GROUP TOUR PROFILE

ICONIC ATTRACTIONS | BOURBON EXPERIENCES | HOLIDAY LIGHTS | GROUP-FRIENDLY DINING

KY



LOUISVILLE EST. 1778

GoToLouisville.com/Travel-Professionals

Welcome To
BOURBON CITY

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.



Meet Our
ICONIC ATTRACTIONS

Discover the traditions, stories and landmarks that have come to define Louisville. From celebrated museums and historic sites to beloved attractions and cultural icons, these experiences showcase the people, places and moments that shaped Bourbon City's enduring character.

- » Belle of Louisville & Mary M. Miller
- » Churchill Downs
- » Frazier History Museum
- » Historic Old Louisville
- » Kentucky Derby Museum
- » Louisville Mega Cavern
- » Louisville Slugger Museum & Factory
- » Muhammad Ali Center
- » Speed Art Museum

The Spirit of
BOURBON CITY

Bourbon is woven into Louisville's history, culture and hospitality. Explore iconic distilleries, guided tastings, bourbon attractions and unforgettable cocktail experiences throughout Bourbon City.

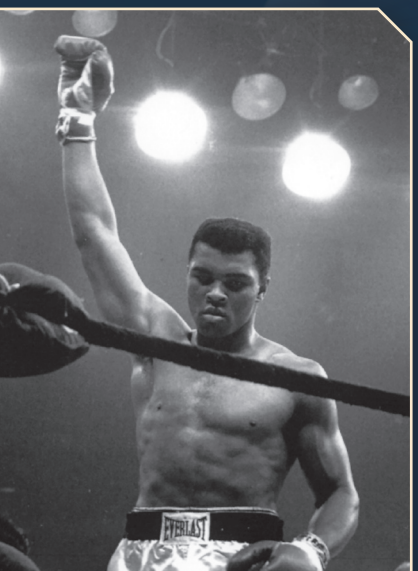
A "Distilled" Experience

Angel's Envy Distillery
Big Bat Bourbon
Brough Brothers
Buzzard's Roost Whiskey Row
Copper & Kings
Evan Williams Bourbon Experience
Kentucky Peerless Distilling Company
Stitzel-Weller Distillery
Uncle Boujie's Distilling Co.

Explore On Your Own Ideas

Green River Tasting Room
Bardstown Bourbon Co. Tasting Room
1933 Society
Hell or High Water
Trial + Error
Whiskey Thief Distilling Co. Tasting Room
Sole Speakeasy
KY Bourbon Trail® Welcome Center at the Frazier History Museum

SCAN THE QR CODE FOR INFORMATION ABOUT THE URBAN BOURBON TRAIL.



BLACK HERITAGE
Arts & Culture

Discover the people, places and communities that shaped Louisville's past and continue to influence its future. From civil rights landmarks to cultural institutions and personal legacies, these experiences connect visitors to the city's rich heritage.

- » Ali's Footsteps of Greatness
- » Muhammad Ali Center
- » Kentucky Center for African American Heritage
- » Roots 101 African American Museum
- » Brough Brothers Distillery
- » Louisville Slugger Museum & Factory
- » Historic Locust Grove
- » U.S. Civil Rights Trail
- » (Un) Known Project

From spring blooms and summer festivals to bourbon-filled autumn adventures and festive holiday traditions, every season offers new reasons for groups to experience Louisville.

Mark Your CALENDAR



Spring into LOUISVILLE

- Cherokee Triangle Art Fair
- Thunder Over Louisville
- Kentucky Derby Festival
- Kentucky Derby
- Festival of Faiths
- Wild Lights

Summer on the ROCKS

- Ali Fest
- Juneteenth Events
- Kentucky State Fair
- Sky Soul Festival



Fall for LOUISVILLE

- Bourbon & Beyond
- WorldFest
- St. James Court Art Show
- Garvin Gate Blues Festival
- Jack's Lantern Trail
- Jack O'Lantern Spectacular/ Pumpkins at Kentucky Kingdom

Make Spirits BRIGHT

- Lights Under Louisville
- Fête de Noël Holiday Festival
- Gardens Aglimmer
- Old Louisville Holiday Home Tour
- Conrad-Caldwell House Victorian Tea
- Christmas at Kentucky Kingdom

Place your bets on LOUISVILLE

Experience the excitement of the Kentucky Derby year-round through iconic attractions, behind-the-scenes tours and Derby-inspired group experiences.

Kentucky Derby Museum & Churchill Downs*

- Backstretch Breakfast
- The Greatest Race
- Daily Double
- Hatitude
- It's My Derby-Day at the Races
- Reindeer Games *(Winter)*

Local Add-ons

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

**Chef's Buffet meal included in most packages.*

For additional ideas, head to GoToLouisville.com/Travel-Professionals



Credit: Chelsea Niemeier, Kentucky Derby Museum

Eat Like a LOCAL | Group-Friendly Dining

From iconic Louisville flavors and neighborhood favorites to food halls, attraction dining and unique venues, groups will find memorable meals to suit every taste.

- » 4th Street Live
- » Big Bad Breakfast
- » The Café
- » Captain's Quarter's Riverside Grille
- » Derby Dinner Playhouse
- » Doc Crow's Southern Smokehouse & Raw Bar
- » J. Graham's Café at the Brown Hotel
- » Logan Street Market
- » Mashup Food Hall
- » Noche Mexican BBQ
- » Old Spaghetti Factory
- » Troll Pub Under the Bridge
- » University Club at UofL
- » Village Market at Paristown
- » Wagner's Pharmacy

Travel has its REWARDS

Bring your group to Louisville and unlock exclusive rewards designed to make your next tour even more memorable. From cash-back incentives and complimentary experiences to VIP welcomes and special recognition programs, Louisville Tourism helps add extra value to every visit.

VIP Experiences

Welcome Reception
Red Carpet Arrival

Earn Rewards

Tour Director & Driver Reward
Louisville Loyalty Rebate

Exclusive Extras

Bourbon City Mystery Gift
Complimentary Step-on Guided Tour
Complimentary Student T-Shirts

Explore a collection of suggested group itineraries designed around Louisville's most popular themes, interests and seasons. These customizable experiences make planning easier while leaving room to create a trip that's uniquely yours. Scan the QR code to download the complete itineraries.

PLAN LESS. Experience More.

Black Heritage & Culture
Gatsby's Louisville
Holiday Traditions
Legendary Louisville



Chat with an Expert

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