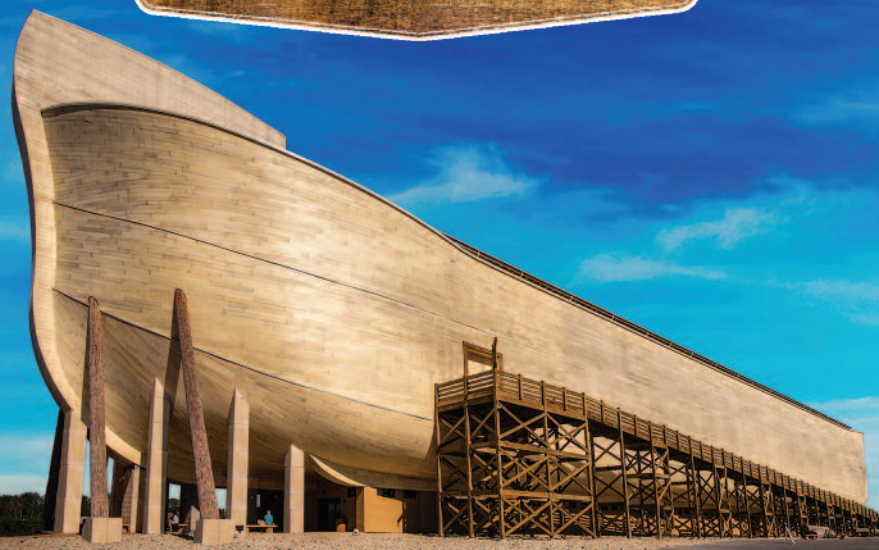


LOUISVILLE & THE ARK ENCOUNTER TWO BY TWO INCENTIVE



MAKE LOUISVILLE THE OVERNIGHT HUB FOR YOUR TRIP TO THE ARK ENCOUNTER AND SAVE.

Book one experience from each of the categories below and “get two” rewards in return.

BOOK TWO... (Book one from each category)

Hub Experiences...

- Belle of Louisville
- Frazier History Museum
- Kentucky Derby Museum
- Louisville Slugger Museum & Factory

Spoke Experiences...

- The Ark Encounter
- The Creation Museum

...AND GET TWO

1. \$10 Room Rebate (for up to 25 rooms). Overnight stay must be booked in a Louisville hotel.

2. A Personalized Welcome Reception with Red Carpet Arrival at the Louisville Visitor Center. We will include a free souvenir for each member of your group.

This incentive is available only one time per six-month period, and is honored only after a rooming list and itinerary has been provided to Louisville Tourism. Group must be present in Louisville. Restrictions may apply.

**Need assistance with your plans? DAT Travel is the exclusive travel provider for The Ark Encounter.*

MEET YOUR GROUP TRAVEL PROS



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SHOW A LITTLE LOVE GET A LITTLE LOVE

15 ROOMS
TO LOVE
REWARDS

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 2019 or 2020 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.

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.

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 2019 or 2020 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.

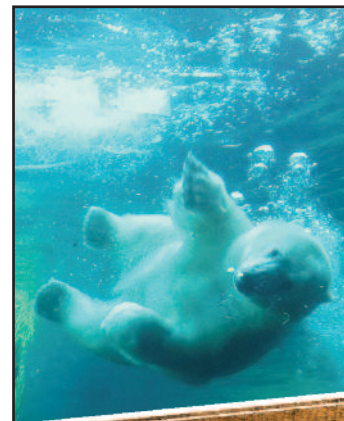


WITH SO MUCH TO LOVE...LOVING LOUISVILLE IS EASY!

The Loving Louisville Loyalty Club shows appreciation for operators who come back to the city again and again. Ask for details.



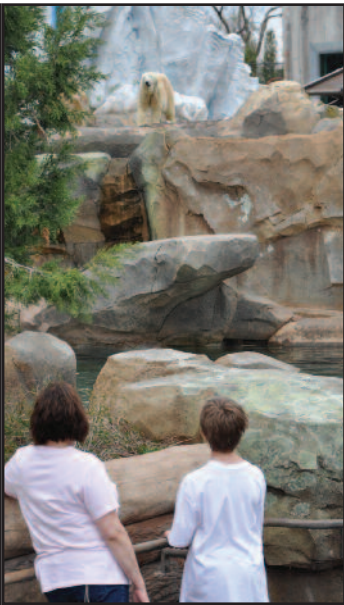
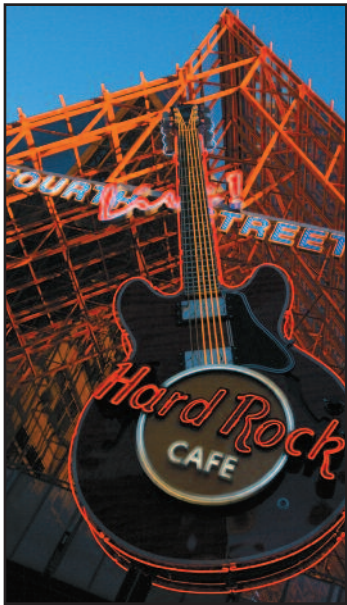
www.gotolouisville.com/travelprofessionals
800 626-5646



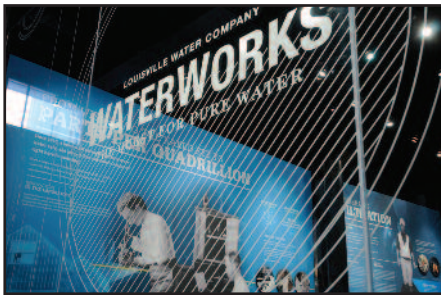
LOUISVILLE...TEACHER-TESTED AND STUDENT-FRIENDLY



LOUISVILLE...A CITY BUILT FOR HIGH PERFORMANCE



WELCOME TO A CITY FULL OF TEACHABLE MOMENTS



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
- Choirs and small bands can perform in the lobby prior to show time
- Marching bands and large choirs can perform in the parking lot

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

This museum has created exhibits and themes, developed research and embraced the mission to engage, educate and excite everyone about the extraordinary experience 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.

- Perform in front of the Big Bat that marks the entrance to the museum
- The Museum’s Great Hall is the perfect place for choirs

LOUISVILLE WATERFRONT PARK

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

- Perform in the open area at the base of the Pedestrian Bridge
- The “Big Lawn” is open to small bands, marching bands and choirs

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.

- 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

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 take “history off the page” and makes it relevant to our lives today

MCALPINE LOCKS AND DAM

Students can get a look into the U.S. Army Corps of Engineers’ Ohio River navigational system and what it takes to maintain it.

- Learn the history of the McAlpine Locks and Dam, the Falls of the Ohio and the Shipping Port Island through the outdoor interpretive center.

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.

- Curriculum available on The Civil Rights Movement, Civics and Citizenship
- 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.

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