

2025

Downtown Louisville Economic Impact Report



Why Invest in Downtown

Downtown Louisville is the economic engine and cultural center for the entire region. Covering less than 1% of Louisville's total land mass, Downtown punches far above its weight. It's home to more than **10,000 residents**, over **67,000 workers** spanning more than 100 zip codes, and more than **35 million visits**, generating **\$14.4 billion in gross domestic product**.

No other neighborhood in the region comes close.

Each year, Louisville Downtown Partnership updates this report with the latest census data, tax revenues, and development activity to showcase Downtown's economic impact. A strong Downtown doesn't just benefit the people who live and work there – a strong Downtown builds a stronger Louisville.



Rebecca Fleischaker
Executive Director
Louisville Downtown Partnership

A strong Downtown is critical for a successful city and region.

Source: International Downtown Association study



Economy & Vibrancy

Despite their compact size, downtowns generate a high concentration of municipal tax revenue while also serving as regional epicenters of nightlife, entertainment, dining, and the arts. Vibrant streets attract businesses, developers, and talent, which in turn fund the services and investment that keep a city thriving.



Inclusion

With access to transit, public spaces, cultural institutions, and a concentration of jobs and services, downtowns serve people from every background and zip code, positioning them as highly inclusive urban nodes.



Identity

A city's downtown tells its story. Historic architecture, public art, museums, and signature venues give downtowns a distinct sense of place. Investing in Downtown is investing in the culture and character that define our city to the world.



Resilience

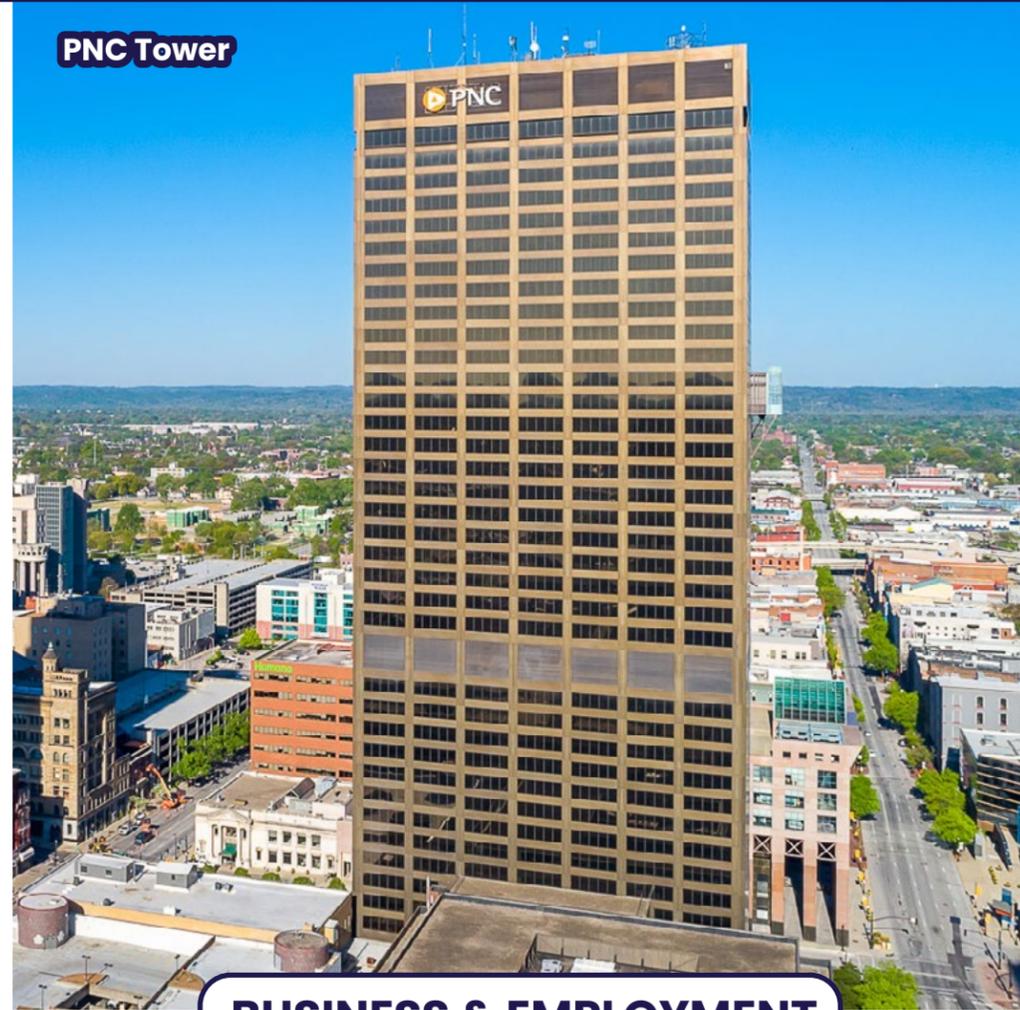
A strong downtown is a city's most durable asset. Their density, mixed uses, services, and concentration of institutions give them a unique capacity able to adapt and recover more effectively from economic, social, and environmental challenges.

Downtown at a Glance



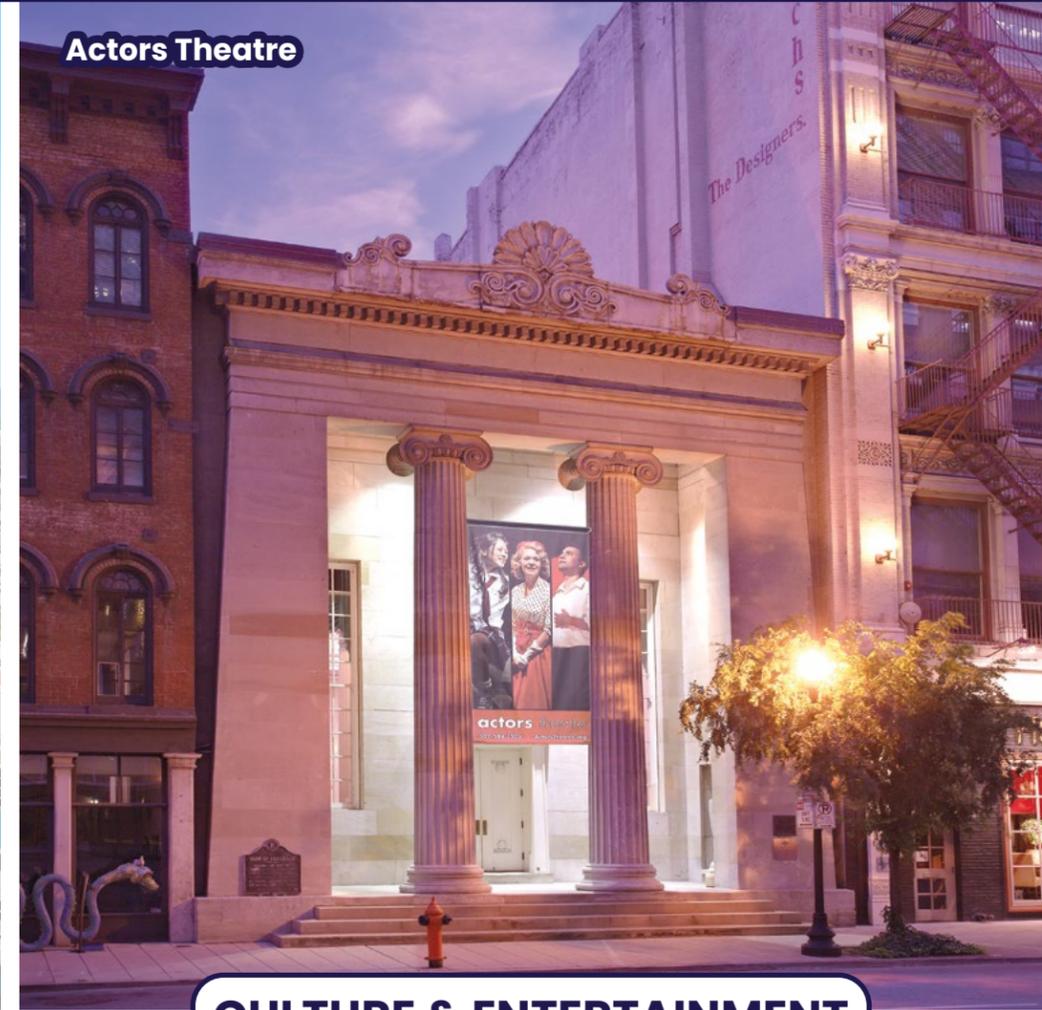
Whiskey Row

ECONOMY



PNC Tower

BUSINESS & EMPLOYMENT



Actors Theatre

CULTURE & ENTERTAINMENT

↑ **\$4.6 B**
 Annual wages and salaries of workers in ZIP code 40202 (2023)

↑ **\$18.6 M**
 Sales Taxes Contributed in ZIP code 40202 (2024)

↑ **\$14.4 B**
 Gross domestic product in Downtown (2023)

↑ **67,580**
 Workers in Downtown (Primary Jobs 2023)

↔ **1,467**
 Downtown business establishments in ZIP code 40202 (2023)

