



TOUR PLANNERS GUIDE

LOUISVILLE
EST. 1778



WELCOME TO LOUISVILLE – BOURBON CITY

At the crossroads of the North & South, sitting on the Ohio River, Louisville is a city full of unique authenticity and Southern hospitality. We've got the amenities of a major city and the charm of the South. Our hospitality is sure to impress your first-time visitors and will welcome your returning visitors with open arms.

The Louisville Tourism group planning professionals are here to help you plan the best possible tour of the city. Take advantage of their expertise and knowledge to put together a trip that will have your clients singing your praises. Assistance begins long before dates are booked, and continues throughout the duration of your stay.

GROUP PLANNING ASSISTANCE SERVICES:

- Hotel Assistance
- Itinerary Planning
- Promotional Material
- High-Res Images
- Familiarization Tours

BOOKING INCENTIVES 10 ROOMS TO LOVE*

Share a \$500 souvenir shopping spree at the Louisville Visitor Center with your group or enjoy \$250 cash just for yourself.

FREE TWO-HOUR STEP-ON GUIDED TOUR**

Experience the best of both sides of the river. Book one night in either Louisville or Southern Indiana and get a FREE two-hour step-on guided tour highlighting both destinations.

FREE STUDENT T-SHIRTS (BOOK 1+ NIGHTS)

Identify and unify your student group with a free shirt for your students. Available to student groups who book at least one night in a Louisville accommodation.

TWO BY TWO ARK INCENTIVE

Choose one experience from each category below and "get two" rewards in return.

BOOK TWO... (one from each experience)

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. Room Rebate per overnight stay. Rooms must be booked in a Louisville hotel.
2. A Personalized VIP Welcome Reception at the Louisville Visitor Center. Includes a free souvenir for each member of your group.

**Eligible clients must book one overnight with at least 10 rooms or more. Eligible only one time per calendar year. Incentive honored once rooming list has been successfully provided to Louisville Tourism and tour group is present in Louisville..*

***When you book 10 rooms in Louisville or Southern Indiana for at least one night.*

ALSO AVAILABLE UPON REQUEST...

RED CARPET ARRIVAL PROGRAM

Let us start your group's visit with a personalized welcome at their hotel, complete with a red carpet rollout. It's Hollywood with a splash of Southern Hospitality.

LOVIN' LOUISVILLE LOYALTY CLUB

Twice a year, in July and December, tour operators who book multiple visits to Louisville will be thanked by receiving personal recognition and an iconic gift that represents the city. Additionally, to thank you for loving Louisville, we'll love you right back with exclusive information and opportunities not available to all tour operators.

CHAT WITH A TRAVEL TRADE PROFESSIONAL



Sandra Robertson, CTIS
Senior Tourism Sales Manager
502-560-1496
srobertson@gotolouisville.com



Jessica Morgan
Director of
Tourism Development
502-379-6055
jmorgan@gotolouisville.com





MOTORCOACH FRIENDLY CITY EVENT CALENDAR

FEBRUARY/MARCH/APRIL WILD LIGHTS LANTERN FESTIVAL

More than 2,000 intricate lanterns displayed in 65 larger-than-life scenes illuminate the Louisville Zoo. Stroll through a fantastical journey along a 1.4-mile trail with interactive displays and entertainment.

APRIL/MAY THUNDER OVER LOUISVILLE

For over 30 years, Thunder Over Louisville has been the official kick-off for the Kentucky Derby Festival's two-week celebration leading up to the Kentucky Derby. Locals and visitors alike line the shores of the Ohio River and hang out at rooftop parties to enjoy the all-day airshow and visit the Chow Wagon before the day concludes with a 30-minute pyrotechnic extravaganza.

KENTUCKY DERBY FESTIVAL

The two weeks prior to the Kentucky Derby is filled with non-stop fun. The more than 70 events taking place include the Great Steamboat Race, the Pegasus Parade, hot-air balloon events, free concerts, a wine fest and so much more.

KENTUCKY DERBY

The first Saturday in May, the world turns their eyes to Louisville for the "Most Exciting Two Minutes in Sports." The iconic Churchill Downs is filled with excitement and spectacle as the crowds, in their finest Derby attire, cheer on their favorite horses throughout the day.

FESTIVAL OF FAITHS

A nationally acclaimed annual interfaith event of music, poetry, film, art and dialogue with internationally renowned spiritual leaders, thinkers, and practitioners.

JUNE/JULY FUNK FEST

For more than 20 years, the annual Funk Fest celebration brings fans worldwide together for a musical experience.

ALI FEST

Celebrating the life and legacy of Louisville's native son, the Ali Fest is a week-long festival filled with activities highlighting Muhammad Ali's impact on both the city he called home and the world.

AUGUST KENTUCKY STATE FAIR

The annual end-of-summer tradition features a midway of rides and a slew of attractions, from rooster crowing and pig-racing contests to culinary demonstrations and top-name concerts.

SEPTEMBER BOURBON & BEYOND

This multi-day festival brings together world-class, well-known musical acts, more than 40 Bourbon brands, and culinary workshops with celebrity chefs for one-of-a-kind experiences.

WORLDVEST

WorldFest offers Louisville's best international music, dance and food during this three-day annual festival held Labor Day weekend.

OCTOBER GARVIN GATES BLUES FESTIVAL

This free, annual two-day music festival in historic Old Louisville features local and national blues performers. This celebration of the blues and the arts attracts a diverse audience and multi-generational audience.

JACK O'LANTERN SPECTACULAR

For over 10 years, this popular fall festival features more than 5,000 artistically-carved pumpkins lighting up a one-third-mile trail in Louisville's scenic Iroquois Park.

