

GREAT FALLS TRAVEL

PRELIMINARY TOUR CONCEPT • JUNE 2027

Louisville: Legends, Bourbon & Black Heritage

A five-day, four-night journey created for a Texas gentlemen's group

WHY LOUISVILLE

A city of champions, makers, and river traditions



Louisville is shaped by champions, craft, and the Ohio River, and this journey brings those threads together. Follow Muhammad Ali's life and principles at the Muhammad Ali Center, then explore Louisville's Black heritage with a local guide and Roots 101 African American Museum. See Churchill Downs, watch Louisville Slugger bats take shape, and choose between bourbon craftsmanship or the city's art and architectural history. An Ohio River supper cruise and a relaxed gaming evening complete five days built for conversation, shared interests, and time together.

5 days

Four nights in Louisville

About 25

Adult travelers

Easy to moderate

Adjustable activity level

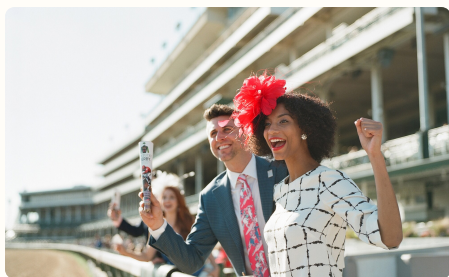
Bourbon tastings and alcohol-focused visits are optional. Great Falls Travel will arrange a parallel Louisville cultural experience for travelers who prefer not to participate, and the group will reunite for the evening river cruise.

Four sides of Louisville



Muhammad Ali & Black Louisville

Follow Ali from Louisville youth to global athlete, activist, and humanitarian, then widen the story through a local Black Heritage tour and Roots 101.



Derby Traditions

See the twin spires, morning activity on the track, and museum exhibits about the people, horses, and traditions behind the race.



Baseball Craftsmanship

Watch Louisville Slugger bats take shape and explore the players, objects, and manufacturing story behind a celebrated baseball name.



Your Choice: Bourbon or Louisville Culture

Choose Louisville's bourbon craft or a parallel non-alcohol arts-and-architecture experience before the group reunites for the river cruise.



DAYS 1 AND 2

Welcome, legacy, and community

1

Welcome to Louisville

Arrive in Louisville and receive a proposed Louisville Tourism welcome before gathering for dinner at Doc Crow's, a Whiskey Row restaurant known for barbecue and Southern dishes. The evening gives the group an easy first taste of the city and time to reconnect.

DOWNTOWN LOUISVILLE • SOUTHERN DINING

2

Muhammad Ali & Black Louisville

Begin at the Muhammad Ali Center, a museum and cultural center devoted to Ali's life, principles, and public work. After lunch, a local step-on guide leads a Black Heritage city tour. Continue to Roots 101 African American Museum, where exhibitions place Black history, culture, and achievement in a broader national story.

SPORT • CIVIL RIGHTS • CULTURE • COMMUNITY



DAY 3

Derby traditions and an evening out

3

Churchill Downs, Underground Louisville & Gaming

Start with the Kentucky Derby Museum's Backstretch Breakfast experience and views of morning activity at Churchill Downs, then explore the museum's racing exhibits. After lunch, ride the Louisville Mega Cavern tram through a former limestone mine beneath the city. Dinner is followed by the group's choice of Derby City Gaming or Caesars Southern Indiana.

RACING TRADITIONS • CITY GEOLOGY • GAMING

Two good gaming choices

Derby City Gaming keeps the evening in Louisville and centers on historical horse racing machines. **Caesars Southern Indiana** adds a river crossing and a full casino with table games and slots.



DAYS 4 AND 5

Baseball, Louisville traditions, and the Ohio River

4

Baseball, Louisville Traditions & the Ohio River

Tour Louisville Slugger Museum & Factory and see how bats are made. After lunch, choose the Frazier and Evan Williams bourbon-history track, with a guided tasting for those who want it, or a parallel non-alcohol experience such as the Speed Art Museum or a guided Old Louisville walk. The group reunites for dinner and skyline views aboard a Belle of Louisville or Mary M. Miller supper cruise.

AMERICAN SPORT · KENTUCKY CRAFTSMANSHIP · RIVER LIFE

5

A Final Louisville Morning

Enjoy breakfast and an unhurried final morning before departure. If the travel schedule allows, add a short stop for local shopping, a museum return, or a final walk along the riverfront.

FLEXIBLE DEPARTURE MORNING

The experience first, the details next

One point of contact

Great Falls Travel develops the final route, gathers preferences, coordinates suppliers, and keeps the organizer informed.

Built around the travelers

Adjust walking, meal style, gaming, bourbon emphasis, the non-alcohol experience, and free time to match the group.

Local destination support

Louisville Tourism has supplied group resources. Welcome benefits and incentives will be reconfirmed for 2027.

No public price

An itemized price follows after the hotel, transportation, dates, and final experiences are confirmed.

Bourbon or non-alcohol Louisville culture

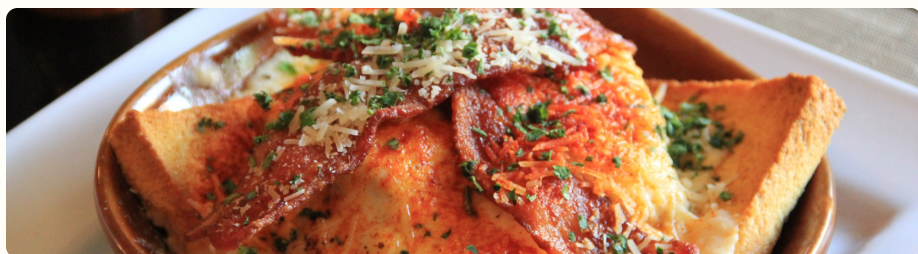
No traveler is expected to participate in alcohol-related experiences. Choose the Frazier and Evan Williams bourbon-history track or a parallel Louisville culture track built around options such as the Speed Art Museum or Old Louisville's Victorian architecture.

Planned trip framework

- ✓ Four hotel nights
- ✓ Tour manager and local experts
- ✓ Select meals and dining
- ✓ Custom planning and coordination
- ✓ Private local motorcoach
- ✓ Scheduled admissions
- ✓ Parallel non-alcohol option

Anticipated exclusions: transportation to and from Louisville unless selected; travel insurance; personal purchases; guide and driver gratuities; optional upgrades outside the final itinerary.

Optional active upgrade: the Kentucky Derby Museum and Hermitage Farm package involves roughly 1.5 miles of walking, stairs, uneven surfaces, and limited wheelchair access.





— START THE CONVERSATION

Let's shape Louisville around your group.

This concept gives us a strong starting point. Tell us which experiences matter most, how active the group wants to be, which gaming evening fits best, and how many travelers prefer the bourbon or non-alcohol Louisville culture track.

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