↔ **2**
 Fortune 500 headquarters (2025)

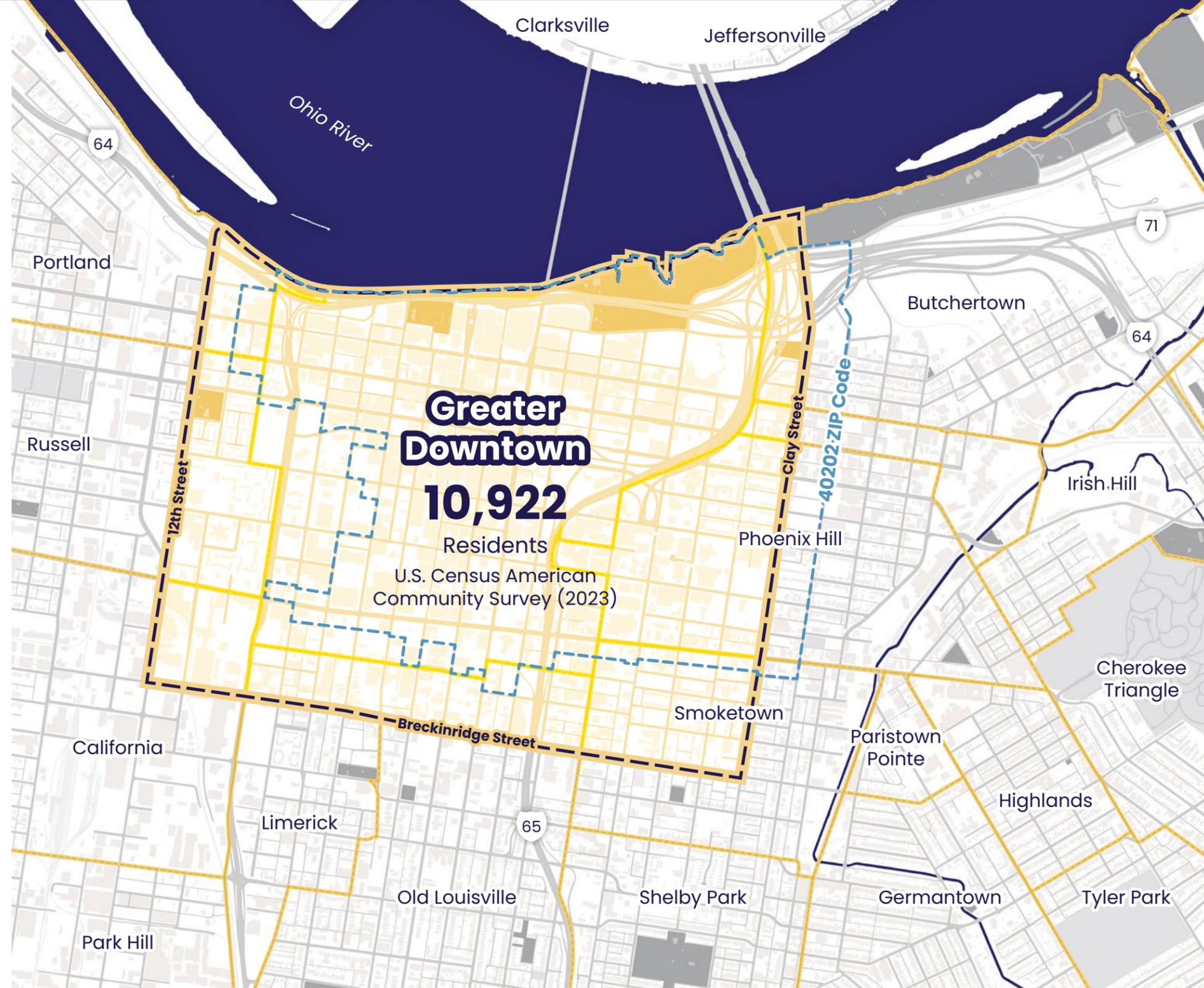
↓ **35 M**
 Visits to Downtown (2025)

↓ **1,507,835**
 Total hotel rooms sold Downtown (2025)

↑ **667,282**
 Visits to distilling & tasting Experiences (2025)

↑↓ Increase/Decrease from 2024 Economic Impact Report
↔ No change from 2024 Economic Impact Report

Downtown and Edge Neighborhoods



Downtown's Fiscal Impact



2025 Real Estate Valuation

2024 Downtown Tax Contributions



\$2.3 Billion ↔

Taxable valuation of Downtown real estate



\$29.5 Million ↓

Real estate taxes contributed by Downtown



\$287 Million ↑

Taxable valuation of NuLu real estate



\$3.7 Million ↑

Real estate taxes contributed by NuLu

Source: Jefferson County Property Valuation Administration (PVA)(2025)



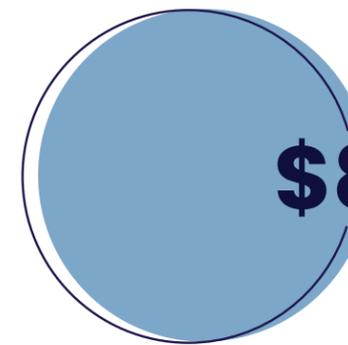
\$18.6 Million ↑

Sales Taxes
Contributed by ZIP Code 40202



\$7.2 Million ↓

Net Profit Taxes
Contributed by ZIP Code 40202 to
Louisville Metro, TARC, and JCPS



\$85 Million ↓

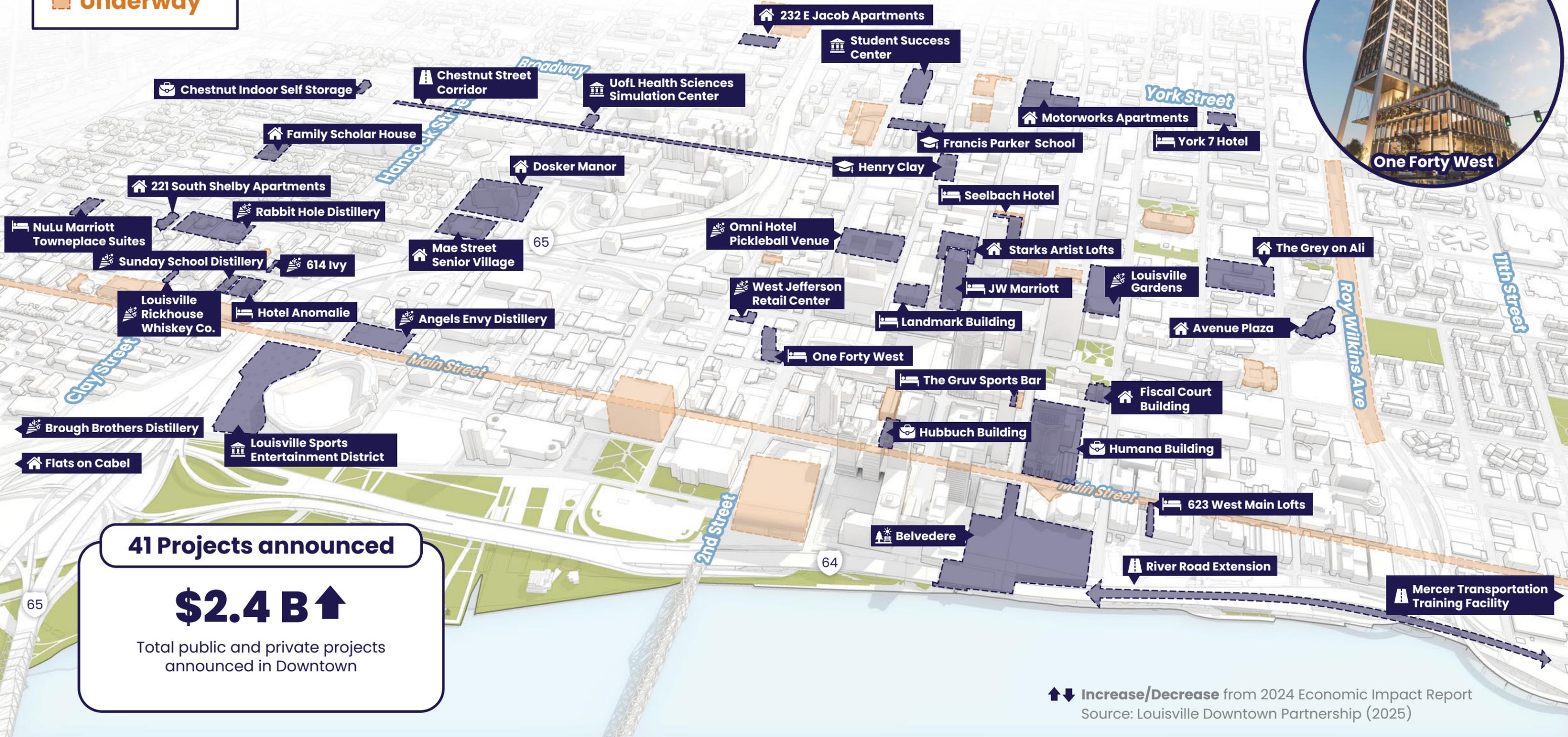
Occupational Taxes
Contributed by ZIP Code 40202

