

VICE PRESIDENT OF CONVENTION DEVELOPMENT

Louisville Tourism | Louisville, KY





Louisville, Kentucky

Home to the World's Only Urban
Bourbon Experience

Yes, Bourbon is a spirit that comes in a glass, but it's also the spirit that defines Louisville's culture, arts and creative energy. It's this kind of spirit that helped create Bourbon City itself - a city that combines heritage with innovation, authenticity with originality, and quirkiness with friendliness in a way that's completely unique to our region.

Once called the Gateway to the South, Louisville is an entirely different type of Southern. With a booming Bourbon renaissance, iconic attractions, world-class hotels and venues, and a renowned culinary scene, Louisville is an experience like no other city.

Louisville boasts over 120 attractions that rival those of top-tier cities, including a major amusement park, public zoo, and botanical garden. Yet it's the city's unique offerings that truly set it apart. Visitors can explore the world's only walkable whiskey experience and three iconic sports landmarks: Churchill Downs and the Kentucky Derby Museum celebrate Kentucky's famed thoroughbred racing heritage, while the Louisville Slugger Museum & Factory, where most MLB bats are made, offers visitors a memorable mini bat (which also doubles as a muddler!). Additionally, Muhammad Ali chose Louisville as the site for a world-class museum chronicling his legendary journey to becoming the original GOAT.

Another hallmark of Kentucky – Bourbon – has taken center stage as a “must do” when visiting the city. The Urban Bourbon Experience is comprised of more than 20 distilleries and Bourbon experiences that are open for public tours and tastings. The Urban Bourbon Trail showcases the more than 40 bars and restaurants with 70+ Bourbons for the ultimate culinary and cocktail experience.

Beyond the art of the barrel, Louisville is one of only a handful of U.S. cities with a professional full-time orchestra, opera, ballet, children's theatre, dinner theatre, and Broadway Series. The Speed Art Museum and the KMAC both showcase the visual arts in their own stunning spaces. These, plus 30 local breweries, historic homes, confectionaries, Olmsted-designed parks, and Billboard-recognized music festivals, comprise the fabric of Louisville's cultural scene.

A culinary adventure in Louisville takes you deep into the heart of the Bourbon Country lifestyle. But Bourbon isn't the only star of our menus. Our chefs are taking traditional regional Southern dishes and putting their own unique twists on them, making Louisville the epicenter for “New Southern Cuisine.” And, of course, you'll need to learn the local food language of treats like Benedictine, Burgoo, Modjeskas, and the Hot Brown.

Louisville embodies a spirit that's as bold and distinct as the Bourbon it's famous for. It's a city where heritage meets innovation and where community thrives amidst a backdrop of world-class attractions, culinary delights, and cultural richness. Come join us in Louisville, where every day promises a new adventure, and every corner reveals a piece of our vibrant soul. Discover why Louisville isn't just a destination but a way of life unlike anywhere else.



Explore Louisville's Neighborhoods

North, south, east or west – Louisville offers a wealth of attractions and fantastic historic architecture in every direction.

Much like the boroughs of New York City, Louisville's neighborhoods each have their own distinct personalities.

Dive into the heart of downtown Louisville by visiting our "Times Square," Fourth Street Live!, the city's entertainment district.

Right up the road is Louisville's historic Whiskey Row, an area full of history and character like NYC's Greenwich Village. Appropriately named Whiskey Row, as it was home to the Bourbon industry in Louisville, this area of Main Street is returning to its roots with distilleries and bourbon-themed businesses and accommodations.

Nestled right on the edge of downtown is our very own Meatpacking District, Butchertown. It isn't just the name or industry that aligns these two; it's also the exclusive nightlife and dining.

The Highlands and NuLu will remind you of famous Brooklyn boroughs, offering a view of local culture with coffee shops, breweries, and laidback bars at every turn.

[Butchertown](#) [Clifton & Crescent Hill](#) [Downtown Louisville](#) [East Louisville](#) [Germantown](#) [The Highlands](#) [Nulu](#)
[Old Louisville](#) [Portland](#) [Shelby Park & Smoketown](#) [South Louisville](#) [Southern Indiana](#) [West Louisville](#)

About Louisville Tourism

As the official destination marketing organization for Louisville, the agency's mission is to enhance Louisville's economy through tourism - to position and sell the community worldwide, in partnership with the public and private sector, as a premier destination for conventions, trade shows, corporate meetings, group tours, and individual leisure travel. In pursuit of its mission, Louisville Tourism generates increased visitor spending, local tax receipts, and job development.

Every day, as the city's primary destination marketing organization, Louisville Tourism looks for smart, innovative ways to bring more visitors here to experience the authentic hospitality we have to offer. Visitor traffic drives economic development through tourism. More outside spending in our community sustains and creates jobs and raises the quality of life for those living here. And unless you were born here, everyone is a visitor first. Louisville Tourism is dedicated to remaining competitive with other world-class destinations to bring more tourists, meetings, conventions, and events to the city.

Louisville has not one, but TWO convention centers: one adjacent to the airport and one in the center of downtown.

[The Kentucky International Convention Center \(KICC\)](#), located in the heart of downtown within walking distance of iconic attractions and distilleries, recently underwent a \$207M expansion and renovation.

[The Kentucky Exposition Center](#), the sixth largest facility of its kind in the United States, is located adjacent to the Muhammad Ali Louisville International Airport.

[The KFC Yum! Center](#), a multi-purpose arena located downtown, has a wide variety of spaces available to suit the needs of any large corporate gathering or event in addition to sporting events and concerts.



POSITION SUMMARY

The Vice President of Convention Development is responsible for managing the convention sales team to achieve identified goals within sales accounts, site visits, and tentative and definite room night production. The convention sales team includes three regional directors (Midwest, Mid-Atlantic, and Southeast), three Louisville based Directors, 1 Sales Information Manager, 9 Sales Managers, 4 Sales Assistants, and 1 Sales Coordinator.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Lead and execute the approved sales and marketing plan for the Convention Development team.
- Maintain sales policy and procedures around accurate sales reports, future funding, booking pace, and other sales reporting.
- Develop selling strategies around different market segments that Louisville Tourism and our destination partners want to host.
- Oversee the planning and preparation, activation, follow-up, and ROI of all direct selling activities.
- Establish room night production goals for the Convention Development team.
- Maintain effective relationships with industry organizations and local hotel and venue partners.
- Responsible for the department executing and achieving approved budgets.
- Attend Louisville Tourism Commission meetings and present reports outlining department activities and achievement of key goals.
- Maintain accurate CRM reporting and stored customer data for improved selling results.
- Work with the Executive Vice President and President/CEO on assigned projects.
- Collaborate with the Executive Vice President, Director of Convention Sales, and a hired facilitator on 2 Client Advisory Council programs each year.
- Candidates must possess strong interpersonal communication skills.
- Strong mentoring and training skills are required.

QUALIFICATIONS

- A four-year college degree and a minimum of ten years of sales experience in a hotel or CVB.
- The ability to work under pressure and meet deadlines.
- Computer Proficiency in PowerPoint, Excel, Word, Simpleview CRM.
- An ability to train and develop sales managers.
- Strong organizational skills, spreadsheet, and budgeting aptitude.
- Work aggressively at building Destination and Bureau operational knowledge.
- Excellent communication and leadership skills.



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If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Nicole Newman.

SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.