TOUR PLANNERS GUIDE



LOUISVILLE
EST. 1778

Welcome to **LOUISVILLE**

BOURBON CITY



At the crossroads of the North and South along the Ohio River, Louisville blends Southern hospitality, rich history, iconic attractions and world-famous bourbon experiences into one unforgettable destination. Whether your travelers are visiting for the first time or returning to discover something new, Louisville offers a welcoming atmosphere, group-friendly attractions and experiences that are uniquely Bourbon City.

The Tourism Development Sales team at Louisville Tourism is here to help every step of the way. From itinerary development and hotel recommendations to promotional resources and local expertise, we work alongside tour operators to create memorable Louisville experiences for their clients.

GROUP PLANNING ASSISTANCE SERVICES

- Hotel Assistance
- Itinerary Planning
- Familiarization Tours
- Promotional Materials
- High-resolution Images

CHAT WITH A TRAVEL TRADE PROFESSIONAL



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

GROUP TRAVEL INCENTIVES

Bring your group to Louisville and unlock exclusive rewards designed to make your next tour even more memorable. Eligible tour operators and group leaders who book overnight packages in Louisville with a minimum of 10 rooms for one or more nights may qualify for special incentive offers. Each qualifying customer may receive up to two incentive payouts per calendar year.

TOUR DIRECTOR & DRIVER REWARD

For every group that stays overnight in Louisville, both the tour director and motorcoach driver receive a $150 gift card as a thank-you for bringing their travelers to Bourbon City.

LOUISVILLE LOYALTY BONUS

When your group returns to Louisville within 6 to 12 months, earn a $300 cash-back reward or travel credit toward a future booking.

COMPLIMENTARY STUDENT T-SHIRTS

Student groups that book at least one overnight stay in Louisville may receive complimentary student T-shirts to help identify and unite their group during their visit.

COMPLIMENTARY STEP-ON GUIDED TOUR

Book at least one overnight stay in Louisville and enjoy a complimentary step-on guided tour of Bourbon City led by a local guide.

BOURBON CITY MYSTERY GIFT

Each guest in the group receives a Bourbon City Mystery Gift Bag featuring a special keepsake and a surprise Louisville-inspired gift.

VIP WELCOME RECEPTION

Give your group the VIP treatment with an exclusive welcome reception at the Louisville Visitor Center featuring light bites and a taste of bourbon.

Eligibility note: Incentives are subject to eligibility requirements and availability. Louisville Tourism reserves the right to determine eligibility and modify incentive offerings. Refer to the current Group-Friendly Incentives page for complete program details.

RED CARPET ARRIVAL PROGRAM

Start your group's visit in true Louisville fashion. Our Red Carpet Arrival Program welcomes guests at their hotel with a personalized greeting and red carpet rollout, combining Southern hospitality with a memorable VIP touch.

LOVIN' LOUISVILLE LOYALTY CLUB

Twice each year, Louisville Tourism recognizes tour operators who book multiple visits to Louisville with special gifts, recognition and exclusive updates about new experiences, attractions and opportunities throughout the destination.

LOUISVILLE THROUGH THE SEASONS

There's always a reason to visit Louisville. From spring blooms and summer festivals to bourbon-filled autumn adventures and beloved holiday traditions, each season brings new ways for groups to experience the culture, flavors and energy of Bourbon City.

PLANNER TIP

Start with a **seasonal highlight**, then pair it with experiences that make the most of your time in Louisville.

SPRING

See Louisville come to life with blooming gardens, outdoor experiences and some of the city's most iconic events.

APRIL / MAY

- **THUNDER OVER LOUISVILLE**
- **KENTUCKY DERBY FESTIVAL**
- **KENTUCKY DERBY**
- **FESTIVAL OF FAITHS**
- **WILD LIGHTS**
- **KENTUCKY SHAKESPEARE FESTIVAL**

PAIR IT WITH

WATERFRONT BOTANICAL GARDENS HISTORIC NEIGHBORHOOD TOURS OUTDOOR ATTRACTIONS ARTS & CULTURE

FEATURED EVENT



SUMMER

Longer days bring festivals, live music, cultural celebrations and plenty of reasons to experience Louisville outdoors.

JUNE / JULY

- **ALI FEST**
- **DESTINATION SMOOTH JAZZ SERIES**
- **KENTUCKY SHAKESPEARE FESTIVAL**

PAIR IT WITH

WATERFRONT ACTIVITIES OUTDOOR DINING LIVE MUSIC CULTURAL ATTRACTIONS

AUGUST

- **KENTUCKY STATE FAIR**
- **SKY SOUL FESTIVAL**
- **KENTUCKY SHAKESPEARE FESTIVAL**

FEATURED EVENT



FALL

Crisp weather, colorful neighborhoods and bourbon season make fall one of Louisville's most popular |times for a group getaway.

SEPTEMBER

- **BOURBON & BEYOND**
- **WORLDFEST**
- **DESTINATION SMOOTH JAZZ SERIES**

PAIR IT WITH

DISTILLERY TOURS HISTORIC NEIGHBORHOODS MUSEUMS CULINARY EXPERIENCES FALL FOLIAGE

OCTOBER

- **ST. JAMES COURT ART SHOW**
- **GARVIN GATE BLUES FESTIVAL**
- **JACK'S LANTERN TRAIL**
- **JACK O'LANTERN SPECTACULAR AT PUMPKINS AT KENTUCKY KINGDOM**

FEATURED EVENT



WINTER

Cozy up to live entertainment, seasonal attractions and indoor experiences that keep Louisville lively through the colder months.

DECEMBER – FEBRUARY

- **DESTINATION SMOOTH JAZZ SERIES**
- **CHRISTMAS AT KENTUCKY KINGDOM**

PAIR IT WITH

INDOOR ATTRACTIONS LIVE ENTERTAINMENT BOURBON EXPERIENCES MUSEUMS & CULTURE

HOLIDAYS

Twinkling gardens, decorated Victorian homes and festive traditions transform Louisville into a memorable holiday destination.

LIGHT UP THE NIGHT

GARDENS AGLIMMER
Experience Waterfront Botanical Gardens illuminated with thousands of lights and festive displays.

LIGHTS UNDER LOUISVILLE
Drive through a dazzling underground holiday experience featuring millions of lights and themed displays throughout the Louisville Mega Cavern.