↕ Increase/Decrease from 2024 Economic Impact Report

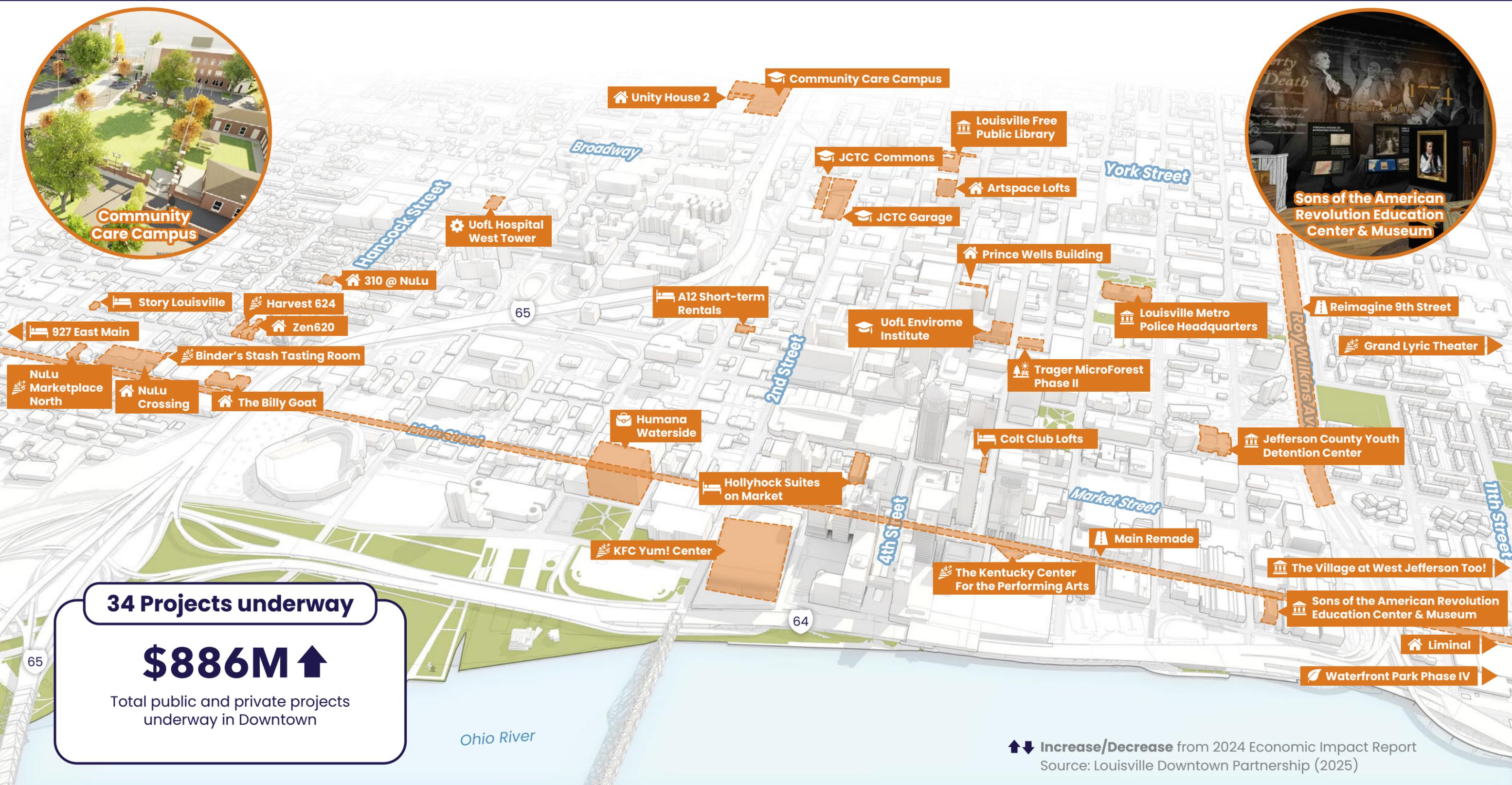
Sources: Louisville Metro Revenue Commission, Kentucky Department of Revenue (2024)

Downtown Investments: Announced

■ **Announced**
■ **Underway**



Downtown Investments: **Underway**



Downtown Hospitality & Tourism

As of December 2025

LOUISVILLE
DOWNTOWN
PARTNERSHIP



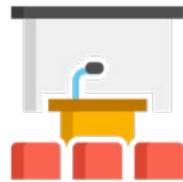
35,050,255 ↓

Visits to Downtown



1,507,835 ↓

Total hotel rooms sold Downtown



\$172,302,948 ↓

Economic Impact of downtown convention attendees

↑↓ Increase/Decrease from 2024 Economic Impact Report

Where to go in 2026:
Top destinations, Events,
and Celebrations
– Travel Dreams Magazine

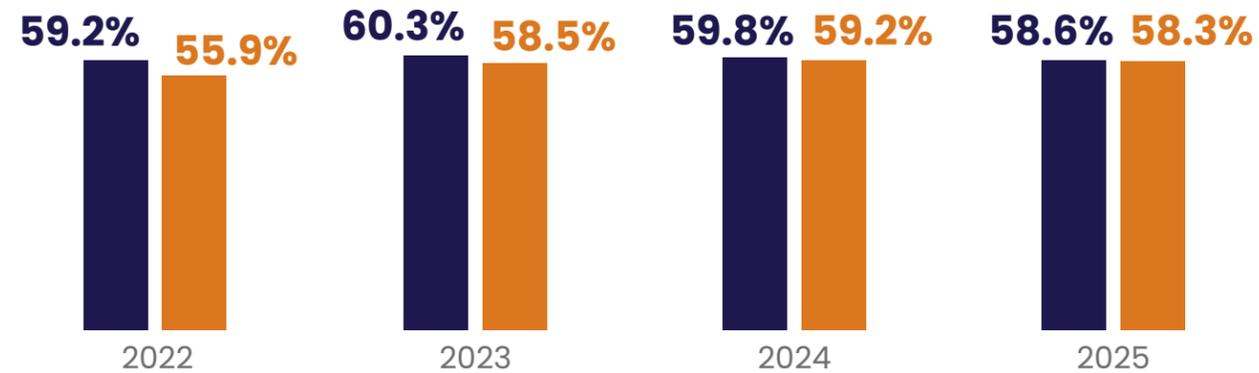
374

Groups booked
Downtown through
Louisville Tourism in 2025

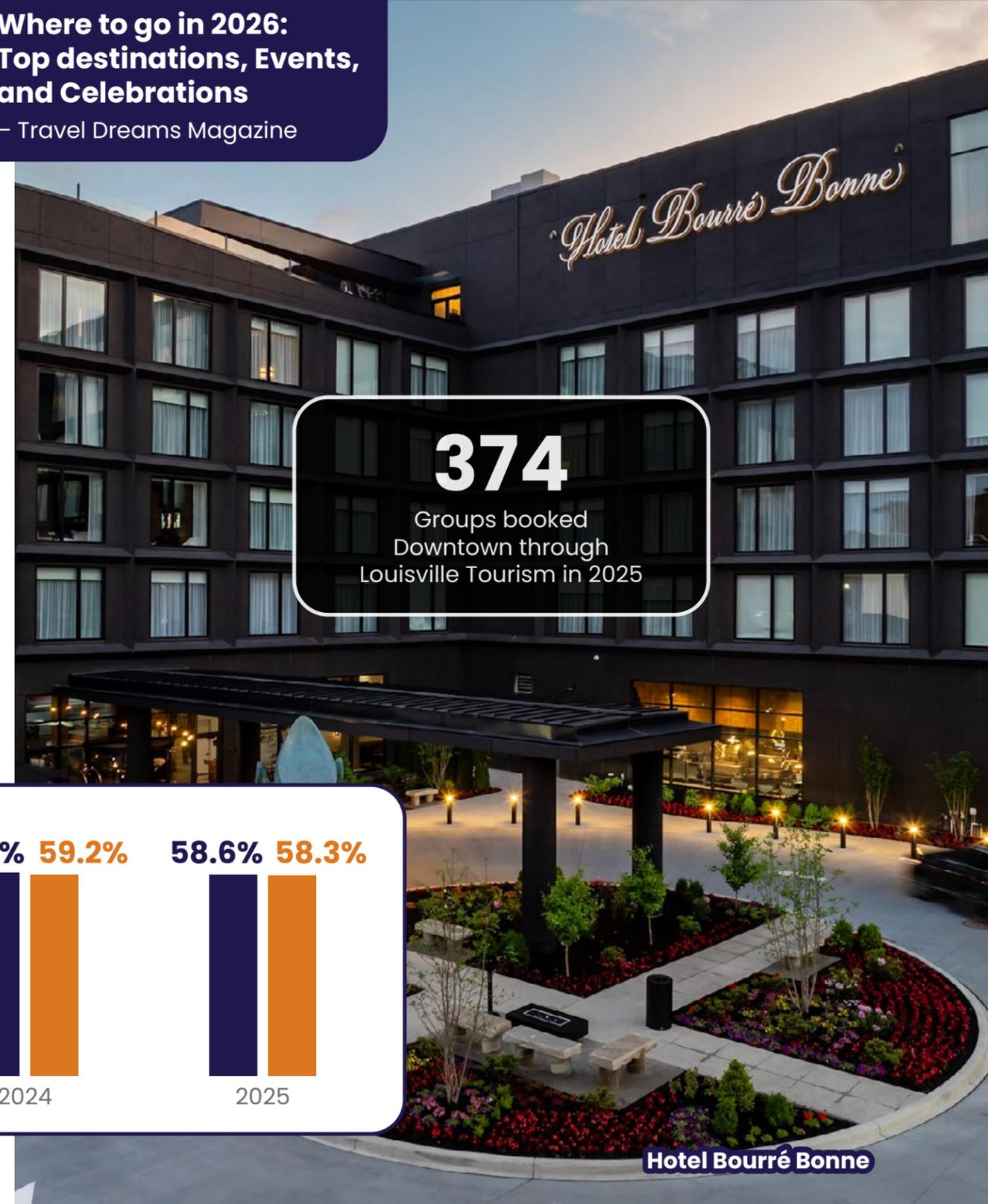
Hotel occupancy

Jefferson County

Downtown



Source: Placer.ai, Louisville Tourism, STR (2025)



