



# TEACHTHOUGHT PBL

## LOUISVILLE, KY 2017

### #GROW17

We can't wait for you to experience an entirely different type of Southern.

With boundary pushing twists on Southern cuisine, a unique take on Bourbon, a vibrant arts and events community, and one-of-a-kind attractions, Louisville is an extremely well-crafted destination.



### DISCOVER ONE-OF-A-KIND ATTRACTIONS AND WALK WITH LEGENDS

Box with Ali, pick up a mini bat from the Louisville Slugger Museum & Factory, or explore the past at the Frazier History Museum.

### SAMPLE OUR AWARD WINNING CULINARY SCENE

Louisville has been named "America's Best Cities for Foodies" by **Travel + Leisure** and one of the "Nation's Best Local Food Scenes" by **USA Today** – you can find something for everyone.



### EASY TO GET THERE, HARD TO LEAVE

Louisville is within a day's drive of over half the U.S. population. Once you're there you'll experience one of the most walkable downtowns in the country, supported by public transportation and a downtown circulator.

### GET A TASTE OF THE URBAN BOURBON EXPERIENCE™

Go for a distillery tour & tasting at one of the Urban Bourbon Distilleries and then enjoy Louisville's official cocktail since the 1880s, the Old Fashioned.



### "TOP WORLD FESTIVAL & EVENTS CITY"

– **International Festival & Events Association**

Louisville is home to world-renowned events and festivals, such as: the Kentucky Derby Festival, Forecastle Music Festival, Louder Than Life, the St. James Art Show and a whole lot more.

### ONE OF THE "FRIENDLIEST CITIES IN AMERICA"

– **Travel + Leisure**

Imagine an internationally recognized city for compassion combined with our own brand of Southern Charm.

