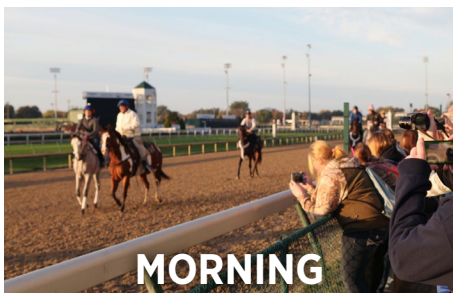




A Day in Bourbon City

Louisville's unique brand of Southern hospitality, one-of-a kind attractions, Urban Bourbon Experience®, rich culinary scene, convenience and affordability make it a world-class meetings destination. With new hotels, new immersive experiences, and GBAC STAR™ Accredited venues, we are ready to welcome meetings, events and visitors back to Bourbon City!



MORNING

Kentucky Derby Museum Barn & Backside Tour: See a two-year-old training to win next year's Derby, catch horses during a bath or getting new horseshoes, and learn about the fascinating community that lives on the Backside of Churchill Downs.



BREAKFAST

Wagner's Pharmacy: Rub elbows with horse owners and trainers at this long-time Louisville staple adjacent to Churchill Downs. Enjoy Kentucky breakfast classics like country ham, homemade biscuits and sausage gravy.



MID-MORNING

Museum Row: A collection of attractions along 4 blocks of historic Main Street. Choose from the likes of the [Louisville Slugger Museum & Factory](#), the [Muhammad Ali Center](#), and the [Frazier History Museum](#) – official starting place of the [Kentucky Bourbon Trail](#)®.



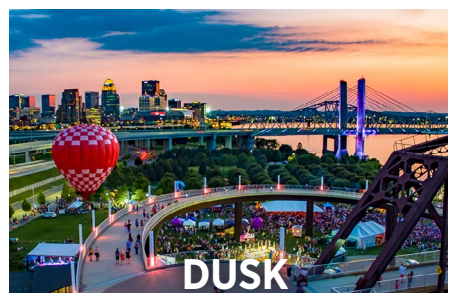
LUNCH

21c Museum Hotel: A contemporary art museum, boutique hotel, and home to Proof on Main restaurant. Enjoy a locally-sourced lunch, grab a bourbon cocktail and explore the thought-provoking art galleries.



AFTERNOON

"The Ideal Bartender" at Evan Williams Bourbon Experience: Step back in time to the final days of Prohibition and into the distillery's secret Speakeasy to meet Louisville native and renowned bartender, Tom Bullock – the First Black American to write and publish a cocktail book.



DUSK

Big Four Bridge: Take a stroll along the river at Louisville's award-winning downtown Waterfront Park and enjoy sunset from the best view in town – the Big Four Walking Bridge – a pedestrian-only bridge that spans the Ohio River.



DINNER

The Brown Hotel: Enjoy Louisville's most famous dish, the [Hot Brown](#), where it originated in the 1920s. The decadent, open-faced, turkey, bacon, tomato and Mornay-sauce drenched sandwich is perfectly complimented by Louisville's official cocktail, [the Old Fashioned](#).



LATE NIGHT

Speakeasies: [Pin + Proof](#) - a cocktail lounge and miniature bowling alley. [Jimmy Can't Dance](#) - Enter through a sandwich shop to find this underground jazz club. [Hell or High Water](#) - password-protected dimly-lit lounge with elevated cocktails.



SLEEP

Hotel Distil: Stay in one of Louisville's newest and most stylish hotels. Hotel Distil is an Autograph Collection property on Whiskey Row with high-end bourbon touches and scenic city views.