Hotel Bourré Bonne

Downtown Hospitality

As of December 2025

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DOWNTOWN
PARTNERSHIP



Louisville Marriott Downtown



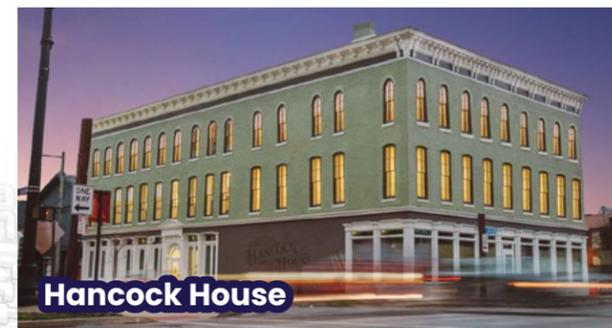
Galt House



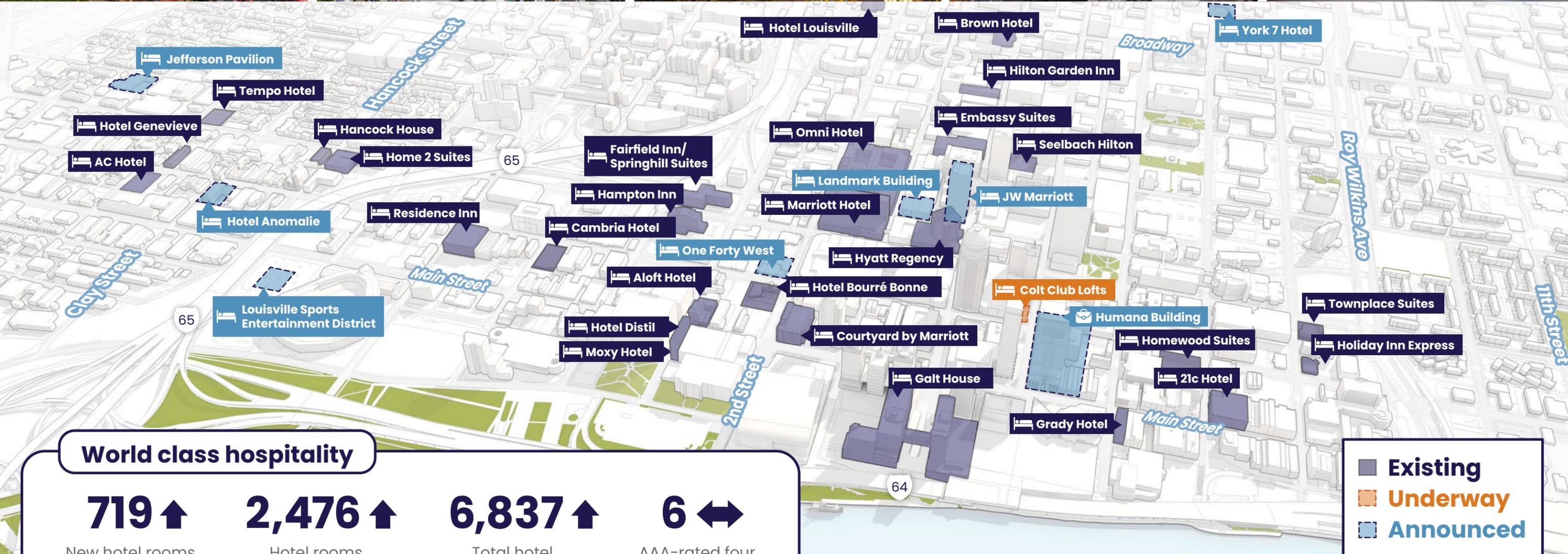
Springhill Suites



Hotel Distil



Hancock House



World class hospitality

719 ↑

New hotel rooms
2021-2025

2,476 ↑

Hotel rooms
underway/
announced

6,837 ↑

Total hotel
rooms as of
December 2025

6 ↔

AAA-rated four
diamond hotels

- Existing
- Underway
- Announced

↑↓ Increase/Decrease from 2024 Economic Impact Report
↔ No Change from 2024 Economic Impact Report
Source: Louisville Downtown Partnership (2025)

Downtown Attractions

As of December 2025

Downtown is Louisville's cultural center

6.5 Million ↓

2025 visits to
Downtown attractions

18 ↑

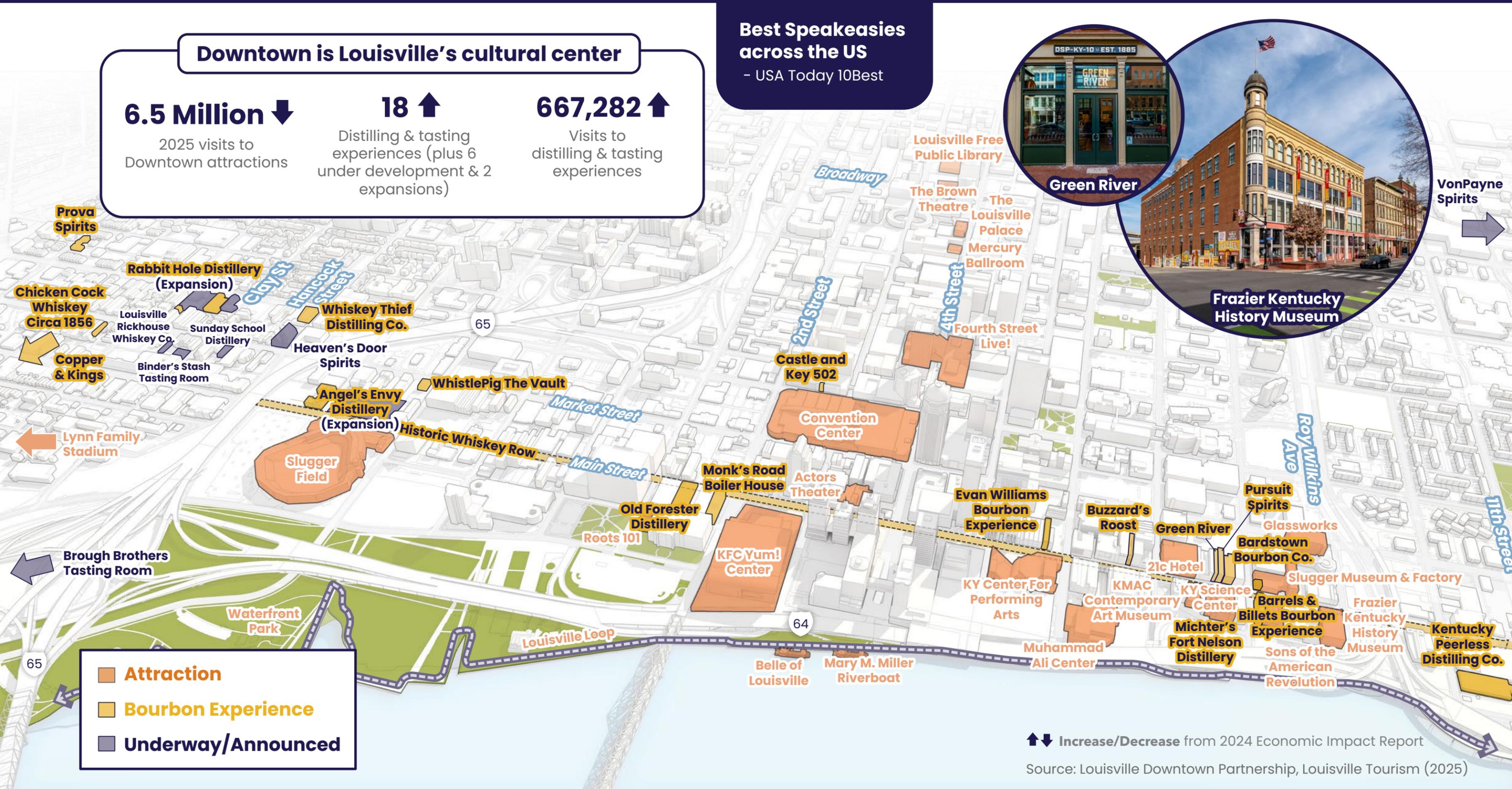
Distilling & tasting
experiences (plus 6
under development & 2
expansions)

