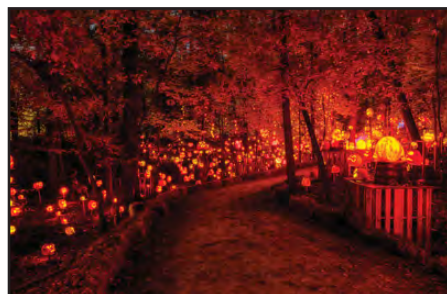


ONE VISIT AND YOU'LL FOREVER BE A LOUISVILLE GROUPIE

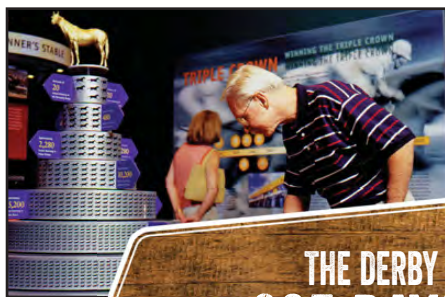




## CHRISTMAS IN LOUISVILLE HOLIDAYS BY DAY & NIGHT

Louisville never stops planning ways to make your group's holiday trip a unique and festive affair. The one-of-a-kind yuletide fun found in Louisville promises to bring smiles and giggles to everyone involved. Old favorites and new happenings are what you will find in Louisville during the Christmas season.

- **KENTUCKY DERBY MUSEUM** Holiday magic transforms racehorses into racing reindeer
- **FRAZIER HISTORY MUSEUM** Toy soldiers and nutcrackers await your group
- **LOUISVILLE MEGA CAVERN** Lights Under Louisville, one of the Top 10 Christmas Light Shows in the nation
- **HISTORIC OLD LOUISVILLE** The city's most beautiful neighborhood dresses itself in old-world finery and festive décor
- **CONRAD-CALDWELL HOUSE MUSEUM** Historic home where you can be transported back to a Victorian yuletide
- **AUDUBON COUNTRY CLUB** Transforms into a quaint Christmas lodge for group-friendly meals and activities
- **LOUISVILLE BALLET** Celebrate the season with *The Nutcracker*
- **DERBY DINNER PLAYHOUSE** Enjoy a buffet of Southern fare while enjoying a traditional holiday classic like *A White Christmas*, *A Christmas Carol*, and *It's a Wonderful Life*
- **IROQUOIS AMPHITHEATRE** See an original holiday stage play *All the Who's in Whoville*
- **EVAN WILLIAMS BOURBON EXPERIENCE** Tour the distillery and enjoy holiday cheer
- **MARY M. MILLER RIVERBOAT** Take a ride on the city's newest riverboat, named after the first female steamboat captain in the US
- **SCHIMPF'S CONFECTIONARY** One of the oldest, continuously operated, family-owned candy businesses in the US



## THE DERBY EXPERIENCE 365 DAYS A YEAR

Attending the Kentucky Derby is at the top of many people's bucket list. The tradition and magic that surrounds this event is legendary. And, while it is a spectacular event, the Kentucky Derby Museum and Churchill Downs welcomes groups anytime of the year, offering a Derby-like experience during the Spring and Fall Meets.

### KENTUCKY DERBY MUSEUM & CHURCHILL DOWNS

- **BACKSTRETCH BREAKFAST** Enjoy a hearty Southern breakfast while you watch thoroughbred's workout
- **"THE GREATEST RACE"** Watch a showing of this 360° immersive media experience
- **A DAY OF RACING** at Churchill Downs during Spring and Fall Meets
- **HATITUDE** Design your own Derby hat activity
- **HORSE TALK** Learn insider tips on wagering at the track
- **CHEF'S TABLE** A buffet lunch on Millionaire's Row

### OTHER TOUR OPTIONS TO CONSIDER:

- **BELLE OF LOUISVILLE OR MARY M. MILLER RIVERBOATS** Lunch or Dinner cruise
- **HERMITAGE FARMS TOUR** See where past thoroughbreds reside, including a number of champions from the Kentucky Derby
- **DERBY TRAINING CAMP** Derby Training Camp & Kentucky Derby Tour Packages - provided by U.S. Tours



## FALL IN LOVE WITH AUTUMN IN LOUISVILLE

The fall is a special time of year, it brings cooler weather and even cooler events in Louisville. We have just what you need to fit your expectations.

- **JACK O' LANTERN SPECTACULAR** A one-of-a-kind experience that combines artistry and pure fall fun. This event has been named one of ABA's top 100 events in North America
- **KENTUCKY DERBY MUSEUM** Make your own Halloween Derby Hat and partake in a Horses & Haunts Tour
- **CHURCHILL DOWNS** Fall Racing with a Chef's table Buffet on Millionaire's Row
- **CONRAD-CALDWELL HOUSE MUSEUM** Hear the stories of the Conrads and Caldwells as you step back in time and learn more about this historically haunted neighborhood
- **MARY M. MILLER** Cruise and enjoy lunch or dinner aboard the city's newest riverboat

## MAXIMIZE YOUR LOUISVILLE EXPERIENCE

### GROUP PACKAGE INFORMATION

A few of Louisville's iconic attractions have made planning easier by offering packages that combine top group-friendly destinations.