ST. JAMES COURT ART SHOW

This juried fine arts and crafts show hosts over 700 artists from across North America on the first full weekend in October in the heart of historic Old Louisville among the country's largest collection of Victorian homes.

LOUISVILLE LOVES HOLIDAYS!

Louisville is all aglow during the holidays with vibrant events happening around town, even underground. As the sun sets, the **Waterfront Botanical Gardens** becomes a twinkling self-guided winter wonderland with illuminated flowers, a light tunnel and luminaries, during Garden Aglitter. The holiday season ushers in Reindeer Games at the **Kentucky Derby Museum**, as you cheer on racing reindeer. Paristown is transformed during the holidays into **Fête de Noël**, a 6-week Winter Village with shopping, an outdoor skating rink, themed events, and seasonal food and drinks to enjoy. Travel back to the holidays during the Gilded Age at the **Conrad-Caldwell House Museum** as you create your own holiday ornament during your visit. Head underground for a 30-minute ride past more than 1 million points of light to see all the glimmer and shimmer at Lights Under Louisville at the **Mega Cavern**. End your day aboard the **Mary M. Miller** for a holiday-themed dinner cruise.



BABE RUTH, TY COBB,
MICKEY MANTLE, HANK
AARON AND JOHNNY
BENCH ARE JUST A
FEW OF THE BASEBALL
LEGENDS WHO HAVE
USED THE HILLERICH &
BRADSBY COMPANY'S
LOUISVILLE SLUGGER



THE BELLE OF
LOUISVILLE, AT OVER
100 YEARS OLD, IS THE
OLDEST OPERATING
MISSISSIPPI-STYLE
STERN WHEELER
STEAMBOAT IN
EXISTENCE TODAY

FOR NEARLY 150 YEARS,
THE WORLD HAS TURNED
TO CHURCHILL DOWNS
THE FIRST SATURDAY IN
MAY FOR THE FIRST LEG
OF THE TRIPLE CROWN OF
THOROUGHBRED RACING,
THE KENTUCKY DERBY



GoToLouisville.com/travel-professionals

BELLE OF LOUISVILLE & MARY M. MILLER RIVERBOATS

belleoflouisville.org

Over 100 years old, the Belle of Louisville is the oldest Mississippi-style steamboat still in operation in the world. The Mary M. Miller is the sister ship to the Belle. She is named after Louisvillian Mary Millicent Miller, who was the first woman to attain her steamboat captain's license in 1884.

CAVE HILL CEMETERY

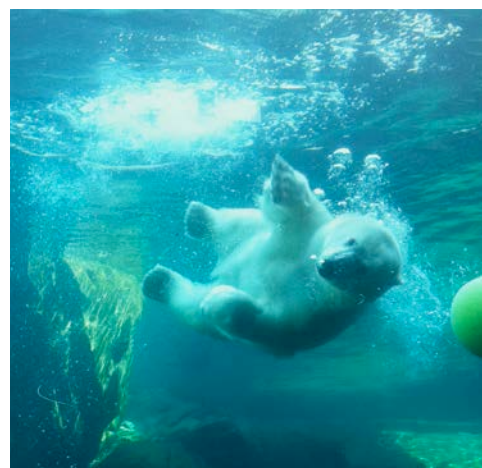
cavehillcemetery.com

Cave Hill Cemetery is a 296-acre Victorian era National Cemetery and arboretum, listed on the National Register of Historic Places in 1979. It is the burial place of Muhammad Ali, Colonel Sanders, George Rogers Clark, and others.

HISTORIC OLD LOUISVILLE NEIGHBORHOOD & VISITORS CENTER

oldlouisville.org

The crown jewel of Louisville is the Victorian Mansion district. Historic Old Louisville welcomes visitors for walking tours of the elegant homes and garden courts, museums, performances, arts festivals and excellent restaurants.



LOUISVILLE ZOO

louisvillezoo.org

The Louisville Zoo is one of the most popular attractions in the region, with over 1,700 exotic animals in naturalistic and mixed animal habitats.

ICONIC GROUP FRIENDLY ATTRACTIONS

CHURCHILL DOWNS

churchilldowns.com

Churchill Downs is America's most historic racetrack and one of the most hallowed grounds in thoroughbred racing. This is the track, with its iconic twin spires, where horse racing royalty is made. The Kentucky Derby is held every year on the first Saturday in May.

FRAZIER HISTORY MUSEUM & KENTUCKY BOURBON TRAIL® WELCOME CENTER

fraziermuseum.org

This world-class museum and welcome center is "where the world meets Kentucky." Guests can start their Bourbon adventure here with the *Spirit of Kentucky* exhibit and explore interactive exhibits that bring history to life.

HUBER ORCHARD & WINERY

huberwinery.com

Winery, tours & tastings, cheese factory, gift shop, petting zoo, farm market.

KENTUCKY DERBY MUSEUM

derbymuseum.org

The Kentucky Derby Museum, one of Kentucky's premier attractions, captures the pride, tradition and excitement of the "greatest two minutes in sports."

LOUISVILLE MEGA CAVERN, MEGA TRAM, MEGA ZIPS, & MEGA QUEST

louisvillemegacavern.com

Louisville Mega Cavern is an underground adventure rich in history, geology and mining, and is simply huge in scale. The man-made cavern is part of 17 miles of corridors located beneath the city of Louisville, making it one of the largest caverns in the U.S.

LOUISVILLE SLUGGER MUSEUM & FACTORY

sluggermuseum.com

Experience history in the making on your guided tour through the factory where the world-famous Louisville Slugger bats are made.