667,282 ↑

Visits to
distilling & tasting
experiences

**Best Speakeasies
across the US**

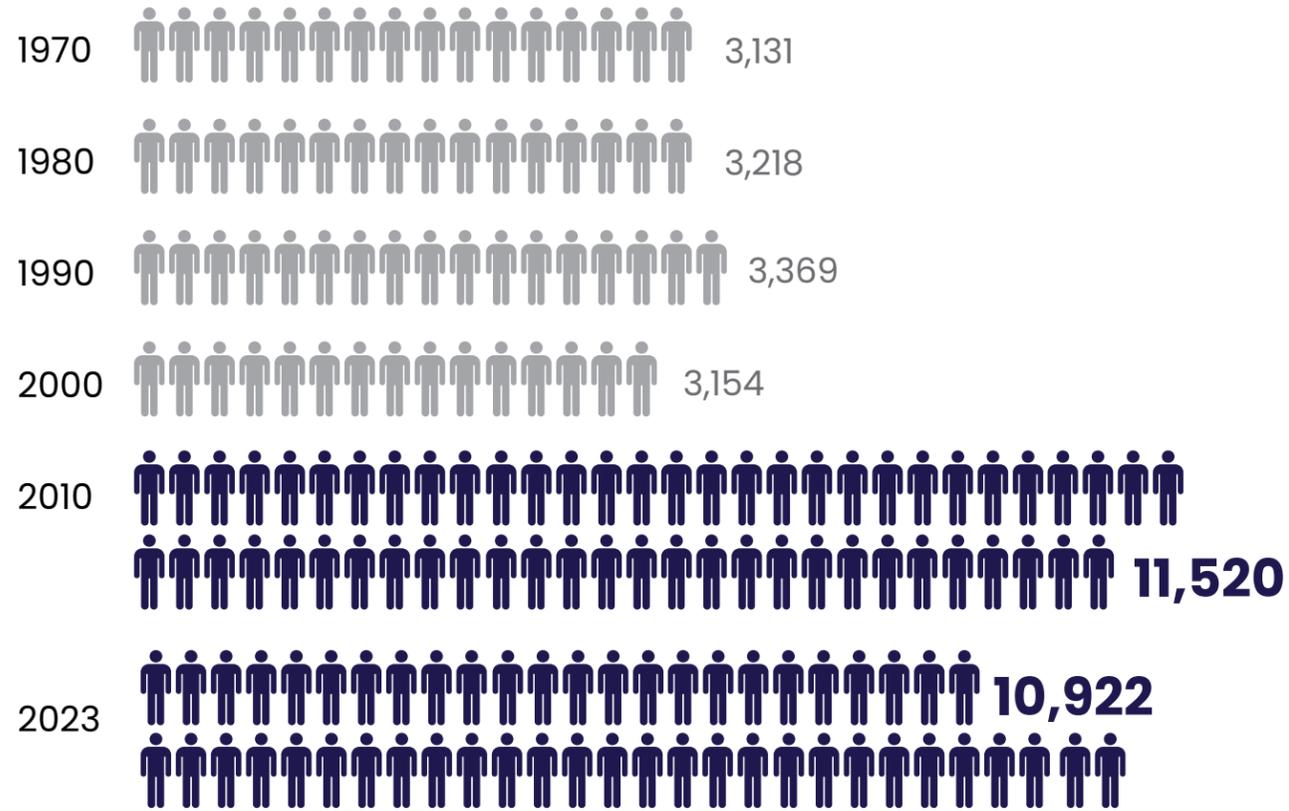
- USA Today 10Best



↑↓ Increase/Decrease from 2024 Economic Impact Report

Source: Louisville Downtown Partnership, Louisville Tourism (2025)

Downtown Residential Population



EACH REPRESENTS 200 CBD RESIDENTS
 EACH REPRESENTS 200 GREATER DOWNTOWN RESIDENTS

Source: U.S Census American Community Survey (2023)

Downtown housing as of December 2025

Existing housing

6,481 ↑

Existing rental units

494 ↑

Existing condo units

6,975 ↑

Total existing residential units

↑↓ Increase/Decrease from 2024 Economic Impact Report
 Source: Louisville Downtown Partnership (2025)



The Yard
Apartments



The Prestonian

New Downtown Food & Beverage

As of December 2025

LOUISVILLE
DOWNTOWN
PARTNERSHIP

New Restaurants

- 1 Barcelona Bistro Bar
- 2 Benfinita Modern Italian
- 3 Classico Pizzeria
- 4 Cold Smoke Bagels
- 5 Elliment Restaurant & Lounge
- 6 Goodwood Brewing Whiskey Row
- 7 Hotel Bourré Bonne Rooftop
- 8 La Guanaquita 2
- 9 Mi Ranchito Grill Mexican Restaurant
- 10 Mabel's Southern Kitchen
- 11 Pasta Garage Italian Café & Market
- 12 Red Top Dogs
- 13 Sake A Go Go
- 14 Steakhouse Bourré Bonne
- 15 Tacos D Amor & More
- 16 Wiltshire Pantry & Bakery
- 17 YachtSea Bar

Restaurants Planned

- 18 Barry Bagels
- 19 Chicas Cantina
- 20 Crave Hot Dogs & BBQ Restaurant
- 21 Elaina's Honduran Café
- 22 Greenside Pizzeria
- 23 The House of Marigold
- 24 Zen Café

New Bars

- 25 Gravely Brewing
- 26 Bar Prova
- 27 High Horse Bar
- 28 Jane Cocktail Bar
- 29 Jimmy Can't Dance
- 30 TAJ
- 31 Mashup Bar
- 32 One Fourteen Bar

Bars Planned

- 33 Flood The Looking Glass



Downtown Office Space

As of December 2025



8
Companies moved
Downtown

9.0M ↑

Square feet of
rentable office area

26.9% ↓

Vacancy rate of
Class A office

\$17.82 ↓

Gross rental rate
per sq. ft. for office
(all classes)

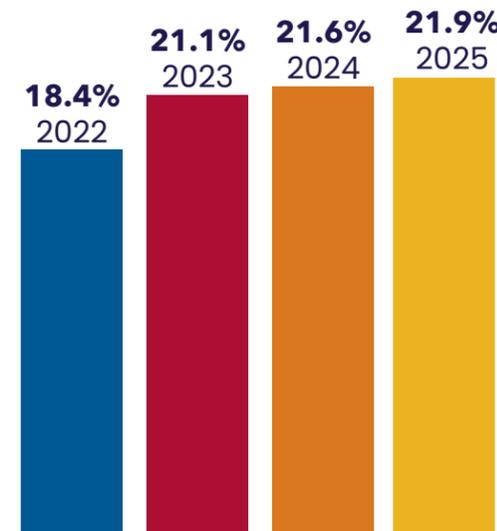


21.9% ↑ Overall office
vacancy rate

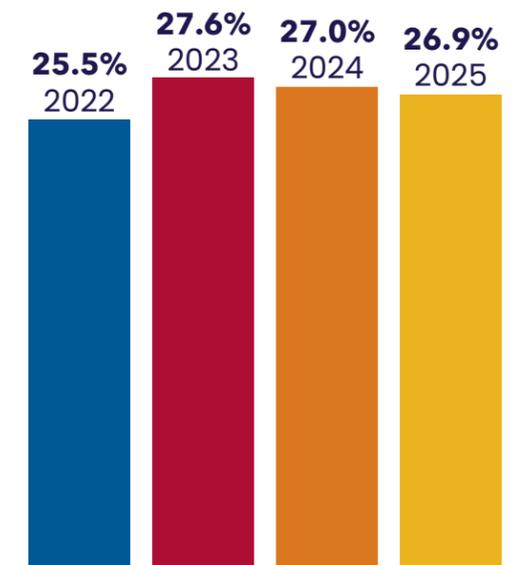
\$21.06 ↑ Gross rental rate
per sq. ft. for Class
A office

