

KY

GROUP TOUR PROFILE



Established in 1778, Louisville boasts a profound historical legacy reflected in its distinctive architecture and renowned attractions. From horse racing to baseball bat manufacturing, bourbon distillation, and being the hometown of the “greatest,” Muhammad Ali, we offer distinctive group experiences and tours you won’t find elsewhere.

ICONIC ATTRactions

Belle of Louisville
Churchill Downs
Kentucky Derby Museum
Louisville Mega Cavern
Louisville Slugger Museum & Factory
Muhammad Ali Center

BLACK HERITAGE

Footsteps of Greatness
Ali-Ville Trolley Tours
The Unfiltered Truth Collection

UNFILTERED TRUTH COLLECTION

Black Americans In Bourbon
Frazier History Museum

Black Heritage in Racing Walking Tour
Kentucky Derby Museum

On the Banks of Freedom, *The (Un)Known Project*
Songbird of the South
Kentucky Center for African American Heritage

The Best Black Baseball Team You’ve Never Heard Of
Louisville Slugger Museum & Factory

The Ideal Bartender Experience
Evan Williams Bourbon Experience

The Sankofa Experience
Roots 101 African American Museum
Unfolding the Story of the Enslaved
Historic Locust Grove

WHAT'S NEW

Ali-Ville Trolley Tours
Derby City Gaming
Logan Street Market
Paristown Entertainment District
Waterfront Botanical Gardens

BOURBON EXPERIENCES

Angel's Envy Distillery
 Buzzards Roost Whiskey Row Experience
 Copper & Kings American Brandy Distillery
 Evan Williams Bourbon Experience
 Kentucky Peerless Distilling Company
 Michter's Fort Nelson Distillery
 Stitzel-Weller Distillery
 Frazier Museum & KY Bourbon Trail Welcome® Center



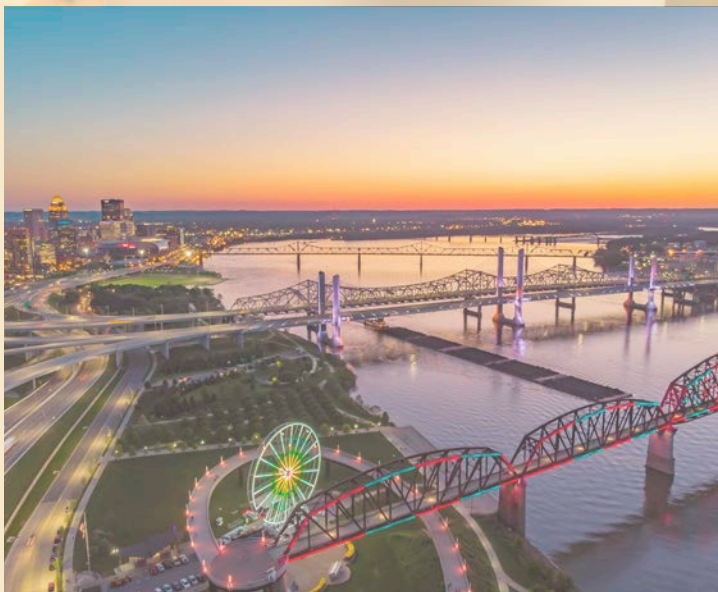
FALL IN BOURBON CITY

Belle of Louisville/Mary M. Miller
 Boo Lou Trolley Tour
 Churchill Downs Fall Racing
 Conrad Caldwell House Museum
 Jack O'Lantern Spectacular
 Speed Art Museum
 Stoneware Inc.



HOLIDAY FUN

Conrad Caldwell House Museum
 Derby Dinner Playhouse
 Fête de Noël Holiday Festival, Paristown
 Gardens Aglimmer, Waterfront Botanical Gardens
 Holiday Home Tour, Historic Old Louisville
 Lights Under Louisville, Louisville Mega Cavern
 Mary Miller Riverboat Cruise
 Schimpff's Confectionary



SIGNATURE ANNUAL EVENTS

FEBRUARY/ MARCH/APRIL

Wild Lights
 Lantern Festival

APRIL/MAY

Thunder Over Louisville
 Kentucky Derby Festival
 Kentucky Derby

JUNE/JULY

Ali Fest
 Juneteenth Events

SEPTEMBER

WorldFest
 Bourbon & Beyond
 Kentucky Bourbon
 Festival - *Bardstown, KY*

OCTOBER

St. James Court Art Fair
 Jack O' Lantern
 Spectacular
 Garvin Gate
 Blues Festival

DECEMBER

Lights Under Louisville
 Fete De Noel
 Gardens Aglimmer
 Historic Old Louisville
 Holiday Home Tour

KENTUCKY DERBY YEAR-ROUND

Kentucky Derby
Museum &
Churchill Downs

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

OTHER TOUR OPTIONS

Belle of Louisville
Derby City Gaming
& Hotel
Hermitage Farm Tour &
Barn8 Restaurant
Wagner's Pharmacy



AND GROUP-FRIENDLY DINING

Bristol Bar & Grille
Doc Crow's Southern
Smokehouse & Raw Bar
Logan Street Market
Old Spaghetti Factory
Paristown Food Hall
Pig Beach
The Café
Troll Pub Under
the Bridge



GROUP INCENTIVES

Be rewarded when you
book a future trip to
Louisville with one of the
incentives listed below:

- Two-by-Two Ark
Incentive
- 10 Rooms to Love
Room Rebate
- Free Two-Hour
Step-On Tour Guide
- Free Student T-Shirts

Contact **Sandra**
Robertson for more
information and to learn
about the Red Carpet Arrival
Program and our Loving
Louisville Loyalty Club.

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