MUHAMMAD ALI CENTER

alicenter.org

Muhammad Ali was born and raised in Louisville. It is only natural that his hometown is the place where visitors learn his story as the greatest boxer of all time alongside the legacy and ideals of Ali as a person.

SCHIMPF'S CONFECTIONARY

schimpffs.com

One of the oldest, continuously operated, family-owned candy businesses in the U.S.



SPEED ART MUSEUM

speedmuseum.org

The Speed Art Museum is the oldest and largest art museum in Kentucky. Explore more than 6,000 years of creativity ranging from classic to contemporary artwork.



URBAN BOURBON TRAIL GROUP- FRIENDLY STOPS

An authentic Kentucky experience should include some bourbon, so why not treat your group to a meal infused with bourbon along with a handcrafted bourbon cocktail at one of the many restaurants that make up the city's Urban Bourbon Trail®.

Scan the QR code to begin your culinary journey at the city's best Bourbon bars and restaurants. Check-in from at least six different locations to receive a coveted Urban Bourbon Trail® t-shirt and become an official Urban Bourbon trailblazer.



EACH YEAR NEARLY
120,000 MINT JULEPS
ARE SERVED OVER
THE TWO-DAY PERIOD
OF KENTUCKY OAKS
AND KENTUCKY
DERBY WEEKEND AT
CHURCHILL DOWNS



2019 EDITION • 2019 EDITION • 2019 EDITION
LOUISVILLE
URBAN BOURBON TRAIL
PASSPORT



GoToLouisville.com/travel-professionals

ANGEL'S ENVY DISTILLERY

angelsenvy.com

Angel's Envy is what happens when 200 years of bourbon tradition meet an independent master craftsman's instinct to improve.



BARRELS & BILLETS

barrelsandbillets.com

With a nod to the famous bat made next door and Hillerich's connection to the Bourbon industry, Barrels & Billets offers a unique experience to learn and create your own custom bourbon blend.



COPPER & KINGS AMERICAN BRANDY DISTILLERY

copperandkings.com

"Experience brandy in bourbon country." Copper and Kings uses traditional copper pot-distillation to forge untraditional craft, distilled, natural brandies.

MICHTER'S FORT NELSON DISTILLERY

michters.com/fortnelson

In the heart of Museum Row, Michter's Fort Nelson Distillery showcases a "costs be damned" approach to producing high quality whiskey.

OLD FORESTER DISTILLERY

oldforester.com/distillery

150 years and five generations later, Old Forester Distillery returned to Whiskey Row. From grain to bottle, learn everything that goes into making bourbon, including how a barrel is handcrafted and charred before being filled and sent to the rickhouse.

BOURBON AND SPIRITS



BROWN FORMAN COOPERAGE

brown-forman.com

Take a behind-the-scenes tour and see how bourbon barrels go from the oak tree to the charred barrel needed for the Bourbon-making process. *All tours can be set up in advance through Mint Julep Experiences.*

BROUGH BROTHERS

broughbrothers.com

Three brothers are the force behind Brough Brothers Bourbon. Enjoy a guided tour and tasting at Kentucky's first and only African American owned distillery.

BUZZARD'S ROOST WHISKEY ROW EXPERIENCE

buzzardsroostwhiskey.com

Sip and sample award-winning whiskeys in a sleek urban setting along Whiskey Row with unique offerings ranging from one-of-a-kind sensory experiences to chocolate and whiskey pairings.

EVAN WILLIAMS BOURBON EXPERIENCE

evanwilliams.com

Located on historic Whiskey Row, the Evan Williams Bourbon Experience celebrates the legacy of Evan Williams, Kentucky's first distillery, with an immersive experience that brings to life the history and tradition of Kentucky's native spirit.

FRAZIER HISTORY MUSEUM & KENTUCKY BOURBON TRAIL® WELCOME CENTER

fraziermuseum.org/kentucky-bourbon-trail-welcome-center

As the "official starting point of the Kentucky Bourbon Trail®," explore interactive exhibits that share the story of why Kentucky is the birthplace of bourbon, along with other fun exhibitions throughout the Frazier History Museum.

KENTUCKY PEERLESS DISTILLING COMPANY

kentuckypeerless.com

Kentucky Peerless Distilling Company is a tribute to the family patriarch who originally operated a bourbon company over a century ago. Select grains are milled, cooked, fermented, distilled and barreled under one roof.

PROHIBITION CRAFT SPIRITS

prohibitioncraftspirits.com

With a "back to basics" belief, Prohibition Craft Spirits combines the finest ingredients and attention to detail in every small-batch spirit produced on-site.



RABBIT HOLE DISTILLERY

rabbitholedistillery.com

Rabbit Hole Distillery brings together the art and science of distillation. An immersive tour experience concludes with a tasting in the Overlook lounge and expansive skyline views of the city.

STITZEL-WELLER DISTILLERY

stitzelwellerdistillery.com

Originally opened on Derby day in 1935, Stitzel-Weller Distillery is one of the true cathedrals of American whiskey, and is the historic home to many of the industry's iconic brands, innovators, and personalities.

**TWO KINDERGARTEN
TEACHERS FROM
LOUISVILLE WROTE THE
SONG “GOOD MORNING
TO YOU” WHICH
LATER BECAME THE
TRADITIONAL BIRTHDAY
ANTHEM, “HAPPY
BIRTHDAY TO YOU”**



**KNOWN AS THE “CITY
OF PARKS,” METRO
LOUISVILLE HAS 122
PARKS, COVERING
APPROXIMATELY
12,500 ACRES**



**LOUISVILLE IS THE
WORLD’S CENTER FOR
BRAILLE PRINTING. THE
AMERICAN PRINTING
HOUSE FOR THE BLIND IS
THE OLDEST NATIONAL
NON-PROFIT AGENCY FOR
THE VISUALLY IMPAIRED IN
THE U.S., AND
THE NATION’S LARGEST
PUBLISHER OF
LITERARY AIDS FOR THE BLIND**

GoToLouisville.com/travel-professionals



21C MUSEUM HOTEL

21chotel.com

Dedicated to collecting and exhibiting the very best work of living artists from all over the world.

