

MARS
Tours & Travel

Exclusive

MARS Exclusive Event | Space is Extremely Limited | Demand is High

Thunder Over Louisville

APRIL 15-19, 2027

Itinerary

Day 1 – Welcome to Bourbon Country

Your Kentucky adventure begins with lunch included at a popular down-home steakhouse featuring premium cuts and local flavor before visiting Old Friends Equine, dedicated to giving retired Thoroughbreds the dignified retirement they deserve, with lifelong care in a place they can call home with fellow horse friends. After settling into your downtown Louisville hotel, spend the evening discovering the award-winning NuLu Arts District. Browse through many artist galleries and one of a kind boutique shops - be sure to not miss Bon Dylan's Last Refuge for a taste of his famous bourbon.

Day 2 – Derby Dreams & Bourbon Traditions

Step into the excitement of Churchill Downs with an unforgettable visit to the Kentucky Derby Museum. Watch thoroughbreds during their morning workouts, experience immersive exhibits, design your own Derby hat, and even try your luck with a fun mock wagering experience. After a Kentucky-inspired lunch, rest & refresh at the hotel before dinner and a bourbon tasting at one of Louisville's celebrated distilleries.

Day 3 – Thunder Over Louisville!

Today marks one of America's greatest annual celebrations. Depart on foot to Waterfront Park where your Pegasus Pin keepsake will grant access to the exciting festivities, plus your group has exclusive rooftop access at your hotel* overlooking the Ohio River for the spectacular Thunder Over Louisville event! Watch thrilling aerial performances, enjoy a festive complimentary cocktail, an included buffet dinner, and witness North America's largest annual fireworks display light up the Louisville skyline in an unforgettable & exclusive rooftop evening you'll never forget.

Day 4 – Louisville's Hidden Treasures

Embark with your local Guide and discover Louisville on a city tour before savoring the famous Hot Brown lunch at the historic Brown Hotel—the birthplace of this legendary Kentucky classic dish. Explore the innovative Dot Experience museum before celebrating your journey with a private Farewell Dinner at a popular local distillery featuring live entertainment and another taste of Kentucky's world-famous bourbon culture.

Day 5 – A Creative Kentucky Farewell

Before heading home, explore Stoneware & Co., one of America's oldest stoneware manufacturers with a behind-the-scenes factory tour and create your own hand-painted pottery keepsake to be fired & shipped directly to your home. Enjoy free time in the charming Paristown Arts District before raising one final toast with a unique speakeasy-style bourbon tasting—the perfect ending to an unforgettable Kentucky getaway.

*Event located at primary hotel rooftop. Secondary hotel is located 2 blocks from the event space, so guests can come and go as they please throughout the day.

Experience Louisville's Biggest Celebration from the Best Seat in Town!

Witness North America's largest annual fireworks display from an exclusive rooftop overlooking the Ohio River while enjoying Kentucky's legendary bourbon, Churchill Downs, Louisville's celebrated cuisine, vibrant arts district, and unforgettable Southern hospitality. This is spring in Kentucky at its most spectacular!

Highlights

- Old Friends Equine
- Kentucky Derby Museum & Luncheon
- Churchill Downs Guided Tour
- Hatitude Experience: Create Your Own Custom Kentucky Derby Hat Keepsake
- Mock Racing Activity
- Thunder Over Louisville Air Show & Rooftop Dinner & Fireworks Event
- Louisville Guided City Tour
- Luncheon at The Brown Hotel
- The Dot Experience Factory Tour
- Stoneware & Co. Factory Tour
- Distillery Dinner Event
- Bourbon Tasting & Tour at Uncle Boojies

Inclusions

- 4 nights' hotel accommodations
- 4 Breakfasts, 4 Lunches, 3 Dinners
- Annual Kentucky Derby Festival Pegasus Pin
- Admissions and Guide Services
- Taxes & Hotel Fees

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