FEATURED EVENT



STEP INTO THE SEASON

OLD LOUISVILLE HOLIDAY HOME TOUR
Tour some of the country's largest collection of Victorian homes and townhouses dressed for the holidays.

CONRAD-CALDWELL HOUSE VICTORIAN TEA
Step back in time with a traditional Victorian tea inside one of Old Louisville's most iconic historic homes, beautifully decorated for the holiday season.

CELEBRATE TOGETHER

FETE DE NOËL
A European-inspired holiday celebration with seasonal entertainment, shopping and festive traditions.

PAIR IT WITH

HOLIDAY LIGHTS DECORATED HISTORIC HOMES SEASONAL PERFORMANCES FESTIVE DINING

FEATURED EVENT



ICONIC LOUISVILLE ATTRACTIONS

START WITH THE ICONS

Experience the traditions, stories and landmarks that have come to define Louisville.



CHURCHILL DOWNS

churchilldowns.com

Stand beneath the iconic Twin Spires, experience live racing and discover the traditions behind the world's most famous horse race.



LOUISVILLE SLUGGER MUSEUM & FACTORY

sluggermuseum.com

See how the iconic Louisville Slugger is made on a guided factory tour, then explore the legends and moments that shaped America's pastime.



KENTUCKY DERBY MUSEUM

derbymuseum.org

Go deeper into Derby history with interactive exhibits, artifacts and immersive experiences celebrating the "greatest two minutes in sports."



MUHAMMAD ALI CENTER

alicenter.org

Experience the life, legacy and global impact of Louisville's most internationally recognized hometown hero through immersive exhibits and powerful storytelling.

EXPERIENCE THE LOUISVILLE STORY

Go beyond the city's best-known icons with experiences that reveal Louisville's history, culture and character.

FRAZIER HISTORY MUSEUM + KENTUCKY BOURBON TRAIL® WELCOME CENTER

fraziermuseum.org

Explore Kentucky's history and bourbon heritage at the official starting point of the Kentucky Bourbon Trail®.

SPEED ART MUSEUM

speedmuseum.org

Discover thousands of years of art and culture at Kentucky's oldest and largest art museum.

BELLE OF LOUISVILLE & MARY M. MILLER RIVERBOATS

belleoflouisville.org

Experience Louisville from the Ohio River aboard vessels that connect visitors to the city's longstanding river heritage.

SEE ANOTHER SIDE OF LOUISVILLE

Step beyond the major attractions to discover the architecture, landscapes and local stories that give Louisville its character.

HISTORIC OLD LOUISVILLE & WALKING TOUR

oldlouisville.org

Walk beneath towering trees and past ornate mansions in one of the nation's largest Victorian neighborhoods.

CAVE HILL CEMETERY

cavehillcemetery.com

Explore a 296-acre Victorian landscape, arboretum and outdoor museum where the stories of notable Louisvillians come to life.

ADD SOMETHING UNEXPECTED

Round out the itinerary with an experience your group might not expect to find in Louisville.

LOUISVILLE MEGA CAVERN

louisvillemegacaverns.com

Head underground for tours and adventures inside a massive former limestone mine beneath the city.

SCHIMPFF'S CONFECTIONERY

schimpffs.com

Step into a nostalgic candy-making tradition at one of America's oldest continuously operated family-owned candy businesses.

HUBER ORCHARD & WINERY

huberwinery.com

Venture just beyond Louisville for farm markets, seasonal activities and a taste of the Southern Indiana countryside.

LOUISVILLE ZOO

louisvillezoo.org

Explore immersive habitats and wildlife from around the world at one of the region's favorite attractions.

PLANNER TIP

CHOOSE AN ICON
Derby • Baseball • Ali

ADD A STORY
Bourbon • Art • River History

EXPLORE THE CITY
Neighborhoods • Architecture • Outdoors

SOMETHING UNEXPECTED
Underground Adventure • Candy • Countryside • Animals

BOURBON & SPIRITS

In Louisville, bourbon is more than something poured in a glass. It's part of the city's history, hospitality and culture. From urban distilleries and guided tastings to bourbon-focused attractions and cocktail experiences, groups can discover Kentucky's native spirit right in the heart of Bourbon City.

START WITH A GROUP EXPERIENCE

THE CLASSIC DISTILLERY EXPERIENCE

See bourbon-making traditions come to life through guided tours, tastings and behind-the-scenes experiences.

ANGEL'S ENVY
angelsenvy.com

Discover where 200 years of bourbon tradition meet a modern approach to whiskey making.

KENTUCKY PEERLESS DISTILLING COMPANY
kentuckypeerless.com

Follow the process from grain to barrel at a family distillery where milling, cooking, fermenting, distilling and barreling happen under one roof.

STITZEL-WELLER DISTILLERY
stitzelwellerdistillery.com

Step inside one of American whiskey's historic landmarks, originally opened on Derby Day in 1935.

NULU WHISKEY
nuluwhiskies.com

See a small-batch approach to distilling built around quality ingredients and hands-on craftsmanship.

BOURBON WITH A STORY

Experience bourbon through Louisville's history and culture.

EVAN WILLIAMS BOURBON EXPERIENCE
evanwilliams.com

Explore Kentucky bourbon history through an immersive Whiskey Row experience celebrating one of the state's earliest commercial distillers.

FRAZIER HISTORY MUSEUM + KENTUCKY BOURBON TRAIL® WELCOME CENTER
fraziermuseum.org/kentucky-bourbon-trailwelcome-center

Start at the official starting point of the Kentucky Bourbon Trail® and explore the history and culture behind Kentucky's signature spirit.

BROUGH BROTHERS
broughbrothers.com

Visit Kentucky's first African American-owned distillery for a guided tour and tasting rooted in family, entrepreneurship and bourbon.

COPPER & KINGS
copperandkings.com

"Experience brandy in bourbon country" and discover how traditional copper pot distillation takes a decidedly unconventional turn.

TRY BOURBON A DIFFERENT WAY

Go beyond the traditional tour with interactive tastings, blending and immersive experiences.

BIG BAT BOURBON
bigbatbourbon.com

Create a custom bourbon blend while discovering the connection between Louisville's famous bat and bourbon industries.

