

*For more information, contact the Louisville CVB Press Office:*  
Katie Cottner, [kcottner@gotolouisville.com](mailto:kcottner@gotolouisville.com), 502-560-0013  
Susan Dallas, [sdallas@gotolouisville.com](mailto:sdallas@gotolouisville.com), 502-560-1480  
Nancy Stephen, [nstephen@gotolouisville.com](mailto:nstephen@gotolouisville.com), 502-560-1488  
Stacey Yates, [syates@gotolouisville.com](mailto:syates@gotolouisville.com), 502-560-1462

## Visiting Louisville is Now Easier: Airport and Convention & Visitors Bureau Partner Online

LOUISVILLE, KY (March 26, 2006) – Louisvillians inviting friends and family or business travelers to Louisville, now have two online tools to make booking flights, hotels and attractions much easier. The Greater Louisville Convention & Visitors Bureau (Bureau) and the Louisville Regional Airport Authority (LRAA) have teamed-up online to better serve the traveling public. On the Bureau’s website, [www.gotolouisville.com](http://www.gotolouisville.com), users can purchase hotel and attraction packages, then be linked directly to the airport’s website, [www.flylouisville.com](http://www.flylouisville.com), to book airfare. From FlyLouisville.com the airport offers a reciprocal link to the Bureau’s website.

“This partnership will benefit travelers by making travel reservations less complicated,” said Jim Wood, president and CEO of the Bureau. “We think we have one of the most innovative and comprehensive websites in the country and this new feature sets us apart from other cities.” The Bureau offers numerous discount packages year-round through its website and call center. Travelers can purchase pre-built packages or can build their own unique package tailored to their interests.

FlyLouisville.com is a user-friendly reservation tool that allows travelers to purchase airline tickets, reserve hotel rooms and rent cars from hundreds of airports worldwide. “This partnership allows Louisville International Airport to use its low fares and quality non-stop jet service to encourage travelers nationwide to consider the Louisville area for their next vacation getaway,” said Skip Miller, executive director of the Louisville Regional Airport Authority. “Through this exciting collaboration, the airport and convention and visitor’s bureau will provide prospective visitors to Louisville direct access to two of the most comprehensive travel planning resources in the nation.”

Louisville International Airport is the largest airport in the United States to offer its own online travel reservations system and to allow travelers to earn reward points with each travel purchase good for discounts on airport gifts, food, parking and admissions to the airport’s travel club and business lounge.

end