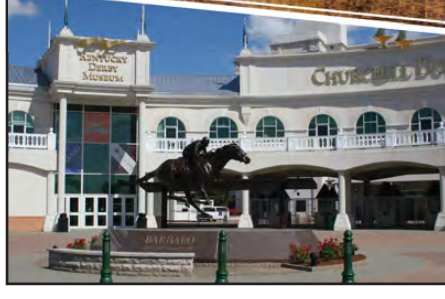


GET A TASTE OF THE KENTUCKY
DERBY CULTURE



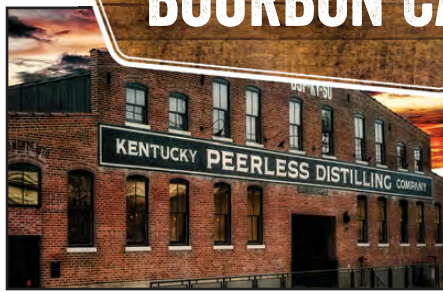
The **Kentucky Derby** is considered the most prestigious thoroughbred horse race in the world. Ask any owner, trainer and jockey if they could win only one race – the Kentucky Derby would be the unanimous answer. Perhaps few things say Louisville quite like the Kentucky Derby. It is America's longest running sporting event and is known as the "most exciting two minutes in sports." The tradition and magic that surrounds this first Saturday-in-May event is legendary. And, while it is a spectacular event, the **Kentucky Derby Museum** and **Churchill Downs** are experts at capturing the Derby Experience any day of the year.

- **Spring and Fall Live Racing Dates**
- **Greenhouse and Garden Tour**
- **Behind-the-Scenes Tour**
- **Barn and Backside Tour**
- **Kentucky Derby Packages:** Includes tickets to Churchill Downs, hotels, food, beverage and transportation
- **Interactive exhibits**
- **The Greatest Race 360° immersive media experience**
- **Resident thoroughbred on site**





COME TO A PLACE BOURBON CALLS HOME



THE HEART OF DOWNTOWN... THE HEART OF THE URBAN BOURBON SCENE

Bourbon is a true hallmark of Kentucky. The spirit is as iconic to the state as thoroughbred horses. It's America's only native spirit, and its place in Louisville history was established decades before the current acclaim that bourbon savors today.

URBAN BOURBON TRAIL

Like Napa Valley is to wine-making, downtown Louisville is to Bourbon...only better...our experience is walkable, with nearly 40 culinary and cocktail experiences from which to choose. As you're "hiking the trail" make sure to pick up an official Urban Bourbon Trail Passport and have it stamped at each location. Collect six stamps and receive a free souvenir t-shirt.

- Evan Williams Bourbon Experience
- Kentucky Peerless Distilling Co
- Jim Beam Urban Stillhouse
- Bulleit Frontier Whiskey Experience
- Angel's Envy Distillery
- Copper & Kings American Brandy

- **COMING SOON:**
- Old Forester Distillery
- Michter's Distillery
- Rabbit Hole Distilling



LOUISVILLE'S CULINARY SCENE IS BURSTING WITH FLAVOR



Good food is something that can bring people together and create memories that can last a lifetime. Louisville has become a true culinary destination. And while the city did not invent New Southern Cuisine, it has tweaked it, fried it, poached it, and most importantly added bourbon. The culinary flavors of our town are tried and true Southern cuisine with a twist. We invite you to come and take a seat at our table. We promise, you won't leave hungry.

- **Bon Appétit** has called Louisville "One of the best foodie small towns in America."
- **Zagat** says, "Louisville is one of the 7 up and coming foodie towns in America."

- **Southern Living** named Louisville "One of the top 10 tastiest towns."
- **Food & Wine** calls Louisville's East Market Street "One of the 10 Best Foodie Streets in America."

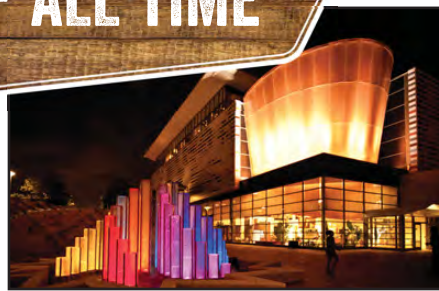
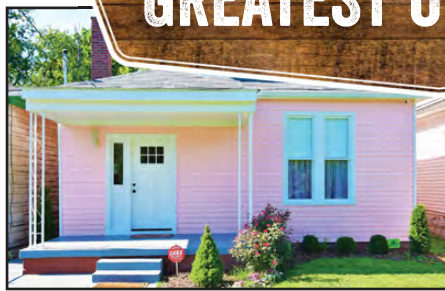
Food Fact: Louisville has more local independent restaurants per capita than any other American city.