BUZZARD'S ROOST WHISKEY ROW EXPERIENCE
buzzardsroostwhiskey.com

Choose from sensory tastings, whiskey and chocolate pairings and other guided experiences along historic Whiskey Row.

UNCLE BOOJIE'S DISTILLING CO.
uncleboojies.com

Sample bourbon straight from the barrel and discover the story behind a 200-year-old family recipe.

PLANNER TIP

BOOK THE ANCHOR

Choose a group-friendly distillery, tour or tasting experience as the foundation of your itinerary.

ADD LOCAL FLAVOR

Pair it with an Urban Bourbon Trail® stop for cocktails, dining, atmosphere and hospitality.

LEAVE ROOM TO EXPLORE

Give guests free time to discover additional tasting rooms, speakeasies and distilleries on their own.

DRINK IN THE BOURBON CITY SPIRIT

For groups looking to explore Louisville's bourbon scene beyond the distilleries, the **Urban Bourbon Trail®** highlights a curated collection of the city's top bourbon bars and restaurants. Each year, local bourbon experts select the standout locations that authentic storytelling and memorable hospitality. From historic Whiskey Row institutions to neighborhood favorites, each stop offers a unique perspective on Kentucky's signature spirit.



SCAN THE QR CODE FOR MORE INFORMATION

EXPLORE ON YOUR OWN

These additional stops are perfect for exploring independently before or after your group itinerary. From unique tasting experiences to local bourbon destinations, they offer even more ways to discover the spirit of Bourbon City at your own pace.

TASTING ROOMS

- Green River Tasting Room
- Bardstown Bourbon Co. Louisville Tasting Room
- Castle & Key 502
- Chicken Cock Whiskey Circa 1856 Louisville
- Louisville Rickhouse Whiskey Co.
- Monk's Road Boiler Room
- Pursuit Spirits
- Whiskey Pig | The Vault
- Whiskey Thief Distilling Co. Louisville Tasting Room

SPEAKEASIES

- 1933 Society
- Black Rabbit
- The Coupe
- Hell or High Water
- Sole
- Jimmy Can't Dance
- Pin + Proof
- Trial + Error
- Wild Swann

DISTILLERIES

- Left Bank Bourbon
- Michter's Fort Nelson
- Old Louisville Whiskey Company
- Rabbit Hole Distillery

ARTS, CULTURE & HISTORY

Louisville's arts, culture and history experiences invite your group to discover the stories, people and places that have shaped the city. From immersive museums and cultural attractions to historic neighborhoods, public gardens, riverfront landmarks and creative spaces, you'll find a mix of indoor and outdoor experiences that bring depth, variety and authentic local character to your itinerary.

21C Museum Hotel

SEE SOMETHING DIFFERENT

THE DOT EXPERIENCE AT THE AMERICAN PRINTING HOUSE FOR THE BLIND

thedotexperience.org

Experience the **world's most inclusive museum** at The Dot Experience, an innovative attraction from the American Printing House for the Blind. Through interactive exhibits, storytelling and accessible design, visitors gain new perspectives on blindness, innovation and the power of human potential.

SPEED ART MUSEUM

speedmuseum.org

6,000 years of creativity spanning cultures, continents and eras.

KMAC-CONTEMPORARY ART MUSEUM

kmacmuseum.org

Contemporary art, craft and design come together on Louisville's Museum Row.

21C MUSEUM HOTEL

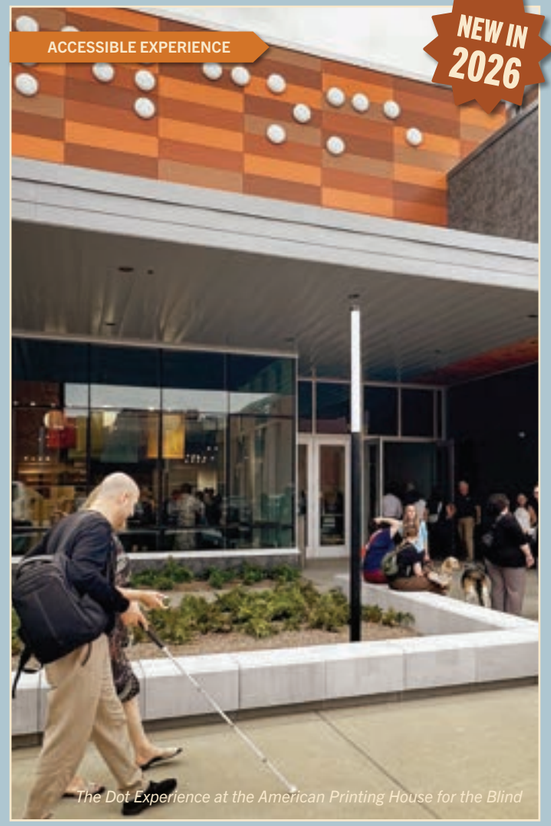
21chotel.com

Explore contemporary art from living artists in an unexpected museum setting.

NATIONAL SOCIETY OF THE SONS OF THE AMERICAN REVOLUTION

sar.org

Discover artifacts and stories that bring America's Revolutionary era to life.



The Dot Experience at the American Printing House for the Blind


Riverside, The Farnsely-Moremen Landing

STEP INTO THE STORY

RIVERSIDE, THE FARNSLEY-MOREMEN LANDING

riverside-landing.org

Explore the role of agriculture and the Ohio River at this 300-acre historic site.

HISTORIC OLD LOUISVILLE WALKING TOURS

louisvillehistorictours.com

Explore Victorian architecture, garden courts and neighborhood stories with a local historian.

HOWARD STEAMBOAT MUSEUM & MANSION

steamboatmuseum.org

Step into Louisville's steamboat era through an 1890s Victorian mansion filled with artifacts and river history.

HISTORIC LOCUST GROVE

locustgrove.org

Explore Louisville's early history at this 18th-century historic home and National Historic Landmark.

MAKE IT YOURSELF

PLANNER TIP

ADD A MAKER EXPERIENCE TO THE ITINERARY!

GROUP FRIENDLY

STONEWARE & CO.
louisvillestoneware.com

One of the oldest stoneware manufacturers in the U.S., Stoneware & Co. has been transforming clay into functional works of art since 1815. Groups can experience the tradition firsthand with factory tours or get creative with a paint-your-own-pottery experience.

