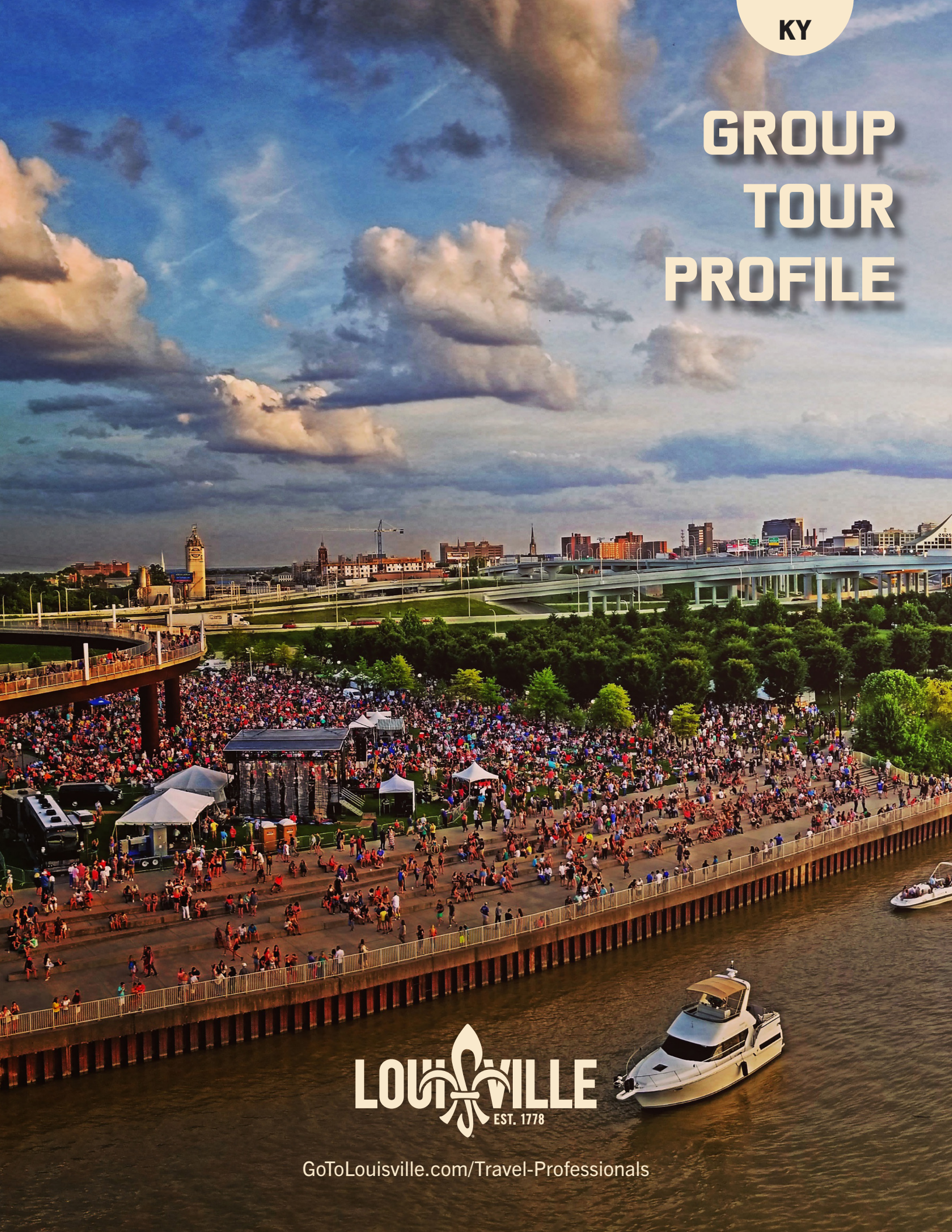


KY

# GROUP TOUR PROFILE



**LOUISVILLE**  
EST. 1778

[GoToLouisville.com/Travel-Professionals](http://GoToLouisville.com/Travel-Professionals)



Founded in 1778, Louisville, affectionately known as Bourbon City, boasts a historical legacy reflected in its iconic attractions and unique architecture. With over 120 unique attractions and an award-winning food scene, this vibrant city offers diverse experiences for all visitors. From thrilling horse races and the “Greatest” Muhammad Ali to iconic baseball bats and the art of bourbon making, every visit to Louisville is sure to be unique and memorable.



