

# DISCOVER LEGENDARY LOUISVILLE

Some destinations have charm; Louisville has legacy. Here, iconic traditions mingle with modern experiences, creating the perfect blend for unforgettable group travel. This suggested itinerary highlights the places and people that built Louisville's legacy -- from historic distilleries to legendary athletes & races -- to help plan your trips that honor the city's rich story.



## DAY ONE | ICONS FORGED IN HISTORY.

Begin your legendary journey at the home of the world's largest baseball bat at 120-feet tall, the **Louisville Slugger Museum & Factory**. See how Louisville Sluggers have been made since 1884, hold historic bats, swing like Babe Ruth, and step into Bud's Batting Cage for a fastball.

Celebrate the legacy of Louisville's greatest son. The award-winning **Muhammad Ali Center** immerses you in Ali's journey--from the red bike that sparked his career to the Olympic torch that lit the world. Step into the ring, discover his core principles, and experience the story of a global humanitarian.

Enjoy hearty Southern comfort at **The Café**, then tour **Stoneware Inc.**, one of America's oldest stoneware makers dating back to 1815. Try your hand at pottery and take home a piece of Louisville craftsmanship.

Visit the **Evan Williams Bourbon Experience**, the first distillery to open on historic Whiskey Row since Prohibition. Travel from a recreated 18<sup>th</sup>-century wharf to modern-day bourbon making, complete with tastings and the story of Kentucky's first licensed distiller.

As the official starting point of the **Kentucky Bourbon Trail®** in Louisville, the **Frazier History Museum** introduces groups to Kentucky's bourbon with a guided experience through the history, craft and culture of America's only native spirit. Explore **The Spirit of Kentucky**, build a barrel, and browse hundreds of bourbons.

Dine inside an 1869 Whiskey Row warehouse once home to Bonnie Bros. Distillers. After decades as a paper-goods warehouse, the building was reborn as **Doc Crow's Southern Smokehouse and Raw Bar**.

## DAY TWO | RACING THROUGH TIME

A Derby City landmark for nearly 100 years, stop for breakfast or lunch at **Wagner's Pharmacy** where racing legends, jockeys, and fans have gathered for generations. Every wall tells a story -- and every meal feels like stepping into Derby history.



After breakfast, immerse yourself in Derby magic at the **Kentucky Derby Museum** with interactive exhibits, a 360° film, and a guided track tour of historic **Churchill Downs**. Complete your visit with a group activity like Backstretch Breakfast or Hatitude.

Savor Kentucky classics, Derby-inspired treats, and plenty of bourbon -- perfect before or after your museum visit at the **Derby Café & Bourbon Bar**.

Go behind the scenes at a premier thoroughbred farm at **Hermitage Farm**. Walk the grounds, meet champion horses, and savor a curated bourbon flight.

Cruise the Ohio River aboard the **Belle of Louisville**, the last authentic Mississippi River-style steamboat that is over 100 years old, or her sister vessel, the **Mary M. Miller**. Enjoy iconic views and a delicious meal aboard this National Historic Landmark experience.



Tour the **Conrad-Caldwell House Museum**, a striking 1893 Richardsonian Romanesque mansion, and explore the lives of the philanthropic families who shaped early 20<sup>th</sup>-century Louisville. While there, indulge in a traditional Victorian Tea complete with finger sandwiches and bottomless tea for tasting.

Journey through the **Louisville Mega Cavern** tram into a massive former mine once designated as a Cold War shelter (*we know Colonel Sanders was on the VIP list*). Explore its unique history, geology, and scale--including a vintage film projected on the cavern walls.

The **Colonial Gardens** restaurant complex food hub is a local landmark landmark across from Iroquois Park that dates back to the early 1900s when it was used as a dance hall and music performance space, and even a rumored secret Elvis spot in the 1950s.

Discover **The Little Loomhouse**, the historical cabins established by Lou Tate. Take a hands-on weaving class and weave a piece to take home. Your visit also explores the birthplace of the *Happy Birthday Song*, celebrating the sisters whose musical contribution continues to bring worldwide joy.

The **American Printing House for the Blind**-- the nation's oldest maker of products for the visually impaired-- offers artifacts, photos, and hands-on exhibits tracing the history of Braille. Opening in 2026, the new Dot Experience will be a fully re-imagined, inclusively designed museum aiming to be the most accessible in the world, featuring powerful stories and innovative, interactive displays shaped by people who are blind or low vision.

End your legendary journey in a stylish downtown bistro, the **Bristol Bar & Grille**, surrounded by the historic facades of Main Street.

## DAY THREE | LIVING LEGENDS | LASTING IMPRESSIONS

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