

Activity Generators



These 20 attractions alone accounted for over 3.1 million visits to Downtown in 2020.

It is important to note visits to venues were adversely affected by the worldwide pandemic beginning in March, 2020.

Attractions

Waterfront Park	2,200,000 ⁽¹⁾	
KFC Yum! Center	315,469	
Actors Theatre of Louisville	99,974	<i>(fiscal year-July, 2019 to June, 2020)</i>
Louisville Free Public Library (main branch)	90,474	
Louisville Slugger Museum & Factory	77,757	
Kentucky Science Center/3D Digital Theater	64,690	
Angel's Envy Distillery	50,677	
Evan Williams Bourbon Experience	31,000	
The Frazier History Museum	31,000	
The Kentucky Center for Performing Arts	27,027 ⁽²⁾	<i>(fiscal year-July, 2019 to June, 2020)</i>
Louisville Theatrical Association	TBA	
The Louisville Orchestra	TBA	
Stage One/Louisville Children's Theater	TBA	
Kentucky Center Presents	TBA	
Louisville Ballet	TBA	
Kentucky Opera	TBA	
KMAC Museum	25,000	
Muhammad Ali Center	24,000	
Louisville Visitors & Information Center	12,856	<i>(fiscal year-July, 2019 to June, 2020)</i>
Old Forester Distillery	11,453	
Copper & Kings American Brandy Co.	10,000	
Belle of Louisville/Mary M. Miller	9,819 ⁽³⁾	
Kentucky Peerless Distilling Co.	6,790	
21c Museum	3,109	
Archdiocese of Louisville History Center	441	
The Cressman Center for Visual Arts	305	
4th Street Live!	0	<i>(no count taken due to pandemic)</i>
Bunbury Theatre at the Henry Clay	0	<i>(no performance due to pandemic)</i>
Louisville Slugger Field/Louisville Bats Baseball	0	<i>(no season due to pandemic)</i>
W.L. Lyons Brown Theatre	0	<i>(no performance due to pandemic)</i>

(1) Includes estimated daily foot traffic and attendance at special events.

(2) Sublistings do not add up for total. Additional event attendance is included.

(3) Includes attendance for cruises from additional locations outside of Downtown. The Belle of Louisville runs seasonal cruises from April-November.