

KY

GROUP TOUR PROFILE



GoToLouisville.com/Travel-Professionals

Founded in 1778, Louisville, affectionately known as Bourbon City, boasts a historical legacy reflected in its iconic attractions and unique architecture. With over 120 unique attractions and an award-winning food scene, this vibrant city offers diverse experiences for all visitors. From thrilling horse races and the “Greatest” Muhammad Ali to iconic baseball bats and the art of bourbon making, every visit to Louisville is sure to be unique and memorable.



Belle of Louisville

ICONIC ATTRACTIONS

Belle of Louisville
Churchill Downs
Frazier History Museum
Historic Old Louisville
Kentucky Derby Museum
Louisville Mega Cavern
Louisville Slugger Museum & Factory
Muhammad Ali Center
Speed Art Museum

MARK YOUR CALENDAR

The 100th Anniversary of *The Great Gatsby* (2025)
America's 250th Anniversary (2026)
The Hot Brown, 100th Anniversary (2026)
Churchill Downs, 150th Anniversary (2025)
Muhammad Ali Center, 20th Anniversary (2025)
Waterfront Park, 25th Anniversary (2024)
Louisville Slugger Museum & Factory, 30th Anniversary (2026)
Kentucky Derby Museum, 40th Anniversary (2025)



Plan Your Gatsby Getaway:
Group-Friendly Fun in
Louisville Awaits.

The Rathskeller at the Seelbach Hotel



Roots 101 African American Museum

BLACK HERITAGE

Ali's Footsteps of Greatness
Ali-Ville Trolley Tour
Muhammad Ali Center
The Best Black Baseball Team You've Never Heard Of
Black Heritage in Racing Exhibit & Walking Tour
The Ideal Bartender-Tom Bullock
Kentucky Center for African American Heritage
Roots 101 African American Museum
U.S. Civil Rights Trail



Angel's Envy Distillery

BOURBON EXPERIENCES

Angel's Envy Distillery
Barrels & Billets
Buzzard's Roost Whiskey Row
Copper & Kings American Brandy
Evan Williams Bourbon Experience
Kentucky Peerless Distilling Company
Stitzel-Willer Distillery
KY Bourbon Trail[®] Welcome Center at the
Frazier History Museum



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
St. James Court Art Show
Stoneware & Co.



Jack O'Lantern Spectacular



Gardens Aglimmer

HOLIDAY HAPPENINGS

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

YEAR-ROUND EVENTS & FESTIVALS

APRIL-OCTOBER

LouGrass Bluegrass Series

SPRING

Cherokee Triangle Art Fair
Thunder Over Louisville
Kentucky Derby Festival
Kentucky Derby

SUMMER

Ali Fest
Juneteenth Events

FALL

WorldFest
Bourbon & Beyond
Kentucky Boorbon
Festival, Bardstown, KY
St. James Court Art Show
Jack O'Lantern Spectacular
Garvin Gate Blue Festival

WINTER

Lights Under Louisville
Fête de Noël
Gardens Aglimmer
Historic Old Louisville
Holiday Home Tour



Kentucky Derby Festival Great Balloon Glow



Credit: Chelsea Niemeier, Kentucky Derby Museum

KENTUCKY DERBY ALL YEAR

Kentucky Derby Museum & Churchill Downs

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

Chef's Buffet meal included in most packages.

DERBY THEMED ADD-ONS

Belle of Louisville/Mary M. Miller
Derby City Gaming & Hotel
Hermitage Farm Tour & Barn8 Restaurant
Paristown Entertainment District & The Café
Wagner's Pharmacy



GROUP-FRIENDLY DINING

4th Street Live
Black Jockey's Lounge
Bristol Bar & Grille
The Café
Dasha Barbour
Doc Crow's Southern Smokehouse & Raw Bar
Logan Street Market
Old Spaghetti Factory
Troll Pub Under the Bridge
The Village Market Food Hall

GROUP INCENTIVES

Get ready to be rewarded on your future trips to Bourbon City with one of our incentive offerings.

- » Bourbon City VIP Welcome Reception
- » 10 Rooms to Love - Room Rebate
- » Free Two-Hour Step-On Tour Guide
- » Free Student T-Shirts
- » Red Carpet Arrival Program

Contact **Sandra Robertson** for more information & to learn about our Loving Louisville Loyalty Club.



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