

Kentucky in Europe

International Seminars
January 2015



Why Europe?



According to Travel South USA,
939,000 Western Europeans
visited the region* in 2013:

272,000 Brits

257,000 Germans

88,000 Dutch + Belgians

87,000 Scandinavians

72,000 French



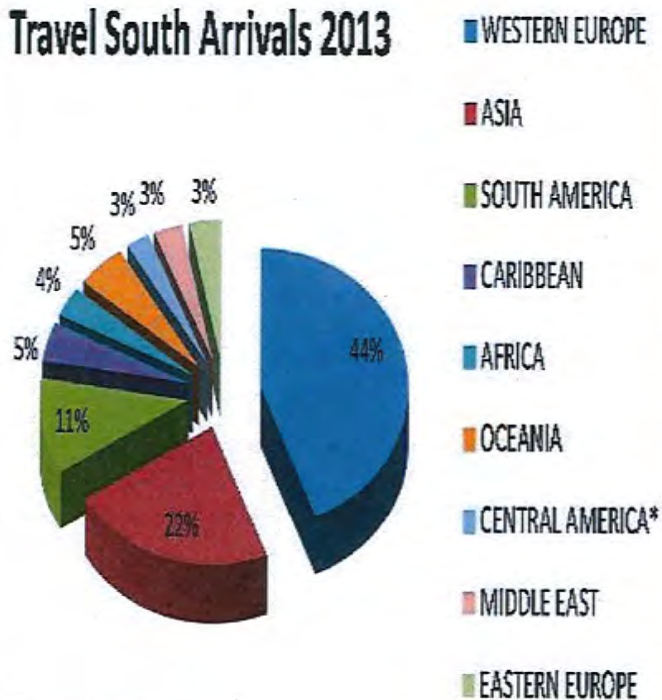
* 12 states but excluding Atlanta Airport





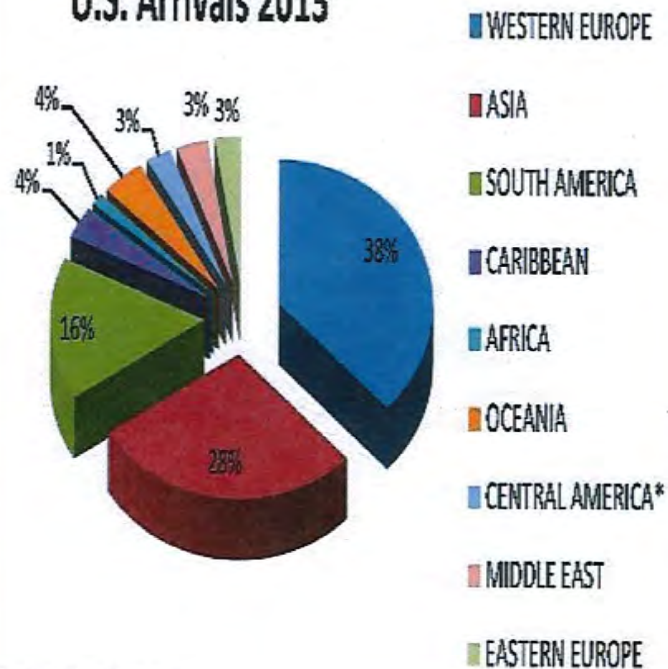
Travel South Optimal Market Distribution

Travel South Arrivals 2013



*= Excludes Mexico

U.S. Arrivals 2013



*= Excludes Mexico

The average length of stay of Europeans in the Travel South region was **15 nights**.

