



# Gatsby's

## LOUISVILLE

Over a century ago, F. Scott Fitzgerald was stationed in Louisville at Camp Taylor during World War I, where he frequented the Seelbach Hotel, enjoying bourbon, cigars, and dancing. His time in the city left a mark, inspiring scenes in *The Great Gatsby*—published in 1925—including Tom and Daisy Buchanan's wedding and other romantic moments. While much of Fitzgerald's Louisville has changed, echoes of 1920s glamour still linger.

### DAY 1: ARRIVAL & WELCOME

Start your swanky getaway with a complimentary welcome reception at the iconic **Seelbach Hilton**. Step into a world of jazz-age elegance with a Gatsby History Tour, retracing the steps of F. Scott Fitzgerald as he began crafting *The Great Gatsby*. Indulge in a ritzy breakfast and revel in the hotel's timeless charm—a true cat's meow for lovers of the 1920s.

### DAY 2: EXPLORING THE ROARING 20S

**Paristown Arts & Entertainment District:** Swing on over to **Uncle Boojie's Bourbon Tasting Room** for a roaring good time, complete with prohibition-era tales and a taste of primo bourbon. Grab some nosh at **The Café and Village Market**, then peruse the handcrafted delights at **Stoneware & Co.**, a timeless gem founded in 1815. You'll feel like a real bees-knees shopper!

### DAY 3: CULTURAL & HISTORICAL INSIGHTS

Step back into the Jazz Age at the **Frazier History Museum**, where Louisville's ties to *The Great Gatsby* take center stage in honor of the novel's 100-year anniversary. Don't miss the Speakeasy tour, where artifacts of the era whisper secrets of a bygone age.

From there journey across the street to the **Louisville Slugger Museum & Factory** where you'll step into baseball's golden age and hold history in your hands! Marvel at bats from legends like Babe Ruth and Shoeless Joe Jackson, and even grip Babe Ruth's game-used bat in the *Hold a Piece of History* exhibit—a true grand slam for Gatsby-era enthusiasts.

Gallop into a world of vintage fashion with the **Kentucky Derby Museum's** new permanent Derby Fashion exhibit. Try your hand at designing a bespoke 1920s-style Derby hat and marvel at the 1925 Derby Trophy won by Flying Ebony. It's the real McCoy for history and horse-racing enthusiasts alike!

### DAY 4: SCENIC & RELAXING ACTIVITIES

All aboard the **Belle of Louisville**, a stunning steamboat straight out of the Great Gatsby era. Soak in the scenery and let the river breeze transport you to the glamour and leisure of the 1920s.

Go behind the scenes at the **Evan Williams Bourbon Experience**, a top-notch distillery for an exclusive look at bourbon-making and enjoy a high-end tasting that is as swanky as Jay Gatsby's cuff links.

### DAY 5: DEPARTURE

Before you bid adieu, revisit your favorite haunts or explore any hidden gems you may have missed. It's your last chance to soak up the jazz-age spirit before hitting the road!

*Note: This itinerary is merely a suggestion, a glittering blueprint for planning your own Gatsby-esque adventure through the timeless allure of Bourbon City.*

# Itinerary BUILDERS



## SEELBACH HILTON HOTEL

Enjoy a complimentary Welcome Reception upon group's arrival. Go behind-the-scenes with the Gatsby History Tour, where groups will walk in the steps of F. Scott Fitzgerald to discover his inspiration to write *The Great Gatsby*.

✉ Trey Moreau, [tmoreau@seelbachhilton.com](mailto:tmoreau@seelbachhilton.com)

## FRAZIER HISTORY MUSEUM



Transport yourself to a bygone era and uncover Louisville's connection to *The Great Gatsby*, celebrating 100 years, through historic artifacts in the Frazier Museum's immersive Speakeasy exhibit.

✉ Stephen Yates, [syates@fraziermuseum.org](mailto:syates@fraziermuseum.org)

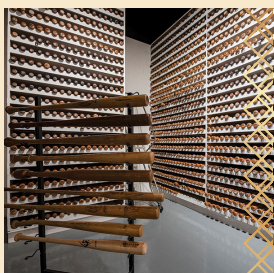
## BELLE OF LOUISVILLE

A trip on the Belle of Louisville or Mary M. Miller provides the perfect way to enjoy the Ohio River in the same way that Daisy Buchanan would have seen it.

✉ Allison Hammons, [allison.hammons@louisvilleky.gov](mailto:allison.hammons@louisvilleky.gov)



## LOUISVILLE SLUGGER MUSEUM & FACTORY



Step into the Roaring Twenties and grip history with bats from legends like Babe Ruth in the *Hold a Piece of History* exhibit—a grand slam for your group!

✉ Teresa Cooper, [teresa.cooper@sluggermuseum.com](mailto:teresa.cooper@sluggermuseum.com)

## KENTUCKY DERBY MUSEUM

Opening in early 2025, the Derby Fashion exhibit will feature 1920s attire, the 1925 Derby Trophy, and immersive activities like hat-making and tours led by "Daisy Fay Buchanan."

✉ Jennifer Hagan, [jhagan@derbymuseum.org](mailto:jhagan@derbymuseum.org)



## PARISTOWN ARTS & ENTERTAINMENT DISTRICT



Experience the Roaring 20s at Uncle Boogie's Bourbon Tasting Room, enjoy local bites at The Café or Village Market, and explore Stoneware & Co. for handmade pottery and charming home decor.

✉ Gracie Carnes, [gracie@paristown.com](mailto:gracie@paristown.com)

## EVAN WILLIAMS BOURBON EXPERIENCE

Guess the secret password to enter our 1920's style Speakeasy, where you'll celebrate the Great Gatsby with a cocktail, 1920s music, and a tasting of Heaven Hill Distillery's award-winning products while learning about F. Scott Fitzgerald and the city's whiskey heritage. *Max: 40 people.*

✉ Jean Michalak, [jmichalak@heavenhill.com](mailto:jmichalak@heavenhill.com)



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