



Big Things Are Happening In BOURBON CITY

Churchill Downs

LOUISVILLE'S BLACK HERITAGE EXPERIENCES

A collection of immersive Black Heritage experiences launched in the Spring of 2021 as part of Louisville Tourism's *Unfiltered Truth Collection*, which celebrates the impact of African American contributions to Louisville's history, heritage, and culture through stories many have never heard before. Experiences include the *Black Heritage in Racing Tour* at the **Kentucky Derby Museum** which highlights the accomplishments of the Black jockeys who once dominated the sport; *Unfolding the Story of The Enslaved* at **Locust Grove** where visitors can learn first-hand what life was like for the enslaved who worked and lived on the 19th century farmstead; *The Ideal Bartender Experience* at **Evan Williams Bourbon Experience** where guests meet an actor portraying Louisville native, Tom Bullock – the first Black American to pen and publish a cocktail book; as well as additional experiences at **Roots 101 African American Museum**, the **Louisville Slugger Museum & Factory**, **Frazier History Museum** and the **Kentucky Center for African American Heritage**.

BOURBON BEYOND THE DISTILLERY

Louisville has reclaimed its Bourbon heritage over the past decade with the opening of 10 urban distilleries since 2013. Now, Bourbon lovers can explore beyond the distillery with unique attractions, festivals, and hotels all while soaking up Bourbon City culture. Start your adventure on a **Bourbon City Cruiser** – A tuk-tuk style electric-powered vehicle driven by an expert tour guide connecting travelers to distilleries, cocktail bars, and sightseeing, all while on an open-air adventure.

Hermitage Farm offers a VIP Bourbon tasting in brand-new **Barn6** where guests can enjoy some of Kentucky's top Bourbons in a working horse barn alongside resident Thoroughbreds. Afterwards, guests can dine at **Barn8 Restaurant**, also housed in a reclaimed barn, and features a bar that offers bourbons from every distillery on the Bourbon Trail and a menu full of farm-to-table dishes. The **Frazier History Museum**, (the official starting point of the Kentucky Bourbon Trail®) features its own tasting experience and instagrammable wall of Bourbon at its popular *Spirit of Kentucky* exhibit. Visitors can stay at Bourbon-themed accommodations like Marriott Autograph Collection **Hotel Distil**, B&B style **Chateau Bourbon** and **Louisville Bourbon Inn**, or Louisville's **Omni Hotel** complete with prohibition-style speakeasy.

GET A TASTE OF THE KENTUCKY DERBY

The longest continually held sporting event in the U.S. continues in 2022 with the 148th running of the Kentucky Derby. Once hailed by Magic Johnson as "the Super Bowl and Mardi Gras all rolled into one", the Derby has become a national springtime holiday with its own distinct culture. For starters, locals roll out a unique menu from appetizers to desserts to cocktails. Start with triangle-cut Benedictine sandwiches using the curious light green cucumber spread Benedictine, invented by Louisville caterer Jennie Benedict in the late 1800's. Next you'll want to dive into a Kentucky Hot Brown, an open-faced hot turkey, bacon, cheese and tomato sandwich invented at the Brown Hotel in 1926. For dessert try Derby-Pie®, the official pie of the Kentucky Derby, invented at a local inn in the 1950's. Or, try Bourbon Balls, a delicacy invented by two Kentucky ex-teachers in the 1930's. Lastly, you'll want to wash it all down with a Mint Julep, the iconic Kentucky Derby cocktail that mixes up Bourbon, sugar water and mint, in a signature silver julep cup. The official hotel of the Kentucky Derby, **The Galt House Hotel**, is celebrating 50 years in 2022 and features a rotating rooftop restaurant (**Swizzle**) and legendary bourbon bar, **Jockey Silks**.

\$1 BILLION INVESTMENT IN LOUISVILLE-AREA PARKS

Home to the country's largest municipal urban forest (**Jefferson Memorial**) and one of only four completed Frederick Law Olmsted parkway systems in the US, Louisville has plenty of outdoor space to explore. Nearly 700 acres are currently under development in the area anchored by Southern Indiana's **Origin Park**, a 600 acre, \$1 billion project located directly across the river from downtown Louisville. Just west of downtown, phase IV of **Waterfront Park** is ready to break ground on an additional 22-acres planned for the already 85-acre Louisville staple. Butchertown's **Waterfront Botanical Gardens** is underway with \$65 million planned for the 23-acre site. Previously a landfill, the attraction will feature a Japanese garden, conservatory and Visitors Center. Louisville's Olmsted Parks Conservancy will be celebrating the 200th anniversary of the famed landscape architect's birth this April with a series of events taking place this spring.