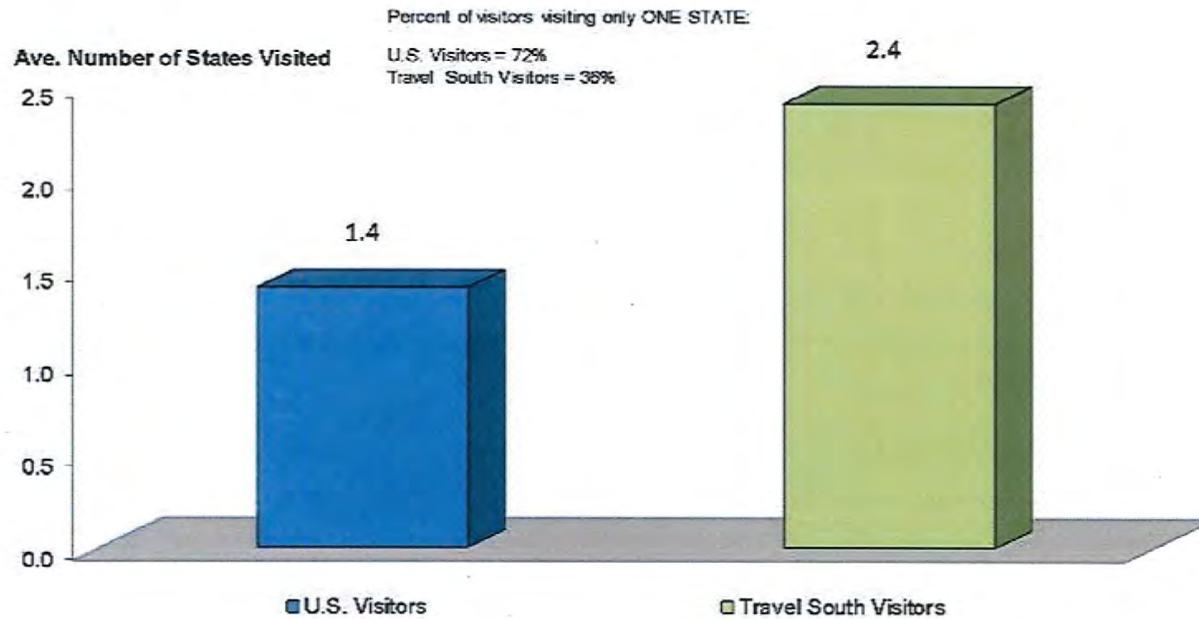
On average these Europeans visited **2.4 states**.

These Europeans had previously visited the USA on **four or five vacations**.



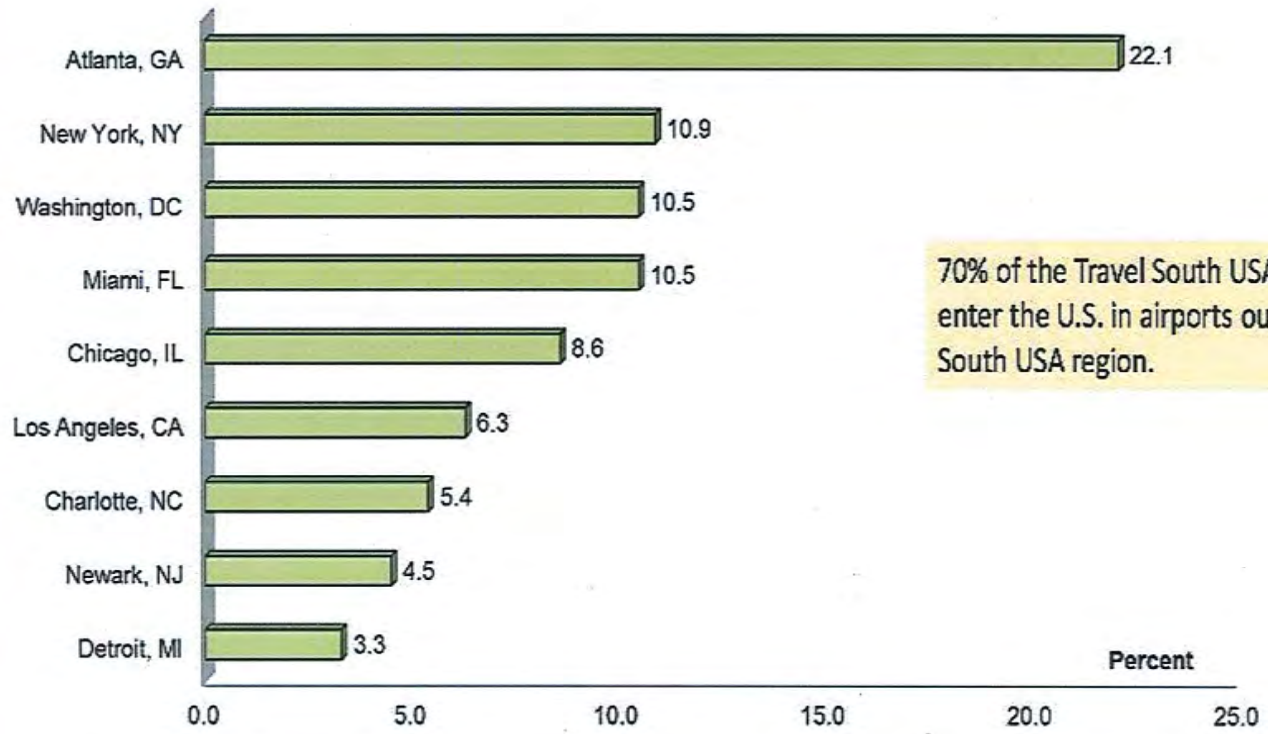
Travel South **Overseas** Visitors 2013 Report