GROUP FRIENDLY

MARK PAYTON GLASS CENTER
paytonglasscenter.com

Mark Payton Glass Center offers groups an immersive look into the art of glass, with group tours and hands-on activities that come together for a full, well-rounded glass experience. Visitors can see artists at work while learning about the craft and creating something of their own.

GROUP FRIENDLY

HAT SHOPPE LOUISVILLE
thehatshoppelouisville.com

Create a one-of-a-kind hat at The Hat Shoppe, where groups can choose a hat and personalize it with ribbons, feathers, flowers and more. Private workshops and customized group experiences are also available.

Stoneware & Co.



Waterfront Botanical Gardens

Garden Stops

From colorful botanical displays and historic estate gardens to wooded nature preserves, Louisville offers peaceful places to connect with nature throughout the city and beyond.

WATERFRONT BOTANICAL GARDENS
waterfrontgardens.org

Once a former landfill, Waterfront Botanical Gardens has blossomed into a scenic destination featuring gardens, educational tours, walking paths, water features and seasonal displays.

YEW DELL BOTANICAL GARDENS
yewdellgardens.org

WHITEHALL: LOUISVILLE'S ESTATE & GARDEN
historicwhitehall.org

LOUISVILLE NATURE CENTER
louisvillenaturecenter.org

MORE WAYS TO EXPLORE

MUSEUMS + CULTURAL INSTITUTIONS

FRAZIER HISTORY MUSEUM
fraziermuseum.org

KENTUCKY CENTER FOR AFRICAN AMERICAN HERITAGE
kcaah.org

ROOTS 101 AFRICAN AMERICAN MUSEUM
roots-101.org

NATIONAL SOCIETY SONS OF THE AMERICAN REVOLUTION
sar.org

HISTORIC PLACES

CONRAD-CALDWELL HOUSE MUSEUM
conradcaldwell.org

HISTORIC LOCUST GROVE
locustgrove.org

FARMINGTON HISTORIC HOME
visitfarmington.org

CATHEDRAL OF THE ASSUMPTION
cathedraloftheassumption.org

THE LITTLE LOOMHOUSE
littleloomhouse.com

THOMAS EDISON HOUSE
edisonhouse.org

PERFORMING ARTS + ENTERTAINMENT

DERBY DINNER PLAYHOUSE
derbydinner.com

KENTUCKY CENTER FOR THE PERFORMING ARTS
kentuckycenter.org

KENTUCKY OPERA
kyopera.org

LOUISVILLE ORCHESTRA
louisvilleorchestra.org

PNC BROADWAY IN LOUISVILLE
louisville.broadway.com

W.L. LYONS BROWN THEATRE
kca.org

OUTDOOR + CULTURAL STOPS

FALLS OF THE OHIO STATE PARK
fallsoftheohio.org

LINCOLN MEMORIAL AT WATERFRONT PARK
ourwaterfront.org/feature/lincoln-memorial

PARISTOWN
paristown.com

EXPLORE THE NEIGHBORHOOD

START WITH THE STORY

Choose a museum, historic site or cultural institution that gives your group a deeper look at Louisville's people, history and heritage.

ADD A CREATIVE LAYER

Pair it with art, architecture, a hands-on experience or live performance to experience another side of Louisville's culture..

EXPLORE BEYOND THE WALLS

Leave room for historic neighborhoods, public art and cultural landmarks that bring Louisville's story into the streets.

PLANNER TIP



PNC Broadway In Louisville



Paristown



BLACK HERITAGE, ARTS & CULTURE

Louisville's Black heritage is woven throughout the city's history, arts, culture and iconic traditions. From museums and historic sites to public art and cultural institutions, these experiences share the stories of the people and communities who shaped Louisville's past and continue to influence the city today, offering groups a deeper connection to Bourbon City's story.

PEOPLE, POWER & PROGRESS

The people and institutions that shaped Louisville's Black history and continue its story today.

ROOTS 101 AFRICAN AMERICAN MUSEUM
roots-101.org
Immersive storytelling tracing the African American journey from Africa to Louisville and beyond.

KENTUCKY CENTER FOR AFRICAN AMERICAN HERITAGE
kcaah.org
A cultural hub celebrating Black history, art and contributions across Kentucky.

MUHAMMAD ALI CENTER
alicenter.org
Explore the life, principles and social impact of Louisville's most famous native at this official stop on the U.S. Civil Rights Trail.

FOOTSTEPS OF GREATNESS *Continue Ali's story at the Louisville places that shaped his life and legacy.*

ALI CHILDHOOD HOME
The Grand Avenue home where Ali grew up.

COLUMBIA GYM
Where a young Ali first learned to box.

CAVE HILL CEMETERY
Ali's final resting place.

EXPLORE THE FULL TRAIL

STORIES FROM THE LAND

Historic places reveal the lives and contributions of Black Louisvillians whose stories were often left untold.

OXMOOR FARM
oxmoorfarm.org
Stories of the enslaved African Americans who lived and worked on the property.

HISTORIC LOCUST GROVE
locustgrove.org
Guided interpretation explores the lives of enslaved people alongside the Croghan and Clark families.

RIVERSIDE, THE FARNSLEY MOREMEN LANDING
riverside-landing.org
Ongoing research uncovers the lives of people enslaved here from 1820 to 1865.

THROUGH A DIFFERENT LENS

Discover the Black stories woven into some of Louisville's most iconic traditions.

HORSE RACING

KENTUCKY DERBY MUSEUM
derbymuseum.org
Discover the Black jockeys, trainers and horsemen who helped build Derby history.

BASEBALL

LOUISVILLE SLUGGER MUSEUM & FACTORY
sluggermuseum.com
Meet the Louisville Unions and explore the legacy of Black baseball.

BOURBON

BROUGH BROTHERS DISTILLERY
broughbrothers.com

FRAZIER HISTORY MUSEUM
fraziermuseum.org
Explore Black entrepreneurship, labor and influence within Kentucky's bourbon story.



Louisville Unions | Louisville Slugger Museum & Factory Archives



Frazier History Museum

ART, MEMORY & REFLECTION

See how artists and cultural institutions are bringing Louisville's Black history into the present.

