



LOUISVILLE...TEACHER-TESTED AND  
**STUDENT-FRIENDLY**





# LOUISVILLE...A CITY BUILT FOR HIGH PERFORMANCE



## 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

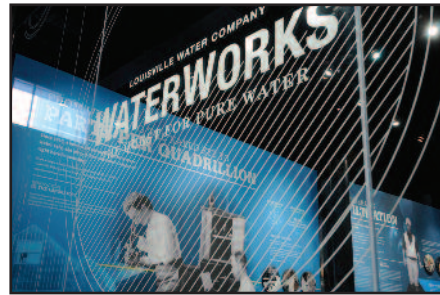
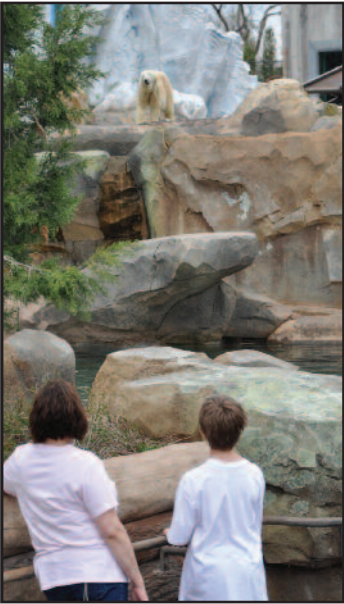
## THE KENTUCKY CENTER

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



# WELCOME TO A CITY FULL OF TEACHABLE MOMENTS



## 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





## SHOW A LITTLE LOVE GET A LITTLE LOVE



### 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.



### 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.



### 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.



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