80 YEARS OF MUHAMMAD ALI

Even after his passing in 2016, Muhammad Ali's lasting legacy still inspires in his hometown. The city renamed its airport to **Louisville Muhammad Ali International** in 2019 and hosts an annual **Ali Festival** every June. Fans can walk (or drive) in the **Footsteps of Greatness** on a self-guided tour around the city highlighting local landmarks that shaped Ali into a boxing superstar and internationally known humanitarian. Plan a visit to the **Muhammad Ali Center**, a six-story multicultural center and award-winning museum. Pay your respects at **Cave Hill Cemetery**, a scenic 296-acre Victorian-era National Cemetery and arboretum, which serves as The Champ's final resting place. The historic Brown Hotel offers a Muhammad Ali suite dedicated by "The Greatest" himself and showcases signed memorabilia, photos and boxing gloves.



Barn6 at Hermitage Farm



Evan Williams Bourbon Experience



Kentucky Bourbon Balls



NEW ERA OF CHEFS ADD DIVERSITY & FLAVOR

Located in NuLu, **La Bodeguita de Mima** was launched in 2020 by Cuban immigrant and Chef Fernando Martinez. You won't be able to miss the bright yellow painted exterior and Cuban-inspired decor that transports guests back in time to 1950's Cuba. Martinez' wife, Cristina Martinez brings flavors from her home country of Venezuela with recently opened **Señora Arepa**. The couple plans to open Mexican inspired **Guaca Mole** early in 2022. Also in NuLu, **The Seafood Lady** and local celebrity chef Nichelle Thurston is cooking Southern-inspired dishes at her newest location. Darnell Ferguson is rising in the ranks of Louisville restaurant royalty with the recent opening of **Tha Drippin' Crab**. After the success of his eccentric breakfast joint **Superchefs** and multiple TV appearances on The Food Network, Ferguson opened up his own Seafood establishment in West Louisville's Russel neighborhood, which is seeing a culinary comeback. Black chefs and restaurateurs Pamela Haines (**Sweet Peaches**) and Lucretia Thompson (**Lucretia's Kitchen**) are also adding to Russel's revival with their Southern-inspired soul food. Moving from Mexico City to Louisville in 2011 while working with Brown-Forman, Jesus Martinez missed his home-style Mexican breakfasts and started 23-seat **Con Huevos** in 2015. Six years later Con Huevos has become one of the city's top brunch spots and offers three locations.

SPRING FESTIVALS & EVENTS

Brew festivals **Tailspin Ale Fest** (held at historic Bowman Field Airport) and **NuLu Bock Fest** (featuring Billy goat races) both kick off the festivities every March along with the Louisville Zoo's **Wild Lights** festival. April's **Kentucky Derby Festival** is a month-long celebration of events leading up to the annual horse race and includes popular events like **Thunder Over Louisville** (30-minute firework and all day air show), the **Great Steamboat Race** (2-hour riverboat race on the Ohio) and the **Mini-Marathon & KDF Marathon** (which take you through historic Churchill Downs). The **Kentucky Reggae Festival**, **Abbey Road**

on the River and the **Forecastle Festival** (with headliner and Louisvillian Jack Harlow) all take place Memorial Day Weekend, with the **Kentucky Shakespeare Festival** and the **Kentuckiana Pride Parade & Festival** both taking place in June.

BOUTIQUE STAYS

Though Louisville has iconic hotel accommodations like the historic **Seelbach Hilton** and **Brown**, the city is seeing an emergence of boutique properties retrofitted in reclaimed spaces. NuLu's **Hancock House** opened in early 2019 in what was once a neighborhood grocery store. The 16-room micro-boutique hotel offers online check-in and key pad entry allowing visitors to bypass any hotel employees upon arrival. The recently opened **Bellwether** has a similar check-in process and is housed in a former early 1900s Police Station. Also opening in 2021, the 51-room **Grady Hotel** building was originally built in 1883 and was once a pharmacy where prescriptions of "medicinal Bourbon" were filled. Kentucky Derby hats were also once made on site at the Swann-Abram Hat Company, the partial namesake of **Wild Swann**, the Grady's in-house speakeasy-style eatery and bar. **21c Louisville** is the flagship property for the boutique hotel brand and contributes 91-rooms along with restaurant **Proof on Main** and contemporary lobby/art museum, all packaged nicely into a group of 5 separate warehouses that once housed tobacco and Bourbon products on Louisville's Main Street. Scheduled to open Fall of 2022, an 1890s-era school house and former **Joe Ley Antiques** building will undergo a roughly \$27 million renovation to become a 106-room boutique hotel with outdoor pool, rooftop bar and multiple penthouse suites.



BOURBON CITY DISTILLED

POPULATION:

616,000

29th Largest City in the U.S.

YEAR FOUNDED:

1778

DIRECT FLIGHTS:

36 Domestic Locations

DISTILLERY ATTRACTIOMS:

10

HOTEL ROOMS:

21,722

HRC MUNICIPAL EQUALITY INDEX

SCORE:

100%



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