(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.

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.

E&S GALLERY
eandsgallery.com
Discover fine art celebrating Black culture, creativity and legacy at this nationally recognized African American-owned gallery.

PLANNER TIP

BEGIN WITH THE HISTORY
Start with a museum or heritage site that grounds your group in Louisville's Black history, people and experiences.

CONNECT TO THE ICONS
Explore how Black heritage intersects with Louisville traditions like horse racing, baseball, bourbon and Muhammad Ali.

SEE THE STORY TODAY
Add public art, cultural institutions and contemporary experiences that show how Black creativity and influence continue to shape Louisville.

STUDENT-FRIENDLY & EDUCATIONAL EXPERIENCES

Learning comes to life in Louisville. From interactive science exhibits and immersive museums to historic attractions, performance venues and hands-on educational experiences, student groups can learn, perform, explore and be inspired throughout the city. Whether students are interested in history, science, the arts, accessibility, innovation, leadership or culture, Louisville offers engaging experiences that extend learning beyond the classroom.

Louisville Science Center

LEARNING COMES TO LIFE

Start with immersive attractions that turn science, history and big ideas into experiences students can see, touch and explore.

PLANNER TIP
Start with one of these featured educational anchors

STEM LEARNING

KENTUCKY SCIENCE CENTER
kysciencecenter.org

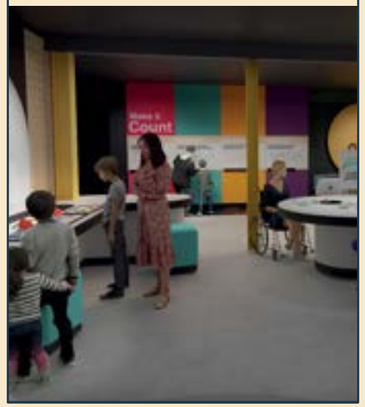
Explore three floors of interactive exhibits and hands-on experiences designed to make science approachable, engaging and fun.



ACCESSIBLE LEARNING

THE DOT EXPERIENCE
thedotexperience.org

Explore accessibility, innovation and literacy through immersive exhibits that encourage curiosity, empathy and new ways of experiencing the world.



INTERACTIVE EXPERIENCE

PORTLAND MUSEUM + AHOY
portlandky.org

Discover Louisville's riverfront history, then step into AHOY for an immersive experience inspired by the Ohio River and Portland's maritime heritage.



HISTORY WITH A PURPOSE

Connect classroom lessons to the people, places and stories that shaped Louisville, Kentucky and beyond.

MUHAMMAD ALI CENTER
alicenter.org

Explore leadership, confidence, respect and social responsibility through the life and legacy of Muhammad Ali.

KENTUCKY DERBY MUSEUM + CHURCHILL DOWNS
derbymuseum.org

Connect the Kentucky Derby to history, math, science, social studies and the arts.

FRAZIER HISTORY MUSEUM
fraziermuseum.org

Experience Kentucky history through interactive exhibits, live interpretation and engaging storytelling.

NATIONAL SOCIETY SONS OF THE AMERICAN REVOLUTION
sar.org

Explore Revolutionary War history, genealogy and early American stories through exhibits, archives and educational resources.



Frazier History Museum

SEE HOW IT WORKS

Discover the science, craftsmanship and real-world processes behind some of Louisville's most recognizable experiences.

LOUISVILLE SLUGGER MUSEUM & FACTORY

sluggermuseum.com

Follow the bat-making process from forest to factory while discovering science, history, art and America's pastime.

THE DOT EXPERIENCE

thedotexperience.org

Discover how technology and innovation can make the world more accessible through interactive, hands-on exhibits.

WATERWORKS MUSEUM AT THE LOUISVILLE WATER TOWER

louisvillewatertower.com

Discover the history and science behind creating clean drinking water through artifacts and stories dating to 1860.

VINTAGE FIRE MUSEUM

vintagefiremuseum.org

Explore the evolution of firefighting through restored fire engines and equipment dating back to 1756.



Louisville Slugger Museum & Factory

PUT SCIENCE IN MOTION

Give students a chance to experience science, motion and problem-solving outside the traditional classroom.

KENTUCKY KINGDOM THEME & WATER PARK

kentuckykingdom.com

From gravity-defying coasters to water attractions, students can see science in motion while enjoying one of the region's premier amusement parks.

FULL THROTTLE ADRENALINE PARK

gofullthrottle.com

Experience speed and motion firsthand with indoor kart racing on a 1,000-foot track.

LOUISVILLE BATS

batsbaseball.com

Experience professional Triple-A baseball and another side of Louisville's sports culture.



Kentucky Kingdom Theme & Water Park



Falls of the Ohio State Park

TAKE LEARNING OUTSIDE

Turn the city into a classroom with experiences that combine nature, movement, science and exploration.

FALLS OF THE OHIO STATE PARK

fallsoftheohio.org

Explore fossil beds, geology, ecology, natural history and the region's connection to Lewis and Clark.

LOUISVILLE ZOO

louisvillezoo.org

Use a living classroom to explore wildlife, conservation and responsibility for the natural world.

JEFFERSON MEMORIAL FOREST

memorialforest.com

Take learning outdoors with hiking, environmental programming and recreational experiences in the nation's largest municipal urban forest.

WATERFRONT PARK

louisvillewaterfront.com

Explore public art, green spaces and the Ohio River while PlayPort encourages movement, creativity and hands-on discovery.

TAKE THE STAGE

Bring your choir, band, orchestra, dance or theater group to Louisville with performance opportunities at attractions and venues throughout the city.

Belle of Louisville & Mary M. Miller

Paristown

Derby Dinner Playhouse

Fourth Street Live!

Kentucky Science Center

Kentucky Kingdom Theme & Water Park

Louisville Slugger Museum & Factory

Waterfront Park

Louisville Zoo

Kentucky Center for Performing Arts

PLANNER TIP

MIX UP THE LEARNING

Combine an educational anchor with hands-on activities, outdoor exploration and cultural experiences to keep students engaged throughout the day.