NUMBER OF STATES VISITED OVERSEAS VISITORS TO TRAVEL SOUTH / U.S. 2013



Source: Travel Market Insights, Survey of International Air Travelers to the United States - 2013

PORT OF ENTRY OF OVERSEAS VISITORS
OVERSEAS VISITORS TO TRAVEL SOUTH
 2013



70% of the Travel South USA overseas visitors enter the U.S. in airports outside of the Travel South USA region.

Source: Travel Market Insights, Survey of International Air Travelers to the United States - 2013

According to Travel South USA,
Kentucky was visited by **64,000**
Overseas* travellers in 2013.

The economic impact of these
Overseas travellers in Kentucky
is calculated at **\$28 million.**

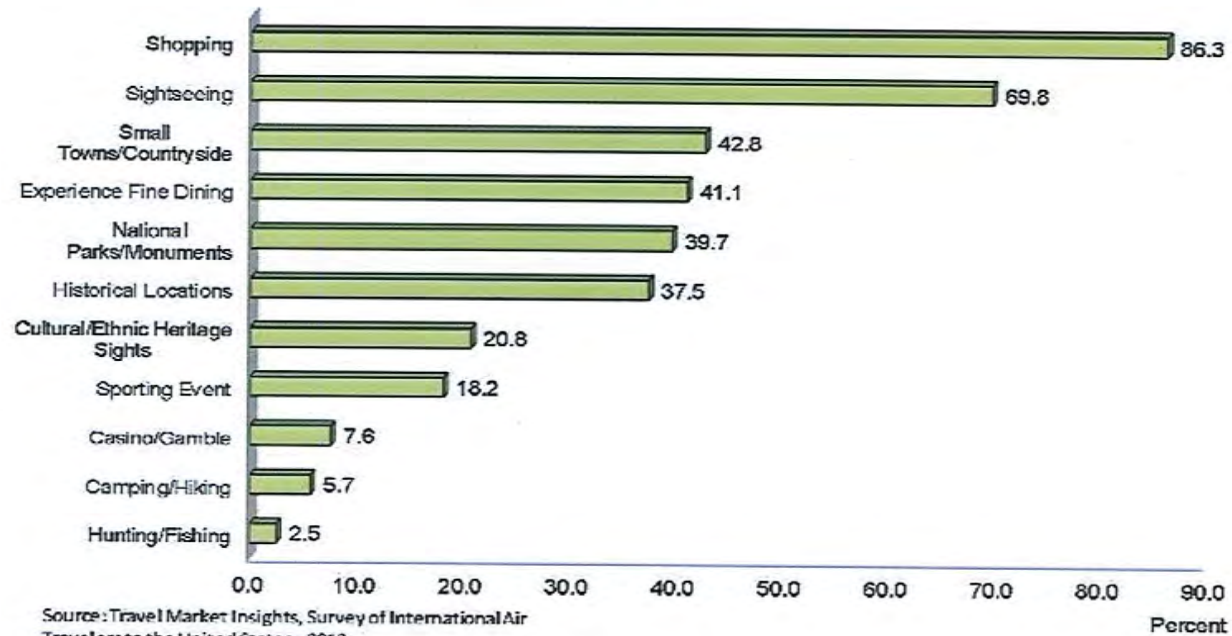


* Overseas visitors exclude Canada and Mexico.



