBRE
- Access to more than 200 countries daily through UPS Worldport, the world's largest automated package sorting facility



By Sahar Khan

Bright Ideas

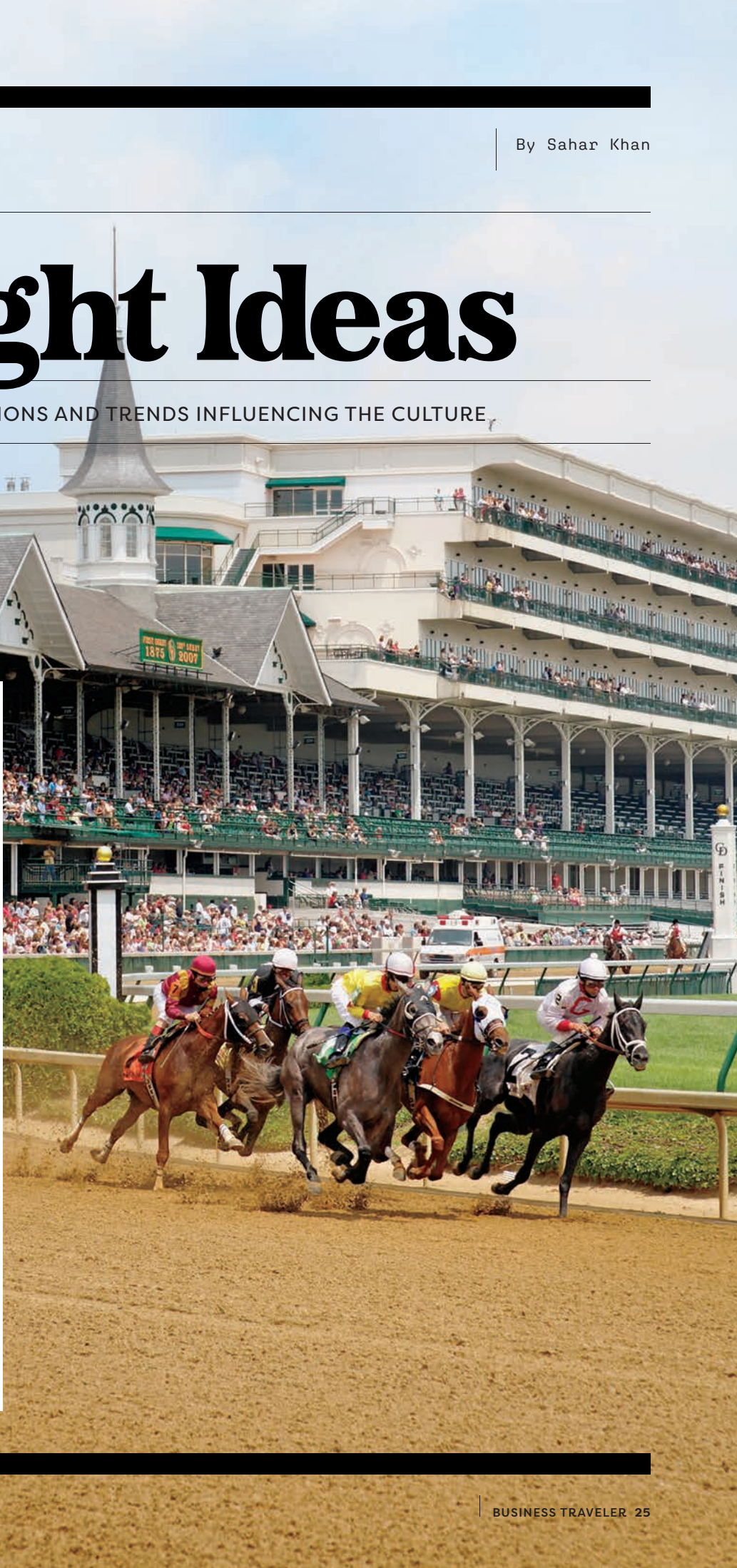
PEOPLE, DESTINATIONS AND TRENDS INFLUENCING THE CULTURE

EXTRA DAY

Louisville

Kentucky

KENTUCKY'S LARGEST CITY, Louisville is associated with many legends. Al Capone used the old-world Seelbach hotel as a hideout. F. Scott Fitzgerald escaped his military training camp to drink at the city's glamorous bars. The Greatest, Muhammad Ali, was born and raised here, and it inspired his original boxing nickname: the Louisville Lip. Commercially, Louisville is home to *Fortune* 500 insurance giant Humana and Yum! Brands, which owns KFC, Taco Bell and Pizza Hut. Culturally, it is equally as rich: Several Pulitzer Prize-winning plays and world premieres have originated at the Actors Theatre; the home of onetime resident Thomas Edison is now dedicated to his life and inventions; and the Locust Grove mansion is the only remaining structure west of the Appalachian Mountains known as a stopping point for Lewis and Clark. Louisville is often called the Gateway to the South, and an extra day allows visitors to discover a unique blend of hospitality and history.