LEARN SOMETHING

Kentucky Science Center • The Dot Experience
Frazier History Museum • Muhammad Ali Center

↓

TRY SOMETHING

Louisville Slugger Museum & Factory • Portland Museum + AHOY
Kentucky Derby Museum & Churchill Downs • WaterWorks Museum

↓

EXPLORE SOMETHING

Falls of the Ohio State Park • Louisville Zoo
Jefferson Memorial Forest • Waterfront Park

↓

ADD SOME FUN

Kentucky Kingdom Theme & Water Park• Louisville Bats
Wheel Fun Rentals • Full Throttle Adrenaline Park

NIGHTLIFE, ENTERTAINMENT & GAMING

When the sun goes down, Louisville comes alive with live music, theater, dining, cocktails, nightlife districts and gaming. From a memorable show to an energetic night out, groups can keep the experience going long after the daytime itinerary ends.

START WITH THE SHOW

Anchor the evening with live music, theater, comedy or a performance that gives the group somewhere memorable to begin.

ON STAGE

KENTUCKY CENTER FOR THE PERFORMING ARTS
kentuckyperformingarts.org

Broadway, ballet, opera, orchestra and touring performances in one of Louisville's premier performing arts venues.

LOUISVILLE PALACE THEATRE
louisvillepalace.com

See concerts, comedy and live performances inside one of Louisville's most distinctive historic theaters.

PNC BROADWAY IN LOUISVILLE
broadwayinlouisville.com

Bring nationally touring Broadway productions into the itinerary with major shows each season.

LOUISVILLE COMEDY CLUB
louisvillecomedy.com

Add an evening of nationally touring comedians and rising talent along historic Whiskey Row.

LIVE MUSIC

MERCURY BALLROOM
mercuryballroom.com

Intimate concerts, comedy and special events downtown.

IROQUOIS AMPHITHEATER
iroquoisamphitheater.com

Outdoor concerts, theater, movies and seasonal programming in Iroquois Park.

STEVIE RAY'S BLUES BAR
stevieraysbluesbar.com

Live blues from local, regional and national performers.

DINNER + A SHOW

Combine dining and entertainment in one stop for an easy, group-friendly evening.

DERBY DINNER PLAYHOUSE
derbydinner.com

Enjoy a meal and Broadway-style production under one roof, with year-round musicals, comedies, concerts and seasonal favorites.

JERRY GREEN & FRIENDS
jerrygreenandfriends.com

Pair dinner with high-energy live music spanning hits from the 1960s through today.



Louisville Palace Theatre

STEP INTO THE NIGHTLIFE

Give groups time to dine, sip and explore in Louisville neighborhoods where entertainment is concentrated within an easy evening destination.

NULU
nulu.org

Restaurants, cocktail bars, galleries and boutiques create an energetic neighborhood for dining and evening exploration.

PARISTOWN
paristown.com

Live music, restaurants, public events and year-round entertainment come together in a lively neighborhood setting.

FOURTH STREET LIVE!
4thstlive.com

Restaurants, bars, live music and special events fill one downtown block with plenty of options for an evening out.

HIGH STAKES ROOFTOP GRILL
highstakesrooftop.com

City views, cocktails, live entertainment and weekly DJ nights create a lively rooftop experience atop the Tempo by Hilton in NuLu.

FIND SOMETHING HIDDEN

LOUISVILLE SPEAKEASIES

Step behind hidden doors for creative cocktails, bourbon-forward menus and atmospheric spaces inspired by the Prohibition era.

SCAN THE QR CODE FOR A LIST OF SPEAKEASIES

Hell or High Water

ADD A LITTLE ACTION

Round out the evening with gaming, dining and entertainment for adult groups looking for a livelier night out.

DERBY CITY GAMING
derbycitygaming.com

Gaming, dining and entertainment are available at two Louisville locations, with hotel accommodations at Derby City Gaming & Hotel.

EXTEND THE TRIP

REGIONAL GAMING GETAWAYS BEYOND LOUISVILLE

Looking to add an overnight or regional extension? These resort destinations offer gaming, dining and entertainment outside of Louisville.

CAESARS SOUTHERN INDIANA
caesars.com/caesars-southern-indiana

Venture across the river for casino gaming, dining, live entertainment and an on-site hotel, just 20 minutes from downtown Louisville.

BELTERRA CASINO RESORT
belterracasino.com

Gaming, dining, golf and resort amenities for groups looking to extend their stay regionally.

FRENCH LICK RESORT & CASINO
frenchlick.com

Historic hotels, gaming, dining, golf, spa experiences and entertainment in Southern Indiana.

PLANNER TIP

START WITH A SHOW

Anchor the evening with live music, theater, comedy or a performance that gives the group a memorable place to begin.

ADD DINNER OR DRINKS

Pair the entertainment with dining, cocktails or a stop in one of Louisville's lively nightlife districts.

KEEP THE NIGHT GOING

Leave room for speakeasies, live music, gaming or other after-hours experiences for groups that want to stay out a little longer.

GROUP-FRIENDLY DINING

Mealtime is another way to experience Louisville. From iconic local dishes and historic settings to flexible food halls, attraction dining and neighborhood favorites, group-friendly restaurants make it easy to add local flavor to the itinerary while meeting the practical needs of group travel.

TASTE LOUISVILLE

Start with a meal that serves up Louisville flavor, history and hospitality alongside the menu.

J. GRAHAM'S CAFÉ AT THE BROWN HOTEL

LOUISVILLE CLASSIC

brownhotel.com/dining/j-grahams-cafe

Home of the iconic Hot Brown, J. Graham's Café gives groups the chance to enjoy one of Louisville's signature dishes inside a landmark hotel.

DOC CROW'S SOUTHERN SMOKEHOUSE & RAW BAR

WHISKEY ROW

doccrows.com

Southern barbecue, seafood and Kentucky bourbon hospitality come together in a lively setting along historic Whiskey Row.



J. Graham's Café at The Brown Hotel

SOMETHING FOR EVERYONE

Give groups more freedom with flexible dining destinations offering multiple choices in one convenient stop.

VILLAGE MARKET AT PARISTOWN

FOOD HALL

villagemarketfoodhall.com

An all-local lineup of independent restaurants gives groups plenty of variety under one roof in Paristown.

MASHUP FOOD HALL

FOOD HALL

mashuplou.com

Multiple culinary concepts and a full-service bar offer groups a flexible way to experience NuLu's independent food scene.