SOUTHERN SUPPER SERIES BY MINT JULEP TOURS

Hop around the city's best restaurants on an urban foodie adventure. These progressive dinners include expertly crafted dishes paired with cocktails from top chefs. Themes include *Chicken Fried*, *Butter My Biscuit* and *Getting Pickled*.



HOME TO MUHAMMAD ALI GREATEST OF ALL TIME



A TRUE HOME TOWN HERO

Muhammad Ali was born and raised in Louisville. And while he traveled all over the world during his career, Ali always considered Louisville his home, speaking often on how much he loved the city and its people. Louisville held a special place in his heart, and equally so, the city adored him.

- Muhammad Ali Center
- Muhammad Ali Childhood Home
- Cave Hill Cemetery

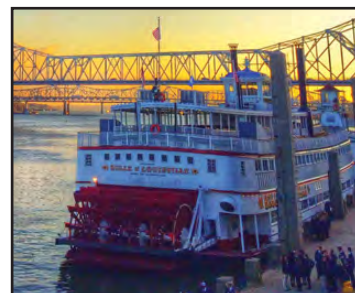
- Columbia Auditorium in Spalding University (formerly known as Columbia Gym)
- Second Street Bridge
- Central High School

ALI'S LOUISVILLE

A self-guided tour with stops at a few of the most significant places in Ali's life, including his boyhood home, the site of his first fight, where he attended high school and his final resting place, to name a few.



COLONELS, SLUGGERS AND RIVERBOATS ICONIC LOUISVILLE



LOUISVILLE SLUGGER BATS AND KENTUCKY FRIED CHICKEN

Louisville is home to two of the most recognized "brands" both nationally and internationally. The Louisville Slugger Bat is made in Louisville and plays a major role in baseball, America's national pastime. Colonel Harland Sanders is "the face" of Kentucky Fried Chicken, now known as KFC. Both baseball and fried chicken are two staples of the true American lexicon, and both have deep roots in Louisville. Louisville Slugger Bats are manufactured in Louisville. KFC World Headquarters is in Louisville, and Colonel Sanders has his final resting place in Louisville.

- Louisville Slugger Museum & Factory
- Col. Harland Sanders exhibit at the Louisville Visitor Center
- Cave Hill Cemetery

THE MIGHTY OHIO RIVER

It is because of the Ohio River that the city of Louisville was born. Because of a natural drop in the flow of the river, Louisville was established as the place where goods and services were portaged around the treacherous "falls of the Ohio." The river today remains a source of influence on shaping the city's heritage and serves as a community gathering place on its banks.

- Waterfront Park
- Big Four Pedestrian Walking Bridge
- American Queen Steamboat Company American River cruising with themed itineraries including Kentucky Derby, Bourbon and Big Band.

- Routes include Memphis to Louisville and Louisville to Cincinnati
- Belle of Louisville
- Mary M. Miller
- Louisville Loop Trail
- McAlpine Locks and Dam



URBAN EASE

Louisville is Kentucky's largest city. The city has the amenities and appeal of a big city, but has the feel and navigability of a smaller town. It prides itself on having the best of both worlds.

• **Museum Row on Main/Main Ticket** Seven iconic attractions with one purchase at over 50% off and valid for one year (including Frazier History Museum, Louisville Slugger Museum & Factory, the Muhammad Ali Center and the Evan Williams Bourbon Experience).

- Trolley de Ville
- LouVelo Bike Share
- ZeroBus

EASY TO GET HERE HARD TO LEAVE

Louisville Convention & Visitors Bureau The Louisville CVB would like to make it as easy as possible for you to plan a tour to our area.

The following International Receptive Operators and Tour Companies are currently offering Louisville product:

Tour Mappers • Sweet Magnolia • ATI • Allied T Pro • Tourico Holidays



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