43.9% ↑ of the rentable office
market is located
in Downtown

Overall Downtown Office
Space Vacancy Rate



Class A Downtown Office
Space Vacancy Rate



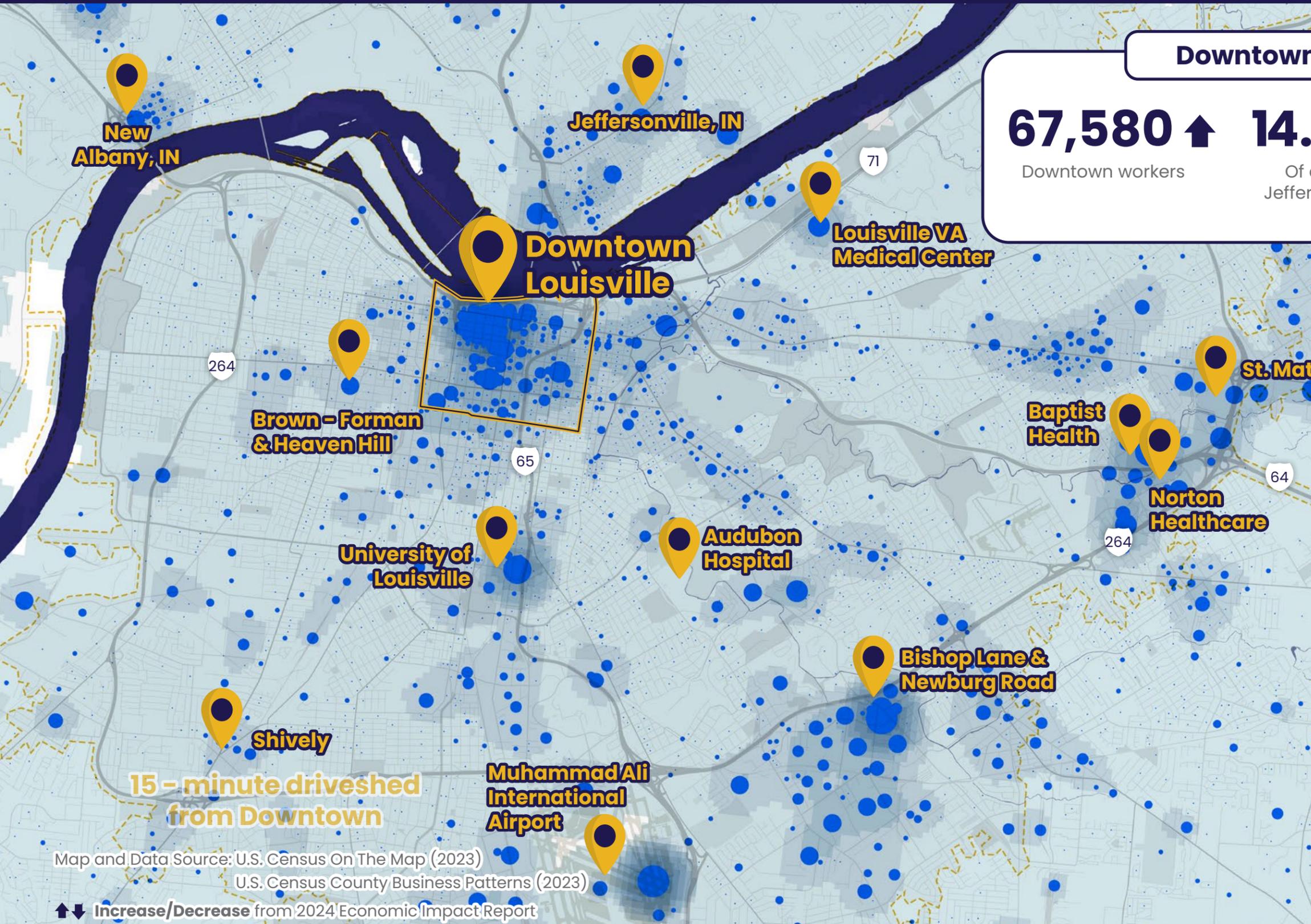
↑↓ Increase/Decrease from 2024 Economic Impact Report

Source: Cushman & Wakefield Commercial Kentucky (Q4 2025)
Louisville Downtown Partnership (2025)

Employment Density

As of December 2025

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PARTNERSHIP

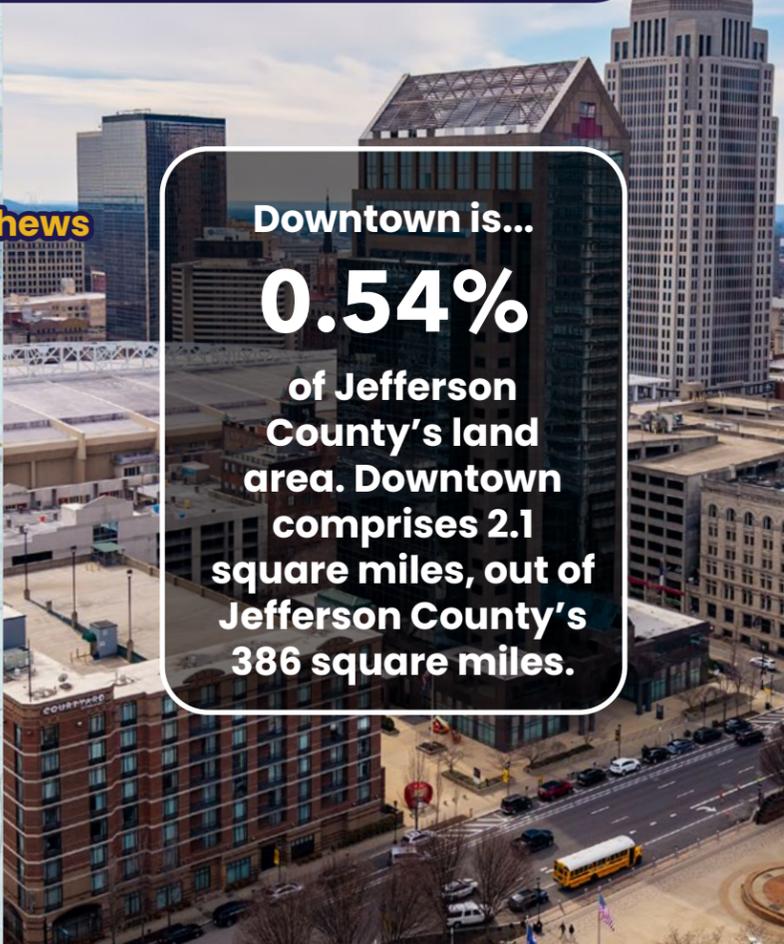


Downtown Employment

67,580 ↑
Downtown workers

14.3% ↔
Of all jobs in Jefferson County

1,467 ↔
Downtown Business Establishments (ZIP Code 40202)

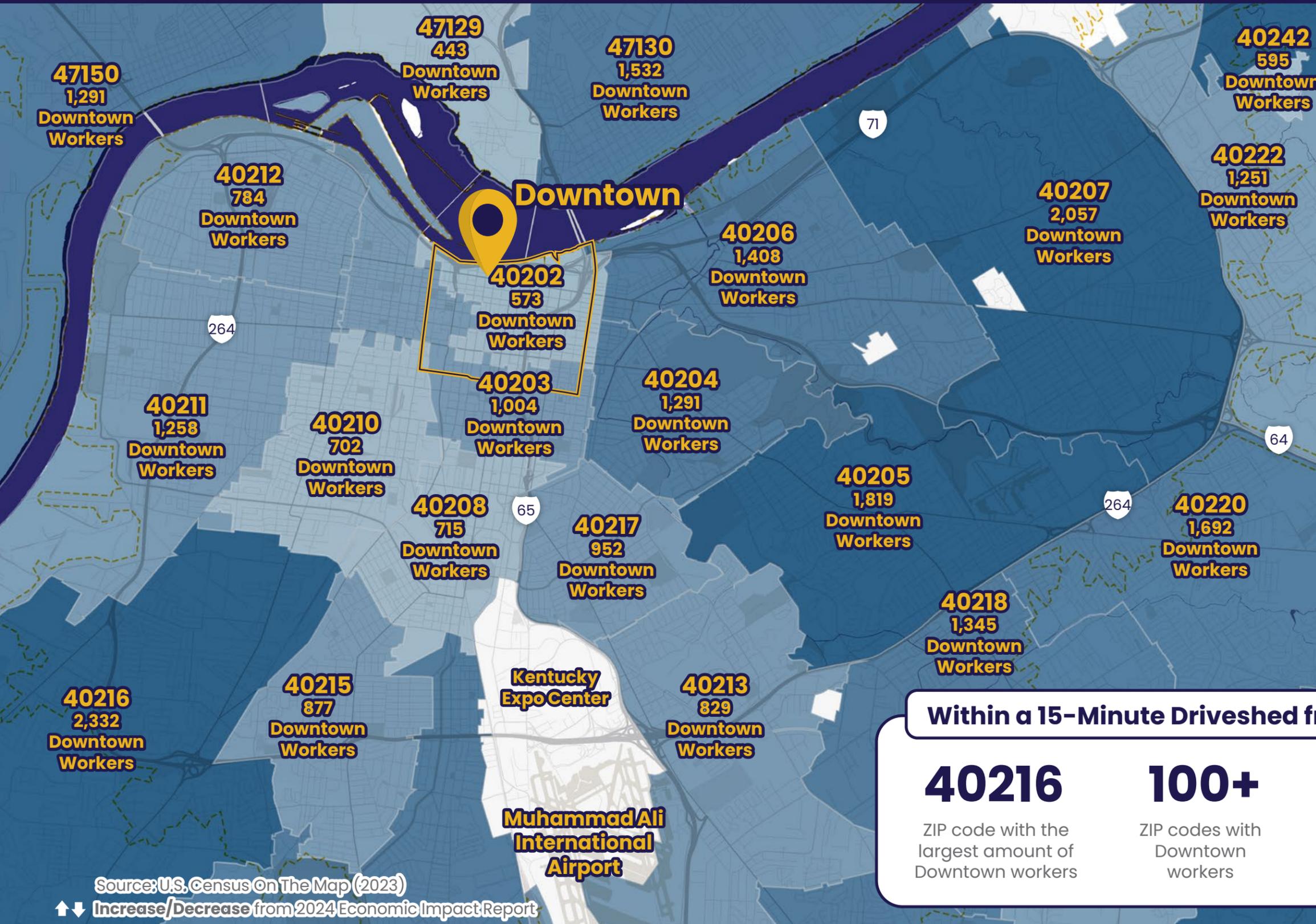


Downtown is...
0.54%
of Jefferson County's land area. Downtown comprises 2.1 square miles, out of Jefferson County's 386 square miles.