- **THE DAILY DOUBLE** Package includes admission to the Kentucky Derby Museum, a showing of the Greatest Race, historic walking tour of Churchill Downs, seating on Millionaire's Row with Chef's lunch buffet.
- **BOURBON AND BASEBALL** Enjoy two world-class tours that are unique to Louisville. Louisville Slugger Museum & Factory & Evan Williams Bourbon Experience.
- **LOUISVILLE LEGENDS** Visit three of Louisville's most legendary stops. Tour Louisville Slugger Museum & Factory, then head to the Kentucky Derby Museum and Churchill Downs.
- **DOUBLE PLAY PACKAGE** After visiting Louisville Slugger Museum & Factory, "swing" over to Louisville Slugger Field for fun baseball action as the Louisville Bats, the Triple-A affiliate of the Cincinnati Reds, take the field.
- **BATS & BOATS** Visit Louisville Slugger Museum & Factory in the morning, cruise and dine aboard the charming Belle of Louisville or the city's newest riverboat, the Mary M. Miller.
- **NUTCRACKER: THE EXHIBITION, 60 YEARS OF MAGIC AND MAJESTY** Includes tour of the Frazier History Museum and Nutcracker Holiday exhibit and Paint-Your-Own nutcracker ornament at Stoneware.



## 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 destination that offers a great culinary experience, and invites your group to come and take a seat at our table.

- **HISTORIC BROWN HOTEL** Home of the "Hot Brown," the dish that has been enticing diners from around the world since 1926
- **EVAN WILLIAMS BOURBON EXPERIENCE** Enjoy a bourbon tasting that includes decadent chocolate pairings
- **BOURBON BARREL FOODS** located in the Butchertown Market, offers "cooking with bourbon" classes, as well as bourbon related food products available for purchase
- **CELLAR DOOR CHOCOLATES** Watch chocolate making demonstrations that end with a tasting
- **BELLE OF LOUISVILLE** Make dinner plans to enjoy a Southern-style dinner and cruise
- **KENTUCKY DERBY MUSEUM & CHURCHILL DOWNS** Enjoy the *Backstretch Breakfast* with exclusive access to the early morning workouts and the trackside kitchen



# SHOW A LITTLE LOVE GET A LITTLE LOVE



### 15 ROOMS TO LOVE

The 15 Rooms to Love Rewards program offers monies for you or your group. Book a tour with at least 15 rooms or more in 2017 or 2018 and the Louisville CVB will give you either a \$500 shopping spree at our Louisville Visitor Center (that can be divided and used by your group members for souvenir shopping), or \$250 cash for you to enjoy. This incentive is available one time only in each calendar year, and received only after a rooming list has been provided to the CVB and tour group is present in Louisville. Restrictions may apply.



### RED CARPET ARRIVAL PROGRAM

A memorable tour starts with a welcome they'll never forget. Call it Southern hospitality with a splash of Hollywood. Simply contact our Tourism Department when you book overnights in Louisville and mention the Red Carpet Arrival Program — we'll do the rest. Your customers will receive a warm, personalized welcome at their hotel, red carpet and all.

### FREE TWO-HOUR STEP-ON GUIDED DRIVING TOUR

The Free 2 Hour Step-On Guided Driving Tour incentive gives you a sampling of what both Kentucky and Indiana offers as a tourist destination. Book one destination, and experience two.

Book at least 15 rooms or more in 2017 or 2018 in either a Louisville or Southern Indiana participating hotel and get a FREE two-hour step on guided tour of some of the most treasured and unique historical experiences on both sides of the Ohio River.



### LOVING LOUISVILLE WITH SO MUCH TO LOVE...LOVING LOUISVILLE IS EASY!

You know how welcoming Louisville can be...truly a warm and friendly place that loves to introduce your group to our cool city. The Loving Louisville Loyalty Club has gotten even better in showing the love we have for operators who come back to the city again and again. Along with the six-month and annual "reward" already as incentive, the Club will now show you the love with \$250 cash for you to enjoy.

### NEXT TIME: STAY A LITTLE LONGER IN LOUISVILLE

Passing through Louisville? The CVB has developed a kit that can be used to promote future bookings to Louisville. The kit is chock-full of trivia, facts and word search puzzles for your passengers to solve. In addition to friendly competition for Louisville-related prizes, your group will learn about all the possibilities the city has to offer.



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