THE CONRAD-CALDWELL HOUSE

conradcaldwell.org

The Conrad-Caldwell House is an extraordinary example of Victorian Romanesque Revival architecture. The house exemplifies the ambitions and the lifestyle of many Louisville entrepreneurs at the turn of the century.

DERBY DINNER PLAYHOUSE

derbydinner.com

Derby Dinner Playhouse is one of the oldest and largest continually operating professional dinner theatres in the U.S.

FALLS OF THE OHIO

fallsoftheohio.org

The Interpretive Center explores the natural and cultural history of the area including the site where Lewis & Clark met before their expedition, while overlooking the fossil beds below.

HISTORIC LOCUST GROVE

locustgrove.org

Locust Grove, built circa 1790, and a National Historic Landmark, tells the story of owners William and Lucy Clark Croghan and her brother Revolutionary War hero General George Rogers Clark who resided at Locust Grove during the last years of his life.



ARTS CULTURE, AND HISTORY

CARNEGIE CENTER FOR ART & HISTORY

carnegiecenter.org

Contemporary art gallery and local history museum in a former Carnegie Library that offers changing exhibits, hand-carved dioramas and a permanent Underground Railroad exhibit.



CATHEDRAL OF THE ASSUMPTION

cathedraloftheassumption.org

This historic Roman Catholic Cathedral was complete in 1852, making it the fourth oldest building in the city and the third oldest continuously used Catholic Cathedral in the U.S.



FARMINGTON HISTORIC HOUSE MUSEUM

historichomes.org

Constructed in 1815 from design plans by Thomas Jefferson, Farmington's most famous visitor was Abraham Lincoln who spent six weeks at the home during a momentary break in his relationship with Mary Todd.

FRAZIER HISTORY MUSEUM

fraziermuseum.org

The Frazier History Museum is a world-class museum that provides an unforgettable journey through history with ever-changing and interactive exhibits, daily performances by costumed interpreters and engaging special events and programs.

HISTORIC OLD LOUISVILLE WALKING TOURS

louisvillehistorictours.com

Discover America's grandest Victorian neighborhood on a guided, leisurely walking tour or step-on guided tour with local historian David Domine.

HOWARD STEAMBOAT MUSEUM & MANSION

steamboatmuseum.org

Step back to the Steamboat Era in this 1890s Victorian mansion filled with original furnishings, artifacts, and models of Steamboats made nearby.

KENTUCKY CENTER FOR AFRICAN AMERICAN HERITAGE

kcaah.org

The Center showcases the history, heritLinage and cultural contribution of African Americans in Kentucky, and in the African Diaspora.



KENTUCKY CENTER FOR THE PERFORMING ARTS

kentuckycenter.org

Kentucky's premier performing arts venue. Home of ballet, Broadway, opera & children's theater.



KMAC

kmacmuseum.org

KMAC is a non-profit organization dedicated to promoting the art & craft heritage of Kentucky.

KENTUCKY OPERA

kyopera.org

State opera company delights audiences with the highest quality opera.

LINCOLN MEMORIAL AT WATERFRONT PARK

ourwaterfront.org/feature/lincoln-memorial

Representing the 16th president's Kentucky roots, this iconic spot within the park is a place to rest, learn and celebrate.

LITTLE LOOM HOUSE

littleloomhouse.com

Dedicated to the art of weaving with a collection of looms, spinning wheels and woven artifacts, the Little Loom House is made up of three historic board & batten cabins (circa 1870), where the "Happy Birthday" song was first written and sung.

LOUISVILLE MEMORIAL AUDITORIUM

louisvillememorialauditorium.com

This Greek Revival-designed concert venue is dedicated as a memorial to the people of Louisville who served in World War I.

LOUISVILLE ORCHESTRA

louisvilleorchestra.org

The ensemble offers a wide variety of concert series, including classical programs featuring world-renowned guest artists, lighter classical & pops performances & family offerings.

MARK PAYTON GLASS CENTER

paytonglasscenter.com

Mark Payton Glass Center is a unique art studio dedicated to the art of glass where the artists are always working on something different.

MELLWOOD ARTS & ENTERTAINMENT CENTER

mellwoodartcenter.com

Visit working studios, restaurants, galleries and retail shops just minutes from downtown Louisville.

PNC BANK BROADWAY IN LOUISVILLE

louisville.broadway.com

Presents touring Broadway plays/musicals.

PARISTOWN

paristown.com

A curious mixture of local charm and urban hubbub. Established in 1854, Paristown is a mixed-use community of workplaces, residences, and local businesses with both a fascinating past and bright future.

PORTLAND MUSEUM

goportland.org

Explore Louisville's river heritage through vivid dioramas, life-sized characters, automated soundtrack, documentaries and much more.

RIVERSIDE, THE FARNSELY-MOREMEN LANDING

riverside-landing.org

The Farnsley-Moremen House is the centerpiece of a 300-acre historic site, called Riverside, the Farnsley-Moremen Landing. Built circa 1837, the house stands as a testament to the important role agriculture along the river, played in the development of the U.S.