Downtown is the Louisville region's largest employment hub

Where Downtown Workers Live

by ZIP Code of Residence

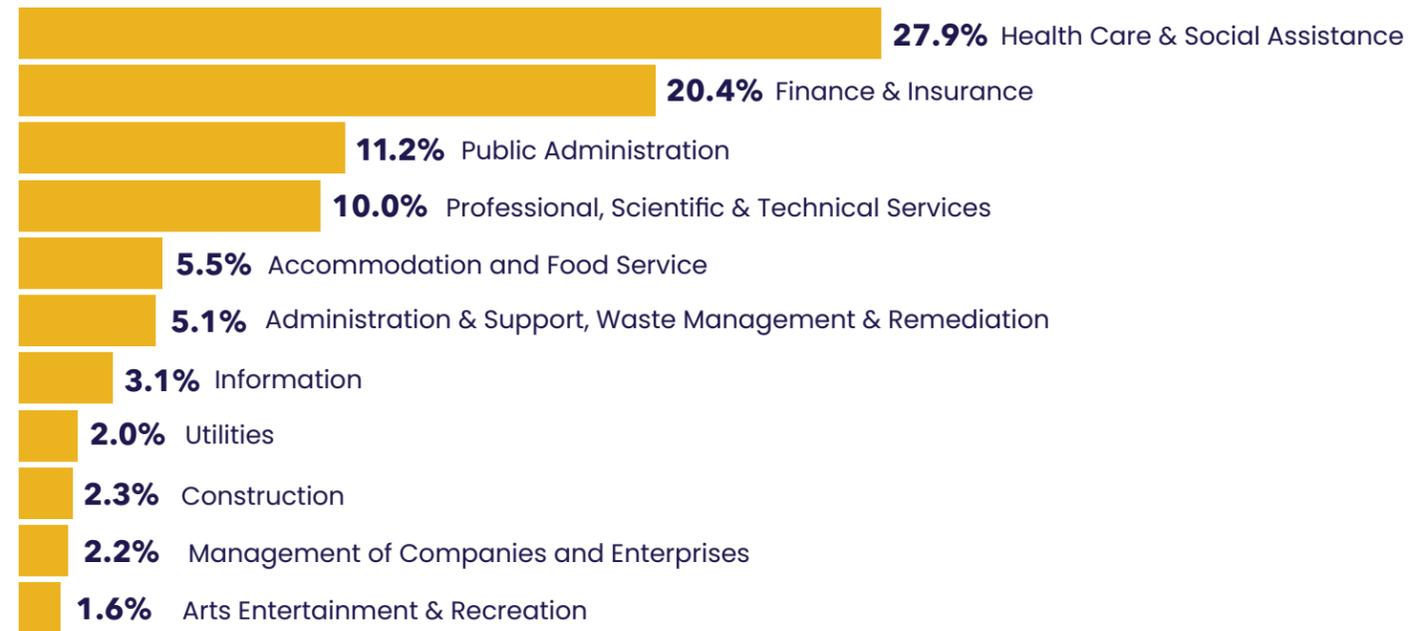


Source: U.S. Census On The Map (2023)
 ↑↓ Increase/Decrease from 2024 Economic Impact Report

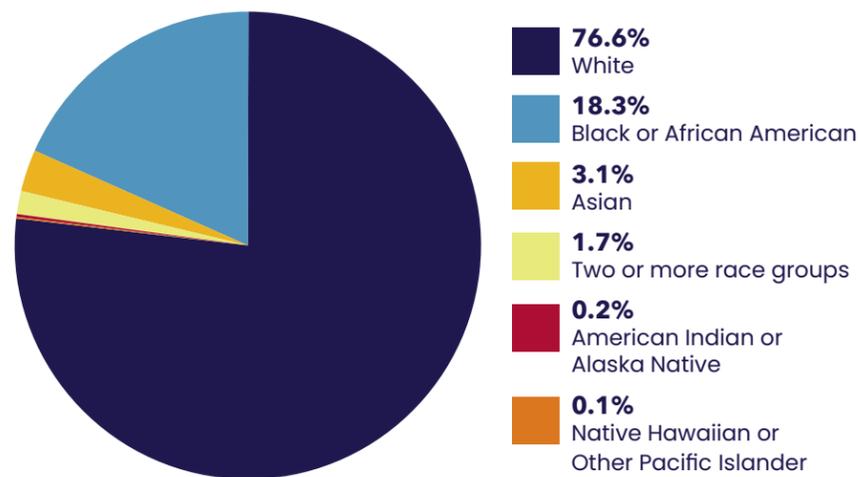
Downtown Employee: Profile



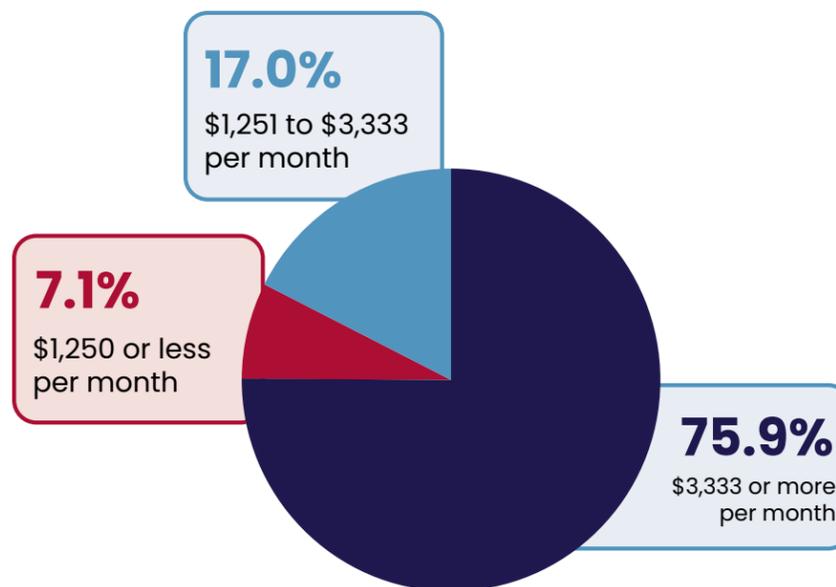
Jobs by NAICS Industry Sector (Top 10)



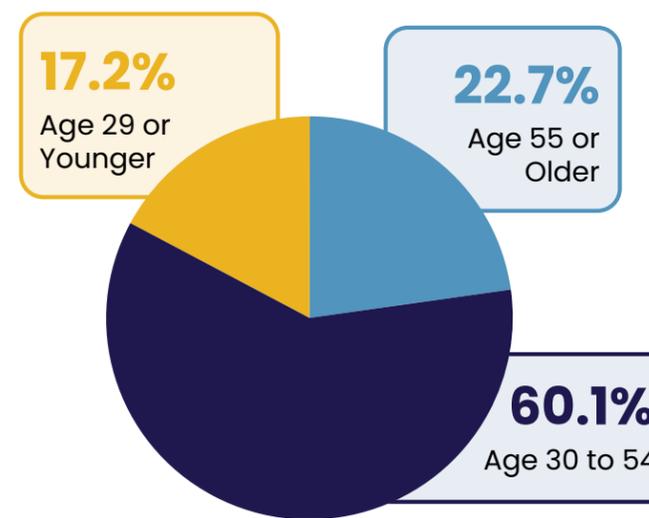
Jobs by Worker Race



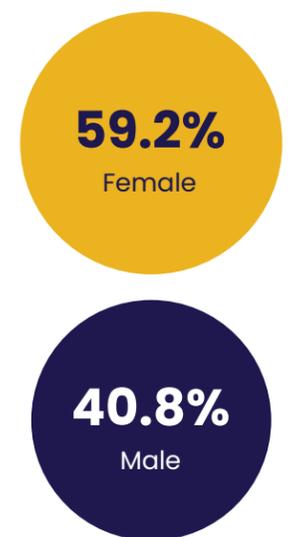
Jobs by Earning



Jobs by Worker Age



Jobs by Worker Sex



Source: U.S. Census On The Map (2023)

