

DISCOVER LOUISVILLE'S BLACK HERITAGE



"15 Best Places to Experience American Culture" - Expedia



"People know Louisville, Kentucky, for its bourbon and its Thoroughbreds, but they may not know about the Black community's rich contributions to both. They may not know that Louisville's official drink, the Old-Fashioned, was created by a Black bartender. They may not know that the first-ever Kentucky Derby was won by a Black jockey."

- Group Travel Leader



THE UNFILTERED TRUTH COLLECTION

Top attractions and cultural partners are offering new immersive experiences surrounding the untold stories of Louisville's rich Black history and heritage.



EVAN WILLIAMS BOURBON EXPERIENCE

The Ideal Bartender Experience

Guests will meet an actor portraying Louisville native and renowned bartender, Tom Bullock – the First Black American to write and publish a cocktail book, during this 45-minute speakeasy tour and tasting.

HISTORIC LOCUST GROVE

Unfolding the Story of the Enslaved

Visitors learn first-hand what life was like on the 19th century farm as told from the perspective of the enslaved who served the Croghan family.

KENTUCKY DERBY MUSEUM

Black Heritage in Racing

A weekly walking tour focusing on the legacy of African Americans in the Thoroughbred industry and their influence from the first Kentucky Derby to present day.

Proud of My Calling

This tour and live performance includes actor portrayals of significant Black trainers, groomers and jockeys, telling tales of their incredible victories and crushing defeats.

FRAZIER HISTORY MUSEUM

Black Americans in Bourbon

A narrated tour explores the unheard stories about the significant contributions of African Americans to the history of bourbon making in Louisville.



ROOTS 101 AFRICAN AMERICAN MUSEUM

The Sankofa Experience

Black history, culture, and art come to life during this narrated tour of the Black journey from an African King through the social justice movement of today.

KENTUCKY CENTER FOR AFRICAN AMERICAN HERITAGE

Songbird of the South

Guests will hear the story of Kentucky-born Mary Ann Fisher, one of the first African American women to have a career as a national Rhythm and Blues singer.

LOUISVILLE SLUGGER MUSEUM & FACTORY

The Best Black Baseball Team You've Never Heard Of

Attendees will hear the story and history of the Louisville Unions and how they once dominated in the face of racism – defeating their opponents, including white teams.

THE (UN)KNOWN PROJECT

On the Banks of Freedom Public Art Experience

Participants will stand in footprints along the Ohio River where enslaved people stood as they looked towards freedom in Indiana. Join an artist-led talk that explores the history of enslavement in Kentucky through a public art installation.



FOOTSTEPS OF GREATNESS

Walk in the footsteps of world heavyweight champion and Louisville native Muhammad Ali as you visit some of the most vital landmarks pertaining to his life and lasting legacy.



MUHAMMAD'S BOYHOOD HOME

See Ali's childhood home in West Louisville where young Cassius Clay grew up from the 1940s through early 1960s. *No inside admittance.*



MUHAMMAD ALI CENTER

A six-story multicultural center and award-winning museum celebrating the life and legacy of the world-class boxer and global humanitarian.



CAVE HILL CEMETERY

This scenic 296-acre Victorian era National Cemetery and arboretum is the final resting place of Louisville's native son.

Start planning your trip today!



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