ROOTS 101 AFRICAN-AMERICAN MUSEUM

roots-101.org

Roots 101 African American Museum promotes the achievements, contributions and experiences of African American through exhibits and programs.

STONEWARE & CO.

louisvillestoneware.com

One of the oldest stoneware manufacturers in the U.S., Stoneware & Co. has been dedicated to the tradition and craftsmanship of transforming clay into enduring, functional art for the home, kitchen and garden since 1815.



SPEED ART MUSEUM

speedmuseum.org

Colloquially referred to as the Speed by locals, The Speed is the oldest, largest and foremost museum of art in Kentucky.

THOMAS EDISON HOUSE

historichomes.org

After the Civil War, Thomas Edison rented a single room in the house while he worked for Western Union in Louisville. Built in 1850, the house displays neighborhood artifacts and Edison's early inventions.



THE UNFILTERED TRUTH COLLECTION

unfilteredtruthcollection.com

Louisville owes much of its authentic culture to the many African American men and women who labored to make it so. A handful of immersive experiences at area attractions bring to light the perspectives and histories of extraordinary Louisvillians that you may have never heard before.

W. L. LYONS BROWN THEATRE

kca.org

Opened in 1925, this 1,400 seat-theatre harkens back to the glory days of Louisville's theatre district with a mixture of Old World splendor mixed with modern technology.

CARNEGIE CENTER FOR ARTS & HISTORY

carnegiecenter.org

Contemporary art gallery and local history museum in a former Carnegie Library that offers changing exhibits, hand-carved dioramas and a permanent Underground Railroad exhibit.

EVAN WILLIAMS BOURBON EXPERIENCE

evanwilliams.com/visit-us

Step inside an underground Speakeasy and meet Louisville's own Tom Bullock, the first Black American to write and publish a cocktail book in a guided bourbon tasting experience.

FARMINGTON

visitfarmington.org

Once a 550-acre hemp farm, Farmington Historic Plantation presents the unique history of the hemp farm, the Speed family and the enslaved who lived here through exhibitions and education.



KENTUCKY DERBY MUSEUM

derbymuseum.org

Experience the greatest 2-minutes in racing with family-friendly exhibits, a 360-degree immersive video experience, the new Black Heritage in Racing exhibit and a chance to see the historic track up-close.

RIVERSIDE, THE FARNSLEY-MOREMEN LANDING

riverside-landing.org

This historic home, overlooking the Ohio River, is unearthing and telling the stories of the enslaved who lived and worked on the property between 1820 and 1865.

ROOTS 101 AFRICAN AMERICAN MUSEUM

roots-101.org

Roots 101 African American Museum is dedicated to telling the African American Journey from Africa and all ports between.



BLACK HERITAGE ARTS AND CULTURE



FRAZIER HISTORY MUSEUM

fraziermuseum.org

Learn about America's Native Spirit, and the unheard stories of African American who helped produce Kentucky's greatest product, Bourbon.

KENTUCKY CENTER FOR AFRICAN AMERICAN HERITAGE

kcaah.org

African American educators, artists and historians collaborated to give the long dormant history of African Americans in the region the voice and platform it deserves.

HISTORIC LOCUST GROVE

locustgrove.org

Locust Grove tells the story of General George Rogers Clark, William and Lucy Clark-Croghan and their brother William Clark of Lewis and Clark fame, and the slaves who lived and worked here.

LOUISVILLE SLUGGER MUSEUM & FACTORY

sluggermuseum.com

Learn the history of the best black baseball team you've never heard of, the Louisville Union, how they dominated the game in the face of racism.



MUHAMMAD ALI CENTER

alicenter.org

The Muhammad Ali Center is a multicultural center with an award-winning museum dedicated to the life and legacy of Louisville's native son-- Muhammad Ali

THE UNFILTERED TRUTH COLLECTION

unfilteredtruthcollection.com

Louisville owes much of its authentic culture to the many African American men and women who labored to make it so. A handful of immersive experiences at area attractions bring to light the perspectives and histories of extraordinary Louisvillians that you may have never heard before.

THE (UN)KNOWN PROJECT

ideasxlab.com/unknown

Stand in the footprints along the Ohio River where enslaved people stood as they looked towards freedom as an artist-led talk explores the history of enslavement in Kentucky through a public art installation.

STUDENT-FRIENDLY PERFORMANCE VENUES

**BELLE OF
LOUISVILLE
AND THE
MARY M. MILLER
RIVERBOATS**

**CONRAD-
CALDWELL
HOUSE MUSEUM**

**DERBY DINNER
PLAYHOUSE**

**FOURTH STREET
LIVE!**

**FRAZIER HISTORY
MUSEUM**

**KENTUCKY DERBY
MUSEUM &
CHURCHILL
DOWNS**

**KENTUCKY
KINGDOM &
HURRICANE BAY**

**LOUISVILLE
SLUGGER MUSEUM
& FACTORY**

**LOUISVILLE
WATERFRONT
PARK**

**WATERWORKS
MUSEUM & THE
LOUISVILLE WATER
TOWER**

LOUISVILLE ZOO

**THE KENTUCKY
CENTER**



**LOUISVILLE'S HISTORIC
MAIN STREET HAS
THE NATION'S
SECOND LARGEST
COLLECTION OF CAST-
IRON STOREFRONT
FACADES. ONLY NEW
YORK CITY HAS MORE**



AMERICAN PRINTING HOUSE FOR THE BLIND

aph.org

The American Printing House for the Blind is the largest non-profit organization in world creating products and services for blind and visually impaired individuals. Tour the Braille production area and then explore the museum with items on display from Helen Keller & Stevie Wonder. *Note: Museum is closed for renovation until 2025.*

BELLE OF LOUISVILLE & MARY M. MILLER RIVERBOATS

belleoflouisville.org

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

FALLS OF THE OHIO STATE PARK

fallsoftheohio.org

Interpretive Center and George Rogers Clark Cabin highlight natural and cultural history of the area including fossil beds and Lewis & Clark.