DANITA DELIMONT CREATIVE/ALAMY STOCK PHOTO



610 Magnolia

● Tucked in a charming two-story clapboard building in Old Louisville, 610 Magnolia is celebrity chef Edward Lee's homage to the Southern table and his Korean heritage. Cases in point: The James Beard-nominated chef's seared scallops are topped with miso hollandaise and seaweed, and the duck breast, drenched in plum hoisin sauce, pairs succulently with charred okra and Cajun-style dirty rice. 610magnolia.com

Hell or High Water

● Located on Whiskey Row, a collection of 19th-century buildings once home to Louisville's bourbon industry, the aptly named Hell or High Water has survived both a fire and a flood. Red booths, leather-bound books and decorative rugs create a sensual backdrop for libations such as the Calling Card, whose hint of orange liqueur and sweet vermouth highlight notes of brandy and cognac and deepen the bourbon's pleasant sting. hellorhighwaterbar.com

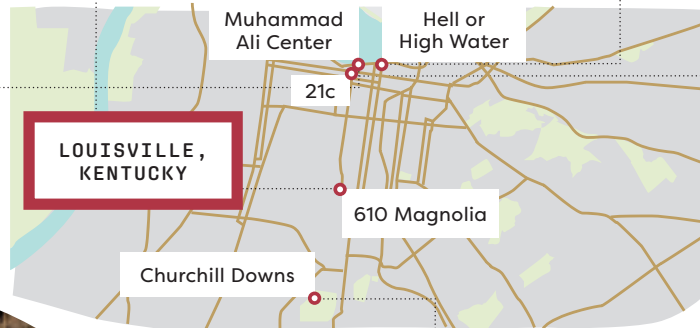


21c

● Brown-Forman heiress Laura Lee Brown melded her love of art with hospitality to create 21c, a museum-cum-hotel concept. The fanciful 21c is housed in a series of 19th-century warehouses and features a rotating exhibit of artworks in a gallery space and the guest rooms. Southern fare with international influences, such as country-fried rabbit with Parmesan dumplings, delights at the restaurant Proof on Main. 21cmuseumhotels.com

Muhammad Ali Center

● Louisville pays tribute to its hometown hero with a cultural center that covers boxing legend Muhammad Ali's life and career. Videos of his most famous fights and catchy verses inspire and entertain, but the exhibits that pack the biggest punch highlight Ali's Civil Rights activism, including a gallery dedicated to the Vietnam conflict and his refusal to be drafted. alicenter.org



Churchill Downs

● The racetrack was built in 1875 for the Kentucky Derby, the longest continuously running sporting event in the U.S. Every first weekend in May, the horse race attracts royals, movie stars and tech billionaires who congregate under Churchill Downs' iconic twin spires to wager on the "the most exciting two minutes in sports." Enjoy mint juleps and elaborate hats in the grandstand—and if you find yourself in Louisville outside of May, there are other races to see. churchilldowns.com



TOP LEFT: COURTESY OF 610 MAGNOLIA; TOP RIGHT: ANDREW HYSLOP PHOTOGRAPHY; BOTTOM LEFT: MICHAEL VENTURA / ALAMY STOCK PHOTO; CENTER RIGHT: GLINTSTUDIOS; BOTTOM RIGHT: MICHAEL NOBLE JR./GETTY IMAGES

flyLouisville

Record Growth

In 2022, nearly 4 million passengers used Louisville Muhammad Ali International Airport, making it one of the airport's busiest years ever, and 2023 is poised to be the **busiest** year in the airport's history. SDF has added over a dozen new destinations in the recent years and has more nonstop destinations and low fare options than ever!

Economic Driver

- Generates over **\$10.4 billion** in annual economic activity
- Generates **1 in 8 jobs** in the Louisville Metro
- Investing **\$100 million** annually in facility upgrades
- World's **5th busiest** cargo airport

Over 35 Destinations **Nonstop**

It's never been easier or more affordable to flyLouisville! Louisville Muhammad Ali International Airport now has nonstop flights to over 35 cities coast-to-coast on 8 airlines!

Boston is just 2 hours away with new nonstops on American Airlines and Delta. Visit the west coast with Spirit's low fares to **Los Angeles** or Breeze Airways new flights to **San Francisco**. New nonstops to **Austin** on Allegiant and **Raleigh-Durham** on Breeze connect Louisville to two of America's fastest growing cities.

Learn more at www.flyLouisville.com.