Employment: Healthcare

As of December 2025



LOUMED Commons

LOUMED District

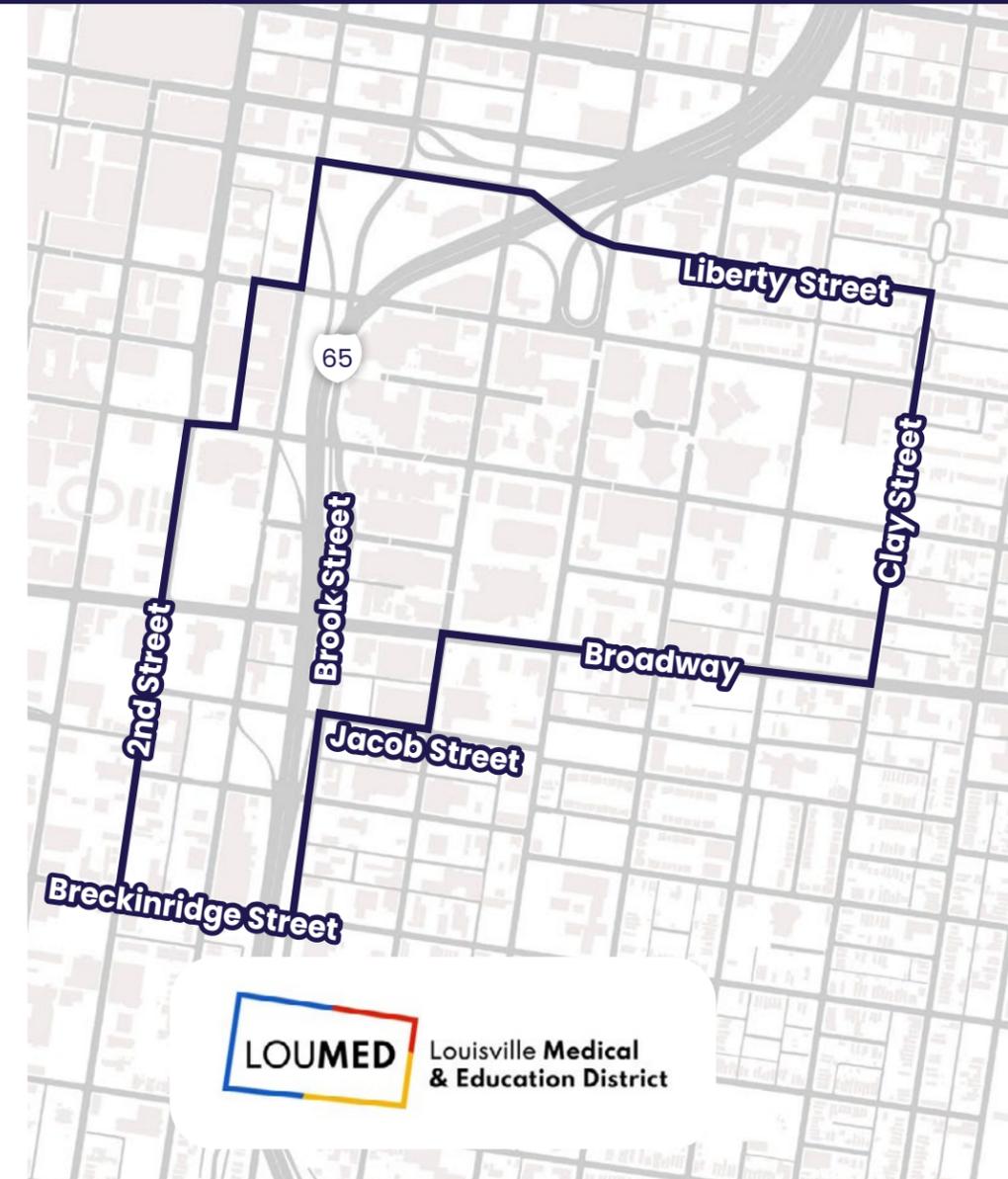
Louisville Medical and Education District (LOUMED) includes 22 city blocks in 228 acre area between Liberty and Breckinridge streets and between Clay and Second streets.

9.6 M ↔ Square-Feet of occupied space

29,500 ↑ Employees and Students

1.5+ M Visitors to LOUMED

\$1.5 B Combined annual payroll of anchor institutions



LOUMED Louisville Medical & Education District

LOUMED Anchor Institutions:

UofL Health – two hospitals, Frazier Rehab, plus practices

Norton Healthcare – two hospitals, plus practices

University of Louisville – four health sciences schools

Jefferson Community and Technical College (JCTC)

The LOUMED provides essential health and education services for Louisville, the Commonwealth of Kentucky and beyond.

↑↓ Increase/Decrease from 2024 Economic Impact Report

↔ No change from 2024 Economic Impact Report

Source: LOUMED (2025)

Regional Education & Higher Learning



Within a 15-Minute Driveshed from Downtown

100,192 ↑	15	58,486 ↑
Louisvillians with a Bachelor's Degree or advanced degree	Institutions of higher learning	College students (Fall 2025)

↑↓ Increase/Decrease from 2024 Economic Impact Report



JCTC Center For Science & Discovery

Source: Louisville Downtown Partnership
U.S. Census On The Map (2023)

Downtown Events & Festivals

As of December 2025

30+

2025 Downtown Events
and festivals

**Top Destinations, Events,
and Celebrations**

-Travel Dreams Magazine

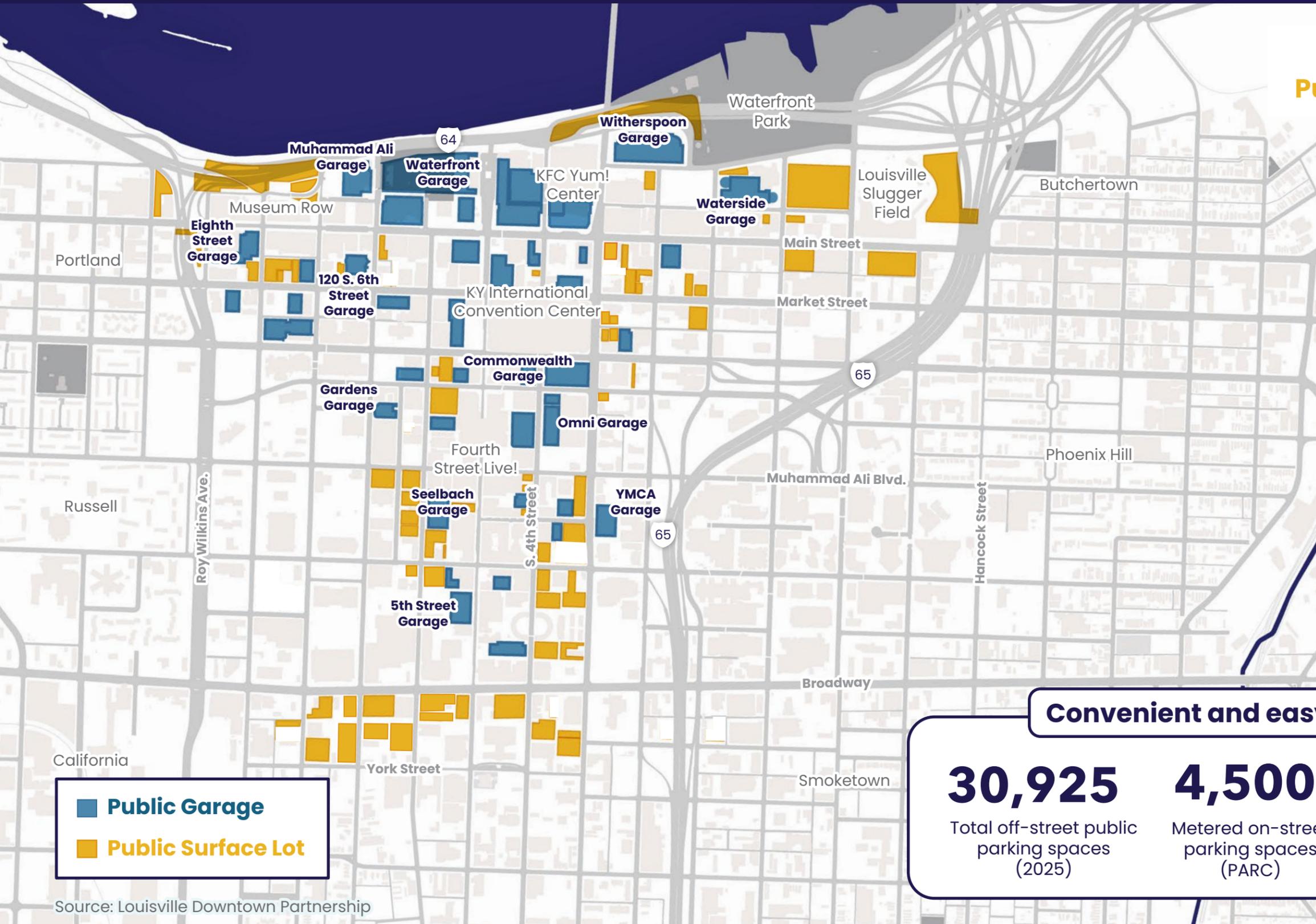


Source: Louisville Downtown Partnership

Downtown Public Parking

As of December 2025

LOUISVILLE
DOWNTOWN
PARTNERSHIP



Public Garage (24,246 Spaces)
Public Surface Lot (6,679 Spaces)



Convenient and easy parking

30,925	4,500	55,944
Total off-street public parking spaces (2025)	Metered on-street parking spaces (PARC)	Total off-street public & private spaces (2025)

Source: Louisville Downtown Partnership