JEFFERSON MEMORIAL FOREST

memorialforest.com

As the nation's largest municipal urban forest, Jefferson Memorial Forest offers hiking, horse trails, camping, fishing, a climbing tower, and environmental programming.



KENTUCKY DERBY MUSEUM

derbymuseum.org

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.

LOUISVILLE MEGA CAVERN

louisvillemegacavern.com

The Louisville Mega Cavern is a man-made underground adventure rich in history, geology, mining, recycling and green building technology.



MUHAMMAD ALI CENTER

alicenter.org

A visit to the Muhammad Ali Center includes classroom instruction along with hands-on activities throughout the Center's exhibits.

STUDENT FRIENDLY AND EDUCATIONAL

FRAZIER HISTORY MUSEUM

fraziermuseum.org

The Frazier History Museum is a world-class museum that provides an unforgettable journey through history with programming that brings history to life..



FULL THROTTLE ADRENALINE PARK

gofullthrottle.com

Featuring 40-mph racing karts on a 1,000-foot indoor track for open racing.

GHEENS SCIENCE HALL & RAUCH PLANETARIUM

louisville.edu/planetarium

World-class planetarium on the University of Louisville campus.

KENTUCKY KINGDOM & HURRICANE BAY

kentuckykingdom.com

Reopened and revamped in 2014, a visit to Kentucky Kingdom & Hurricane Bay puts "science in motion" while enjoying the thrills at one of the best theme parks in the region.

KENTUCKY SCIENCE CENTER

kysciencecenter.org

Nestled on Museum Row, the Kentucky Science Center welcomes global visitors to explore three floors filled with interactive exhibits and hands-on learning opportunities.

LOUISVILLE BATS

batsbaseball.com

Triple-A professional baseball, April through September.

LOUISVILLE SLUGGER MUSEUM & FACTORY

sluggermuseum.com

Learn the bat making process from forest to factory, witness scientific principles at work and enjoy history and art from a uniquely sporty perspective.

LOUISVILLE ZOO

louisvillezoo.org

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

NATIONAL SOCIETY SONS OF THE AMERICAN REVOLUTION

sar.org

Tour the headquarters facility including the genealogical library and museum of the colonial period.

VINTAGE FIRE MUSEUM

vintagefiremuseum.org

This museum is nationally known; it features beautifully restored fire engines and other equipment dating back to 1756.

WATERWORKS MUSEUM & LOUISVILLE WATER TOWER

louisvillewatertower.com

WaterWorks Museum highlights the Louisville Water Company's historical photographs and memorabilia dating back to 1860 with a focus on the science of creating clean drinking water.

WATERFRONT PARK

louisvillewaterfront.com

Beautiful Waterfront Park, family recreation area, playground, water feature, seasonal special events and concerts.

WHEEL FUN RENTALS

wheelfunrentals.com/ky/louisville/waterfront-park

Bike rentals and tours along Louisville's Waterfront Park; Unique three- and six-passenger surreys, tandems, quads and deuce coupes for outdoor fun. Seasonal.

OLD LOUISVILLE
IS HOME TO
THE LARGEST
COLLECTION
OF VICTORIAN
MANSIONS IN THE
UNITED STATES



LOUISVILLE IS THE
LOCATION FOR THE
BUSIEST CANAL IN
THE WORLD. MORE
TONNAGE PASSES
THROUGH THE
MCALPINE LOCKS AND
DAM SYSTEM ON THE
OHIO RIVER THAN THE
PANAMA CANAL AND
SUEZ CANAL COMBINED

BOURBON HAS A
SPECIAL PLACE IN
LOUISVILLE'S HEART.
THE CITY PRODUCES
ONE THIRD OF THE
BOURBON SOLD



GoToLouisville.com/travel-professionals



BELTERRA CASINO RESORT

belterracasino.com

Belterra is a resort experience offering non-stop action, live entertainment, incredible food and world-class golf.

CAESARS SOUTHERN INDIANA

caesars.com/horseshoe

Just 20 minutes from downtown Louisville, Caesars offers upscale dining, full-service sportsbook and 110,000 square feet packed with thrilling games.

DERBY CITY GAMING

derbycitygaming.com

The action is non-stop at Derby City gaming with more than 1,300 of the greatest games featuring big jackpots and bonuses. *Downtown location opening 2024.*



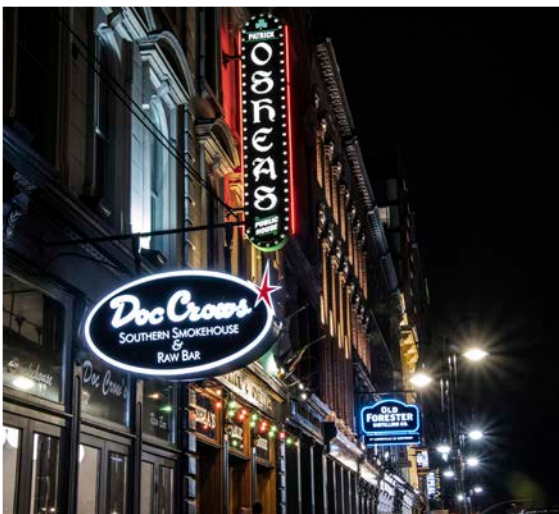
JERRY GREEN & FRIENDS

jerrygreenandfriends.com

Voted one of Louisville Magazines "Best of Louisville," Jerry Green & Friends perform a variety of music from the 60s to present day



NIGHTLIFE CASINOS & GAMING



THE CARAVAN COMEDY CLUB

thecaravan2017.com

More than just a comedy club, the Caravan Comedy Club is the best night out in Louisville with performances by top comedians, local spirits and tasty bites.