LOGAN STREET MARKET

LOCAL MARKET

loganstmarket.com

More than 30 locally owned food, beverage and artisan vendors give groups the freedom o explore at their own pace.

COLONIAL GARDENS

DINING DESTINATION

colonialgardenslouky.com

Multiple local restaurants create a convenient dining destination near Iroquois Park and Churchill Downs.

FOURTH STREET LIVE!

DINING + ENTERTAINMENT

4thstlive.com

A walkable collection of restaurants and entertainment makes group dining convenient for downtown itineraries.

FIND MORE DINING SUGGESTIONS HERE

DINE + DISCOVER

Combine a meal with a Louisville attraction to save time while adding another memorable experience to the itinerary.

CHURCHILL DOWNS

RACING + DINING

churchilldowns.com/tickets/specialpackages/daily-double

Combine live racing, Kentucky hospitality and group dining packages, including Millionaires Row experiences.

BELLE OF LOUISVILLE

RIVERFRONT DINING

belleoflouisville.org

Pair sightseeing with a meal aboard North America's oldest operating Mississippi-style steamboat.

LOUISVILLE SLUGGER MUSEUM & FACTORY DINING

ATTRACTION DINING

sluggermuseum.com

Pair one of Louisville's most iconic attractions with group-friendly dining or event options.

DERBY CAFÉ

KENTUCKY FLAVOR

derbymuseum.org

Add Kentucky-inspired dishes, Derby-Pie® and Mint Juleps to a Kentucky Derby Museum visit.

DERBY DINNER PLAYHOUSE

DINNER + SHOW

derbydinner.com

Combine a homestyle meal and Broadway-style production in one easy, group-friendly evening experience.



Village Market at Paristown



Mashup Food Hall

EAT LIKE A LOCAL

Round out the itinerary with approachable local favorites, distinctive settings and easy group meal options throughout Louisville.

START THE DAY

BIG BAD BREAKFAST

bigbadbreakfast.com

Scratch-made biscuits, house-cured meats and Southern breakfast favorites make this an easy way to fuel up before a full day.

COMFORT + CLASSICS

THE CAFE AT PARISTOWN

thecafetogo.com

Fresh, home-cooked favorites with a Southern accent in the Paristown neighborhood.

CRAVINGS A LA CARTE

cravingsalacarte.com

Homestyle breakfast and lunch with efficient service suited to motorcoach itineraries.

OLD SPAGHETTI FACTORY

osf.com

Affordable three-course meals in a restored Whiskey Row building filled with vintage character.

MEMORABLE SETTINGS

NOCHE MEXICAN BBQ

nochemexicanbbq.com

Mexican flavors meet West Texas barbecue inside a beautifully restored church in the Highlands.

CAPTAIN'S QUARTERS RIVERSIDE GRILLE

cqriverside.com

Pair a group meal with Ohio River views, outdoor dining and private event spaces.

TROLL PUB UNDER THE BRIDGE

trollpub.com/louisville

Pub fare and local flavor in a distinctive setting beneath Louisville's Second Street Bridge.

PRIVATE + GROUP DINING

UNIVERSITY CLUB AT UOFL

uclublouisville.com

Private dining and catering options offer groups a practical meal stop with a connection to the University of Louisville.

PLANNER TIP

MAKE THE MEAL PART OF THE ITINERARY

CHOOSE THE EXPERIENCE

Start with the kind of meal that best fits the day, whether it's a Louisville classic, casual stop or memorable setting.

J. Graham's Café • Doc Crow's
Noche Mexican BBQ • Captain's Quarters

MATCH THE MOMENT

Consider location, timing and flexibility to find a dining option that fits naturally between activities.

Village Market • Mashup Food Hall
Colonial Gardens • Fourth Street Live!

PAIR IT WITH AN ATTRACTION

Save time and add value by combining dining with one of the group's planned Louisville experiences.

Churchill Downs • Belle of Louisville
Louisville Slugger • Derby Dinner Playhouse

TOUR SERVICES, TRANSPORTATION & VISITOR INFORMATION

Make group travel easier with local partners and resources designed to support your Louisville itinerary. From receptive operators and step-on guides to transportation, motorcoach services and visitor information, find the connections you need to plan with confidence and keep groups moving smoothly.

START WITH LOCAL SUPPORT

Connect with experienced **receptive tour operators** who can help with planning, transportation, logistics and itinerary execution.

MILLER TRANSPORTATION
millertransportation.com
502-368-5644 | rkilner@millertransportation.com

MINT JULEP EXPERIENCES
mintjuleptours.com
502-583-1433 | info@mintjuleptours.com

C & S TOURS
cstourstravel.com
803-780-4460 | info@cstourstravel.com

JEFFERSON TOURS
jeffersontoursandcharters.com
502-267-4007 | lauraotterback@wedeliverbest.com

TOURS FOR YOU, LLC
toursforyoullc.com
502-348-0558 | alice@toursforyoull.com

ADD A LOCAL VOICE

Bring Louisville's stories to life with a **step-on guide** matched to your group's interests.

JONI GOODIN
GENERAL LOUISVILLE • BOURBON
305-731-3002 | stormyjmg@gmail.com

DREW SHRYOCK
OLD LOUISVILLE • GENERAL LOUISVILLE • BOURBON HISTORY
502-905-1529 | drew1893@gmail.com

KIP MACKEY
MUHAMMAD ALI • BLACK HERITAGE GENERAL • LOUISVILLE
502-905-1529 | drew1893@gmail.com

DAVID DOMINE
OLD LOUISVILLE HISTORY • GHOST TOURS • BOURBON HISTORY IN OLD LOUISVILLE
louisvillehistorictours.com
502-718-2764 | Davidram13@gmail.com

ROY SCARBROUGH
LOUISVILLE HISTORY • GENERAL LOUISVILLE • BOURBON
502-744-5474

LINDA MORRIS
LOUISVILLE HISTORY • BOURBON HISTORY
502-550-1479 | LMorris@gotolouisville.com

TONY REIMONENQ
LOUISVILLE HISTORY • BOURBON HISTORY
601-325-1341 | treimonenq3@gmail.com

MARJORIE MARSHALL
LOUISVILLE HISTORY • BLACK HERITAGE • ENTERTAINMENT
502-271-9228 | lifeteacher1350@gmail.com

