

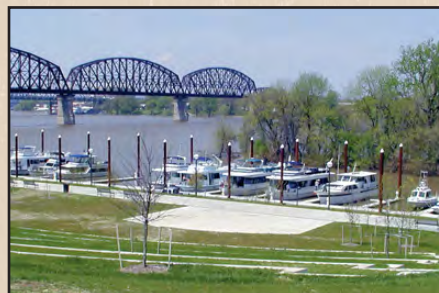


LOUISVILLE...TEACHER-TESTED AND
STUDENT-FRIENDLY



LOUISVILLE
EST. 1778

LOUISVILLE...A CITY BUILT FOR HIGH PERFORMANCE



BELLE OF LOUISVILLE AND THE MARY M. MILLER RIVERBOATS

Our fleet of riverboats – The Belle of Louisville and her new “sister,” the Mary M. Miller – both play significant roles in our nation’s waterways history.

- Both boats offer performance space on deck as well as on the wharf

CONRAD-CALDWELL HOUSE MUSEUM

One of Louisville’s historic homes in the city’s most beautiful neighborhoods.

- The house provides a splendid backdrop to any musical performance

DERBY DINNER PLAYHOUSE

One of the oldest and largest dinner theatres in the country, known for its professional Broadway productions.

- Student performance groups can take the stage at this bastion of the performing arts

FOURTH STREET LIVE!

Located in the center of Louisville’s entertainment district.

- Perform under a great covered, outdoor venue
- The space can accommodate small and large groups as well as marching bands

FRAZIER HISTORY MUSEUM

Brings history to life for visitors through exhibits, artifacts and live performances every day.

- The “Great Hall” can accommodate both large and small groups
- The museum has an audience capacity of 150

KENTUCKY DERBY MUSEUM & CHURCHILL DOWNS

One of the premier attractions in the Louisville region, celebrating the tradition and history of the world-renowned event that is the Kentucky Derby.

- The Museum’s courtyard is a perfect location for student performances

KENTUCKY KINGDOM & HURRICANE BAY

Louisville’s theme park has several different areas that can be used for student performances.

- Aqua Theatre
- Picnic Grove space

LOUISVILLE SLUGGER MUSEUM & FACTORY

One of the greatest sports museums in the world. Offers daily factory tours and interactive fun.

- Performance area options include outdoors in front of the Big Bat that marks the entrance as well as the Museum’s Main Hall

LOUISVILLE WATERFRONT PARK

Louisville’s award-winning park on the banks of the Ohio River.

- All performance space is outdoors

WATERWORKS MUSEUM AND THE LOUISVILLE WATER TOWER

Step inside the WaterWorks Museum to see the history of Louisville’s water come to life!

- Grand Hall - vocal and instrumental performance groups
- Visual arts and theatre performances can also be accommodated
- Promote student performances via its website and social media channels

LOUISVILLE ZOO

Louisville Zoo is home to over 1,700 exotic animals in naturalistic and mixed animal settings representing both geographical areas and habitats.

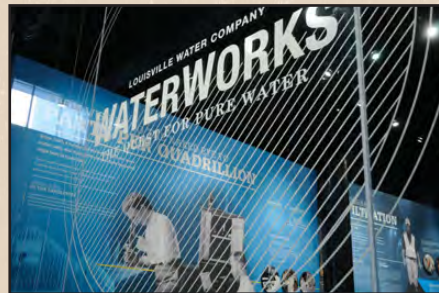
- Students perform in large amphitheater
- Small performances around the seals and sea lions

THE KENTUCKY CENTER

The Kentucky Center is home to Louisville’s orchestra, ballet, opera, children’s theatre and the Broadway Series.

- Perfect spot for choirs, small orchestras and full bands

WELCOME TO A CITY FULL OF TEACHABLE MOMENTS



BELLE OF LOUISVILLE AND THE MARY M. MILLER RIVERBOATS

- Both the Belle of Louisville and the Mary M. Miller play significant roles in our nation's waterways history

LOUISVILLE SLUGGER MUSEUM & FACTORY

Louisville Slugger Museum & Factory is a fun, educational day outside the classroom.

- Bat making process from forest to factory
- Witness scientific principles at work
- Enjoy history and art from a uniquely sporty perspective

KENTUCKY SCIENCE CENTER

This State Science Center of Kentucky has served the state's educators as a partner in propagating cutting-edge science education.

- Educational classes, labs, interactive exhibits and hands-on learning
- Science is taught in an engaging, educational and entertaining way

FRAZIER HISTORY MUSEUM

The Frazier Museum is a world-class museum that provides an unforgettable journey through history.

- Variety of programs takes "history off the page" and makes it relevant to our lives today

MUHAMMAD ALI CENTER

Muhammad Ali was a global humanitarian and lived his life based on six core values; confidence, conviction, dedication, respect, giving and spirituality.

- A visit to the Ali Center includes both classroom instruction and hands-on activities through the Center's exhibits

KENTUCKY DERBY MUSEUM & CHURCHILL DOWNS

The Derby Museum celebrates the most important thoroughbred horse race in the world.

- Horses take center stage in a curriculum that covers the arts and humanities, math, science, social studies and more

KENTUCKY KINGDOM & HURRICANE BAY

Theme park with thrill rides, water park and entertainment for all ages.

- Learn about the "science of motion"
- Enjoy the thrills and delights at one of the best theme parks in the region

LOUISVILLE ZOO

Louisville Zoo is home to over 1,700 exotic animals in naturalistic and mixed animal settings representing both geographical areas and habitats.

- The Zoo serves as a living classroom
- Students of all ages develop an appreciation for, and a sense of responsibility toward the treasure of animal and plant life on our earth

LOUISVILLE MEGA CAVERN

Louisville Mega Cavern is an underground adventure rich in history, geology, mining, recycling, green building technology.

- This man-made cavern has a range of educational tracks that can be utilized

WATERWORKS MUSEUM AND THE LOUISVILLE WATER TOWER

WaterWorks Museum highlights Louisville Water' Company's archive of historic photographs, films and memorabilia, some of which dates back to 1860.

- Educational trips focus on the science of clean drinking water
- Curriculum includes architecture, engineering, innovated living, math and literacy
- Team building activities

LOUISVILLE WATERFRONT PARK AND WHEEL FUN RENTALS

Learn the history of Louisville and why the river was such a determining figure in why the city was founded.

- Economic importance of the river and its value to the community
- Students can also walk or bike across the Big Four Pedestrian Bridge to Indiana



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.

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.



STUDENT T-SHIRT PROMOTION

Deck your group out in fine Louisville swag. Tees make for a great student souvenir of the trip and a great way to unify and ID your group. All your group must do is stay at least one night in a Louisville accommodation of your choice and we will provide a personalized t-shirt for all of your students.



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.

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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