FOURTH STREET LIVE!

4thstlive.com

A dining and entertainment district in downtown Louisville, Fourth Street Live! is a mix of national and regional restaurants, nightclubs and entertainment.



LOUISVILLE COMEDY CLUB

louisvillecomedy.com

Alongside the distilleries on Whiskey Row, sits the Louisville Comedy Club where guests will enjoy an evening filled with laughs provided by nationally-known comedic acts.

NUMBER 15

nmbr15.com

Right on Whiskey Row is the confluence of Kentucky Culture within the five floors of Number 15. Grab a drink from the curated bar with Kentucky spirits before listening to nightly live music.



FRENCH LICK CASINO

frenchlick.com

Nestled in the hills of Hoosier National Forest, French Lick Casino is home to two national historic hotels, golf courses, spas, dining, shopping, live concerts and casino.

STEVIE RAY'S BLUES BAR

stevieraysbluesbar.com

Louisville's premier blues club featuring the top local, regional & national blues acts touring today.



GROUP-FRIENDLY RESTAURANTS

THE BELLE OF LOUISVILLE

belleoflouisville.org

Enjoy a scrumptious lunch or dinner aboard a treasured National Historic Landmark. Over 100+ years old, the Belle of Louisville is North America's oldest Mississippi-style paddle boat.

BIG BAD BREAKFAST

bigbadbreakfast.com

The best breakfast is at Big Bad Breakfast! Custom-created meats, fresh biscuits and preserves, locally roasted coffee, the best cocktails you'll find.

THE BRISTOL BAR & GRILLE

bristolbarandgrille.com

The Bristol Bar & Grille Downtown is a stylish, comfortable American bistro with an excellent bar. Offering three private dining rooms with seating up to 120 guests, whether you're looking to have breakfast, lunch, or dinner, the Bristol's got you covered.

THE CAFÉ

thecafetogo.com

Come hungry, because The Café offers ample portions of fresh, home-cooked food with a Southern accent served with love in a comfortable, eclectic setting. This restaurant serves breakfast, lunch, and now dinner! Group friendly and the food is great.

CHURCHILL DOWNS

churchilldowns.com/tickets/special-packages/daily-double

The Daily Double package! Includes a tour of the Kentucky Derby Museum followed by a day at the races and lunch on Millionaires Row with a chef's table buffet.

DERBY CAFÉ

derbymuseum.org

Home to the official Derby-Pie® and Mint Julep cocktail, the Derby Café proudly serves up Kentucky-inspired dishes using locally sourced ingredients.

DERBY DINNER PLAYHOUSE

derbydinner.com

Opened in 1974, Derby Dinner Playhouse is the country's oldest and largest continually operating dinner theatres presenting Broadway-style productions and a homestyle dinner.

DOC CROW'S SOUTHERN SMOKEHOUSE & RAW BAR

doccrows.com

Step back in time with a visit to Doc Crow's Southern Smokehouse and Raw Bar. Our spacious eatery, renovated from an old distillers warehouse on historic Whiskey Row, offers a selection of BBQ, fresh seafood, and other Southern classics.

FOURTH STREET LIVE!

4thstlive.com

Offering the perfect venue for your groups, Fourth Street Live! is a mix of national and regional restaurants, nightclubs, and entertainment within walking distance of downtown hotels.

J. GRAHAM'S CAFE

brownhotel.com/dining/j-grahams-cafe

Enjoy breakfast, lunch, or dinner at a true Louisville Original and taste, America's most celebrated sandwich, the Hot Brown, which isn't really a sandwich at all. Since 1926, the Brown Hotel's Hot Brown has been tempting the palates of guests from across the world.

LOGAN STREET MARKET

loganstmarket.com

With over 20+ independently owned businesses ranging from retail to culinary, groups can get off the bus and explore Louisville's only public market.

OLD SPAGHETTI FACTORY

osf.com

Old Spaghetti Factory has proudly served deliciously affordable 3-course meals since 1969. Family-owned and operated, we're committed to exceptional service. We invite you to join us for a memorable dining experience.

TROLL PUB UNDER THE BRIDGE

trollpub.com/louisville

If you are looking for cold local beers, delicious libations, or the best pub-grub in the 'Ville with a historic and unique ambiance, find Louie the Troll who will point you in the right direction.

VINCENZO'S ITALIAN RESTAURANT

vincenzositalianrestaurant.com

Established in 1986, Vincenzo's is an award-winning restaurant offering an authentic Italian experience.