ADRIAN SHIPLEY
LOUISVILLE HISTORY • GENERAL LOUISVILLE • BOURBON
502-676-0345 | cheers@champan.live

TOM OWEN **Historian and former Metro council member.*
LOUISVILLE HISTORY
thomas.owen@louisville.edu

OLD FASHIONED EXPRESS
DEDICATED CITY TOUR EXPERIENCE
oldfashionedexpress.com
502-576-4695 | contact@oldfashionedexpress.com

QUICK GUIDE

BOURBON
Joni Goodin
Linda Morris
Tony Reimonenq
Drew Shryock
Roy Scarbrough
Adrian Shipley

BLACK HERITAGE
Kip Mackey
Marjorie Marshall

OLD LOUISVILLE
David Domine
Drew Shryock

MUHAMMAD ALI
Kip Mackey

GENERAL / HISTORY
Joni Goodin
Tom Owen
Kip Mackey
Marjorie Marshall
Linda Morris
Tony Reimonenq
Roy Scarbrough
Adrian Shipley
Drew Shryock

GETTING TO & AROUND LOUISVILLE

Keep groups moving with local transportation providers and easy-to-access planning tools.

GOGO CHARTERS LOUISVILLE
502-212-3567 | *gogocharters.com*

MAJESTIC TRANSPORTATION
502-438-9238 | *ridewithmajestic.com*

EXECUTIVE CLASS TRANSPORTATION
502-509-5884 | *executiveclasstransport.com*

JEFFERSON TOURS & CHARTERS
502-267-4007 | *jeffersontoursandcharters.com*

MILLER TRANSPORTATION
502-368-5644 | *millertransportation.com*

JACO LIMOUSINE & TRANSPORTATION
502-548-3251 | *jacolimo.com*

PEGASUS CHARTERED SERVICES
502-458-1862 | *takepegasus.com*

XTREME TRANSPORTATION
502-795-3525 | *xtremetransportation.com*

EXECUTIVE TRANSPORTATION
502-817-3647 | *louisvilletransport.com*

MOTORCOACH ESSENTIALS

Need fuel, repair or motorcoach services?

DERBY PARK CAMPGROUND & RV PARK
502-636-3532
cheaprvparkinglouisvillekentucky.com

MILLER TRANSPORTATION
502-368-5644
millertransportation.com

VISITOR INFORMATION

DOWNTOWN LOUISVILLE VISITOR CENTER
301 S. 4th St. | Louisville, KY 40202
888-568-4784

LOUISVILLE AIRPORT WELCOME CENTER
600 Terminal Drive | Louisville, KY 40209
502-379-6053

MAP IT OUT

Scan for the most current online map and wayfinding information.

EXTENDING THE TRIP?

1. **BULLITT COUNTY TOURISM**
COX'S CREEK, KY
502-543-8656 | *travelbullitt.org*

2. **VISIT BARDSTOWN**
BARDSTOWN, KY
800-638-4877 | *visitbardstown.com*

3. **VISIT FRANKFORT**
FRANKFORT, KY
800-875-8687 | *visitfrankfort.com*

4. **OLDHAM COUNTY TOURISM & VISITOR CENTER**
CRESTWOOD, KY
800-813-9953 | *touroldham.com*

5. **HARRISON COUNTY INDIANA CVB**
CORYDON, IN
888-738-2137 | *thisisindiana.org*

6. **RADCLIFF/FT. KNOX TOURISM**
RADCLIFF, KY
800-334-7540 | *radclifftourism.org*

7. **SHELBYVILLE COUNTY TOURISM & WELCOME CENTER**
SHELBYVILLE, KY
502-633-6388 | *shelbyvilleky.com*

8. **SOUTHERN INDIANA VISITOR CENTER**
JEFFERSONVILLE, IN
812-280-5566 | *gosoin.com*



SUGGESTED ITINERARIES

Need help building your next Louisville itinerary? Louisville Tourism offers a growing collection of suggested group travel itineraries designed around specific themes, interests and travel seasons. From Black heritage and holiday traditions to Louisville icons and Gatsby-era glamour, these itineraries provide turnkey inspiration while allowing operators the flexibility to customize each experience.

DOWNLOAD COMPLETE ITINERARIES

DISCOVER LEGENDARY LOUISVILLE

ICONS + TRADITIONS • MULTI-DAY

Discover the attractions and traditions that have defined Louisville for generations, from bourbon and baseball to horse racing, riverboats and historic neighborhoods.

HIGHLIGHTS

Bourbon • Kentucky Derby • Baseball • Riverboats
Historic Louisville

BEST FOR

First-Time Visitors • Classic Group Tours • Louisville Highlights

GATSBY'S LOUISVILLE

LITERARY + SPECIAL INTEREST • 5 DAYS

Step into Louisville's Jazz Age through historic hotels, literary connections, bourbon culture and experiences inspired by F. Scott Fitzgerald's time in the city.

HIGHLIGHTS

Seelbach Hilton • Frazier History Museum • Kentucky Derby Museum
Belle of Louisville • Evan Williams Bourbon Experience • Paristown

BEST FOR

Literary Groups • Special Interest Tours • History Lovers

THE HOLIDAYS SHINE BRIGHT IN BOURBON CITY

HOLIDAY & SEASONAL TRAVEL • 3 DAYS

Celebrate Louisville's holiday traditions with festive lights, decorated historic homes, seasonal entertainment and winter experiences throughout Bourbon City.

HIGHLIGHTS

Fete de Noel • Gardens Aglimmer • Conrad-Caldwell House Museum
Kentucky Derby Museum holiday programming
Derby Dinner Playhouse • Lights Under Louisville

BEST FOR

Holiday Tours • Seasonal Groups • Repeat Visitors

THE SOUL OF BOURBON CITY

BLACK HERITAGE & CULTURE • 2 DAYS

Experience Louisville through the people, places and stories that have shaped the city's Black heritage and culture.

HIGHLIGHTS

Muhammad Ali Center • Roots 101 African American Museum
Louisville Slugger Museum & Factory • Kentucky Derby Museum &
Churchill Downs • Black-owned dining experiences.

BEST FOR

History • Culture • Heritage Groups





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. 10/26