

BOURBON CITY

When It Comes to Fun,
Bourbon City Has Your Number



5

pillars of the arts – theater, opera, orchestra, ballet and children’s theater – enrich Louisville’s diverse cultural offerings

8

museums located within a few walkable blocks of Museum Row on Main Street



4

major parks designed by Frederick Olmsted, creator of New York’s Central Park, plus 122 more parks across the city for hiking, biking and exploring.

PRO TIPS

With so many must-see-and-do things in Louisville, we thought we’d make it easy for you and list them all here. Enjoy.

- ❑ Pick up your **mini bat** after a factory tour of Louisville Slugger Museum & Factory.
- ❑ Explore the Urban Bourbon Trail® and enjoy our **official cocktail**, the Old Fashioned – served locally since the 1880s.
- ❑ Sample the classic **Hot Brown**, an open-faced sandwich first served at Louisville’s legendary Brown Hotel.
- ❑ Go for a **distillery tour and tasting** at one of Louisville’s Urban Bourbon Distilleries.
- ❑ Snap a picture boxing with “The Greatest” at the **Muhammad Ali Center**.
- ❑ Sip on a Mint Julep at **Churchill Downs**.
- ❑ For an Instagrammable view of the city skyline, take a walk across the **Big Four® Bridge**.
- ❑ See Shaker furniture and other Kentucky décor and art at the **Speed Art Museum**.
- ❑ Get cozy with a life-size Colonel Sanders at the **Louisville Visitor Center**.



To build your own custom Louisville experience: See 1, 2 and 3-day itinerary ideas and purchase attraction tickets at GoToLouisville.com/MyExperience

For a Visitor Guide or booking assistance call **888-568-4784**



Louisville Visitor Center
301 S 4th Street
Louisville, Ky 40202
(502) 379-6109



@GoToLouisville



“TOP 10 COOLEST CITIES TO VISIT”
– FORBES

WELCOME TO

Yes, Bourbon is a spirit that comes in a glass, but it is also a spirit that inspires our culture. It’s the same spirit that created Louisville, a place where tradition meets innovation, authenticity meets originality, and compassion meets quirkiness for a different type of Southern hospitality.



85

acres of green space at Waterfront Park with trails, playgrounds and the Great Lawn, which hosts festivals throughout the year



40+

stops across the city on the Urban Bourbon Trail®



6

pulse-pounding coasters at Kentucky Kingdom amusement park



#LouisvilleLove



SAVOR
EVERY SIP
OF BOURBON
CULTURE

Kentucky Bourbon Trail® Welcome Center
at Frazier History Museum



INDULGE
IN ONE OF
AMERICA'S
HOTTEST
CULINARY
SCENES

"One of the Nation's Best Local Food Scenes."
- USA Today

9

URBAN DISTILLERIES



Old
FASHIONED
LOUISVILLE'S OFFICIAL
Cocktail

LOUISVILLE WAS DOING FARM-TO-TABLE

Numerous **James Beard
Award-Nominated Chefs**
and **Restaurants** as seen
on *Top Chef*



LONG BEFORE IT
WAS A TREND

The Hot Brown
A Louisville Favorite
Since 1926



"ONE OF THE FRIENDLIEST CITIES IN AMERICA" - TRAVEL + LEISURE

EXPERIENCE
SOUTHERN
HOSPITALITY
WITH MODERN
CHARM



Churchill Downs
Home to the Kentucky Derby
and Kentucky Derby Museum



The Belle of Louisville
Oldest Operating
Steamboat in the U.S.

National Preservation District
Country's largest collection of
Victorian-era homes



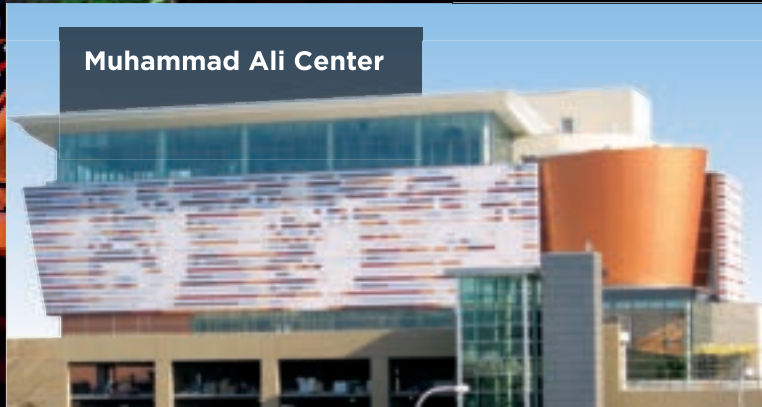
MAKE IT A
WEEKEND OF
DISCOVERIES

**Louisville Slugger
Museum & Factory**

LOUISVILLE HAS A FESTIVAL FOR NEARLY EVERYTHING BOURBON | FOOD | MUSIC | ART | AND MORE



**Louisville
Mega Cavern**



Muhammad Ali Center