For more restaurant suggestions, go to GoToLouisville.com/travel-professionals

For nature center and garden experiences in Louisville, visit:

LOUISVILLE NATURE CENTER
louisvillenaturecenter.org

WATERFRONT BOTANICAL GARDENS
waterfrontgardens.org

WHITEHALL: LOUISVILLE'S ESTATE GARDEN
historicwhitehall.org

YEW DELL GARDENS
yewdellgardens.org





RECEPTIVE OPERATORS AND **STEP-ON** GUIDES

RECEPTIVE OPERATORS

ESSENTIAL DETAILS

502-499-6478
sthompson@essentialdetails.biz
wecandoitall@essentialdetails.biz
essentialdetails.biz

MILLER TRANSPORTATION

502-368-5644
rkilner@millertransportation.com
millertransportation.com

MINT JULEP EXPERIENCES

502-583-1433
Lisa@mintjuleptours.com
mintjuleptours.com

JEFFERSON TOURS

502-267-4007
lauraotterback@wedeliverbest.com
jeffersontoursandcharters.com

TOURS FOR YOU LLC

502-348-0558
alice@toursforyoullc.com
toursforyoullc.com

STEP-ON GUIDES

DAVID DOMINE

Historic Old Louisville Tours
louisvillehistorictours.com
502-718-2764
Davidram13@gmail.com
Specialty: Old Louisville, Ghosts of Old Louisville, Mansions and Milestones, and Moonshine & Madness

LARRY ELLIOTT

Larry Like Lincoln
502-599-6830
larrylikelincn@gmail.com
Specialty: Abraham Lincoln impersonator and history

JONI GOODIN

305-731-3002
stormyjmg@gmail.com
Specialty: Bourbon, General City

WENDY KROEGE

678-859-2564
waldenpo@aol.com
Specialty: History and general knowledge about Louisville and Bourbon

KIP MACKEY

502-403-7539
kmhalhal@gmail.com
Specialty: Black History, Muhammad Ali

MARJORIE MARSHALL

502-271-9228
lifeteacher1350@gmail.com

TONY REIMONENQ

601-325-1341
treimonenq3@gmail.com
Specialty: History and general knowledge about Louisville, horse racing and Bourbon

CHARLIE ROBBINS

502-794-0794
cbrobb@gmail.com
Specialty: History and general knowledge about Louisville and Bourbon

DREW SHRYOCK

502-905-1529
drew1893@gmail.com
Specialty: History of Old Louisville, History of the Bourbon

GENERAL CITY TOURS

TROLLEY DE VILLE

Fun tours & charters
502-939-3415
trolleydeville.com





GETTING TO AND AROUND LOUISVILLE

MOTORCOACH COMPANIES

Executive Class Transportation
502-509-5884
executiveclasstransport.com

JACO Limousine & Transportation
502-548-3251
jacolimo.com

Jefferson Tours and Charters
502-267-4007
jeffersontoursandcharters.com

Miller Transportation
502-368-5644
millertransportation.com

Pegasus Chartered Services
502-458-1862
takepegasus.com

Shofur
1-800-436-8719
shofur.com/charter-bus/
louisville-bus-rental

Xtreme Transportation
502-795-3525
xtremetransportation.com

MOTORCOACH FUEL REPAIR AND DUMPING

Miller Transportation
502-368-5644
millertransportation.com

Shockey Tours, Inc.
(repair and dumping only)
502-267-4007
shockeytours.com



● Popular International Arrival/Departure Airports
● Cities with direct flights to Louisville
● Muhammad Ali International Airport (SDF)
Drive times are listed under a few regional driveable destinations



ATTRACTIONS

- H-5 Actors Theatre of Louisville
- O-5 Angel's Envy Distillery
- Z-3 Apocalypse Brew Works
- H-3 Belle of Louisville
- V-3 Butchertown Market
- R-5 Climb NULU
- U-3 Copper & Kings American Brandy Company
- F-5 Evan Williams Bourbon Experience
- C-5 Flame Run & Mark Payton Glass Center
- C-4 Frazier History Museum
- P-5 Goodwood Brewing
- Z-2 Hadley Pottery
- P-6 Flying Axes
- F-4 Kentucky Center for the Arts
- A-4 Kentucky Peerless Distillery
- D-4 Kentucky Science Center
- C-5 Louisville Slugger Museum & Factory
- D-4 KMAC Museum
- H-9 Locked In: The Louisville Escape Game
- H-10 Louisville Palace
- E-4 Muhammad Ali Center
- S-7 Old 502 Winery/Falls City Brewing Company
- C-4 Michter's Ft. Nelson Distillery
- Q-4 Thomas Edison House
- H-8 Trolley de'Ville
- O-2 Wheel Fun Rentals (In Waterfront Park)

LOCAL AND REGIONAL VISITOR INFORMATION CENTER/SERVICES

Louisville Visitor Information Center
301 S. 4th St.
Louisville, KY 40202
888-568-4784 • gotolouisville.com

REGIONAL

Bardstown-Nelson Co. Tourist &
Convention Commission
One Court Sq.
Bardstown, KY 40004
800-638-4877 • visitbardstown.com

Frankfort/Franklin Co. Tourist
Convention Commission
100 Capital Ave.
Frankfort, KY 40601
800-960-7200 • visitfrankfort.com

Harrison County Indiana Convention &
Visitors Bureau
310 N. Elm St.
Corydon, IN 47112
888-738-2137 • thisisindiana.org

Radcliff/Ft. Knox Convention
& Tourist Commission
562 A1 N. Dixie
Radcliff, KY 40159
800-334-7540 • radclifftourism.org

Shelbyville/Shelby Co. Tourism Comm.
316 Main St.
Shelbyville, KY 40065
502-633-6388 • shelbyvilleky.com

Shepherdsville/Bullitt Co. Tourist &
Convention Commission
395 Paroquet Springs Dr.
Shepherdsville, KY 40165
800-526-2068 • travelbullitt.org

So. Indiana Convention & Tourism Bureau
315 Southern Indiana Ave.
Jeffersonville, IN 47130
800-552-3842 • GoSolN.com





LOUISVILLE TOURISM • 401 W. MAIN • SUITE 2300 • LOUISVILLE, KY 40202
GOTOLOUISVILLE.COM/TRAVEL-PROFESSIONALS

*Every effort was made to ensure the accuracy of this publication's content.
We apologize for any errors or omission which may have occurred. 06/23*