*Belle of Louisville*

## ICONIC ATTRactions

- Belle of Louisville
- Churchill Downs
- Frazier History Museum
- Historic Old Louisville
- Kentucky Derby Museum
- Louisville Mega Cavern
- Louisville Slugger Museum & Factory
- Muhammad Ali Center
- Speed Art Museum

## MARK YOUR CALENDAR

- The 100<sup>th</sup> Anniversary of *The Great Gatsby* (2025)
- America's 250<sup>th</sup> Anniversary (2026)
- The Hot Brown, 100<sup>th</sup> Anniversary (2026)
- Churchill Downs, 150<sup>th</sup> Anniversary (2025)
- Muhammad Ali Center, 20<sup>th</sup> Anniversary (2025)
- Waterfront Park, 25<sup>th</sup> Anniversary (2024)
- Louisville Slugger Museum & Factory, 30<sup>th</sup> Anniversary (2026)
- Kentucky Derby Museum, 40<sup>th</sup> Anniversary (2025)



Plan Your Gatsby Getaway:  
Group-Friendly Fun in  
Louisville Awaits.

*The Rathskeller at the Seelbach Hotel*



*Roots 101 African American Museum*

## BLACK HERITAGE

- Ali's Footsteps of Greatness
- Ali-Ville Trolley Tour
- Muhammad Ali Center
- The Best Black Baseball Team You've Never Heard Of
- Black Heritage in Racing Exhibit & Walking Tour
- The Ideal Bartender-Tom Bullock
- Kentucky Center for African American Heritage
- Roots 101 African American Museum
- U.S. Civil Rights Trail







Angel's Envy Distillery



**BOURBON EXPERIENCES**

- Angel's Envy Distillery
- Barrels & Billets
- Buzzard's Roost Whiskey Row
- Copper & Kings American Brandy
- Evan Williams Bourbon Experience
- Kentucky Peerless Distilling Company
- Stitzel-Willer Distillery
- KY Bourbon Trail® Welcome Center at the Frazier History Museum



**FALL IN BOURBON CITY**

- Belle of Louisville/Mary M. Miller
- Boo Lou Trolley Tour
- Churchill Downs Fall Racing
- Conrad-Caldwell House Museum
- Jack O'Lantern Spectacular
- St. James Court Art Show
- Stoneware & Co.



Jack O'Lantern Spectacular



Gardens Aglitter



**HOLIDAY HAPPENINGS**

- Conrad-Caldwell House Museum
- Derby Dinner Playhouse
- Christmas at Kentucky Kingdom
- Fête de Noël Holiday Festival, Paristown
- Gardens Aglitter, Waterfront Botanical Gardens
- Holiday Home Tour, Historic Old Louisville
- Lights Under Louisville, Louisville Mega Cavern
- Mary M. Miller Riverboat Cruise
- Schimpff's Confectionary



**YEAR-ROUND EVENTS & FESTIVALS**

**APRIL-OCTOBER**

LouGrass Bluegrass Series

**SPRING**

Cherokee Triangle Art Fair  
Thunder Over Louisville  
Kentucky Derby Festival  
Kentucky Derby

**SUMMER**

Ali Fest  
Juneteenth Events

**FALL**

WorldFest  
Bourbon & Beyond  
Kentucky Bourbon Festival, Bardstown, KY  
St. James Court Art Show  
Jack O'Lantern Spectacular  
Garvin Gate Blue Festival

**WINTER**

Lights Under Louisville  
Fête de Noël  
Gardens Aglitter  
Historic Old Louisville  
Holiday Home Tour



Kentucky Derby Festival Great Balloon Glow





Credit: Chelsea Nemeier, Kentucky Derby Museum

# KENTUCKY DERBY ALL YEAR

## Kentucky Derby Museum & Churchill Downs

- » Backstretch Breakfast
- » Daily Double
- » It's My Derby-Day at the Races
- » The Greatest Race
- » Hatitude

*Chef's Buffet meal included in most packages.*

## DERBY THEMED ADD-ONS

- Belle of Louisville/Mary M. Miller
- Derby City Gaming & Hotel
- Hermitage Farm Tour & Barn8 Restaurant
- Paristown Entertainment District & The Café
- Wagner's Pharmacy



## GROUP-FRIENDLY DINING

- 4th Street Live
- Black Jockey's Lounge
- Bristol Bar & Grille
- The Café
- Dasha Barbour
- Doc Crow's Southern Smokehouse & Raw Bar
- Logan Street Market
- Old Spaghetti Factory
- Troll Pub Under the Bridge
- The Village Market Food Hall

## GROUP INCENTIVES

Get ready to be rewarded on your future trips to Bourbon City with one of our incentive offerings.

- » Bourbon City VIP Welcome Reception
- » 10 Rooms to Love - Room Rebate
- » Free Two-Hour Step-On Tour Guide
- » Free Student T-Shirts
- » Red Carpet Arrival Program

Contact **Sandra Robertson** for more information & to learn about our Loving Louisville Loyalty Club.



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