Travel South Overseas Visitors 2013 Report

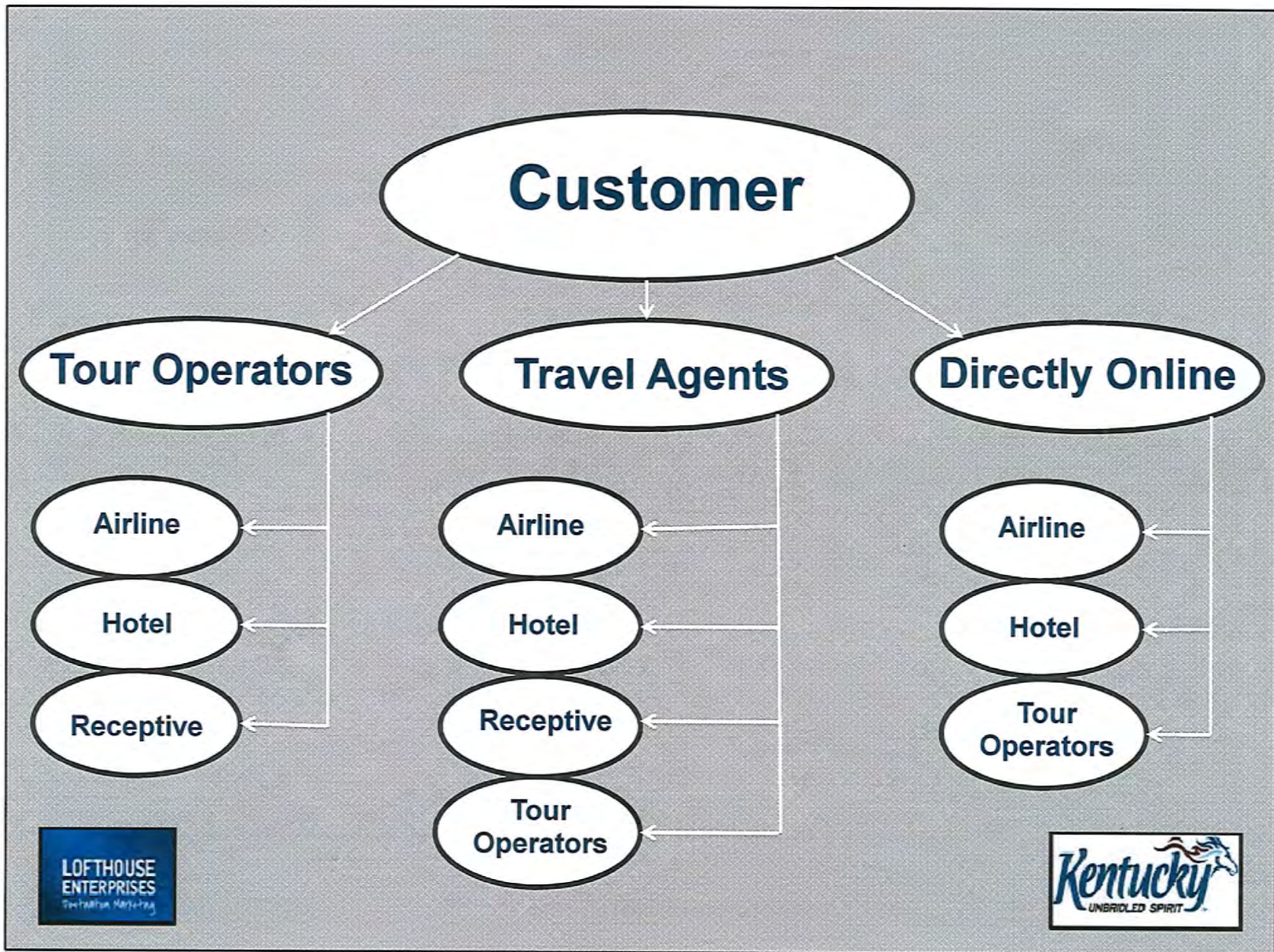
LEISURE-RECREATION ACTIVITIES* OVERSEAS VISITORS TO TRAVEL SOUTH 2013



Source: Travel Market Insights, Survey of International Air
Travelers to the United States - 2013

* = multiple response

The European Buying Process...



When & Where in Europe?



Lofthouse Enterprises

David Nicholson + Viara Challier

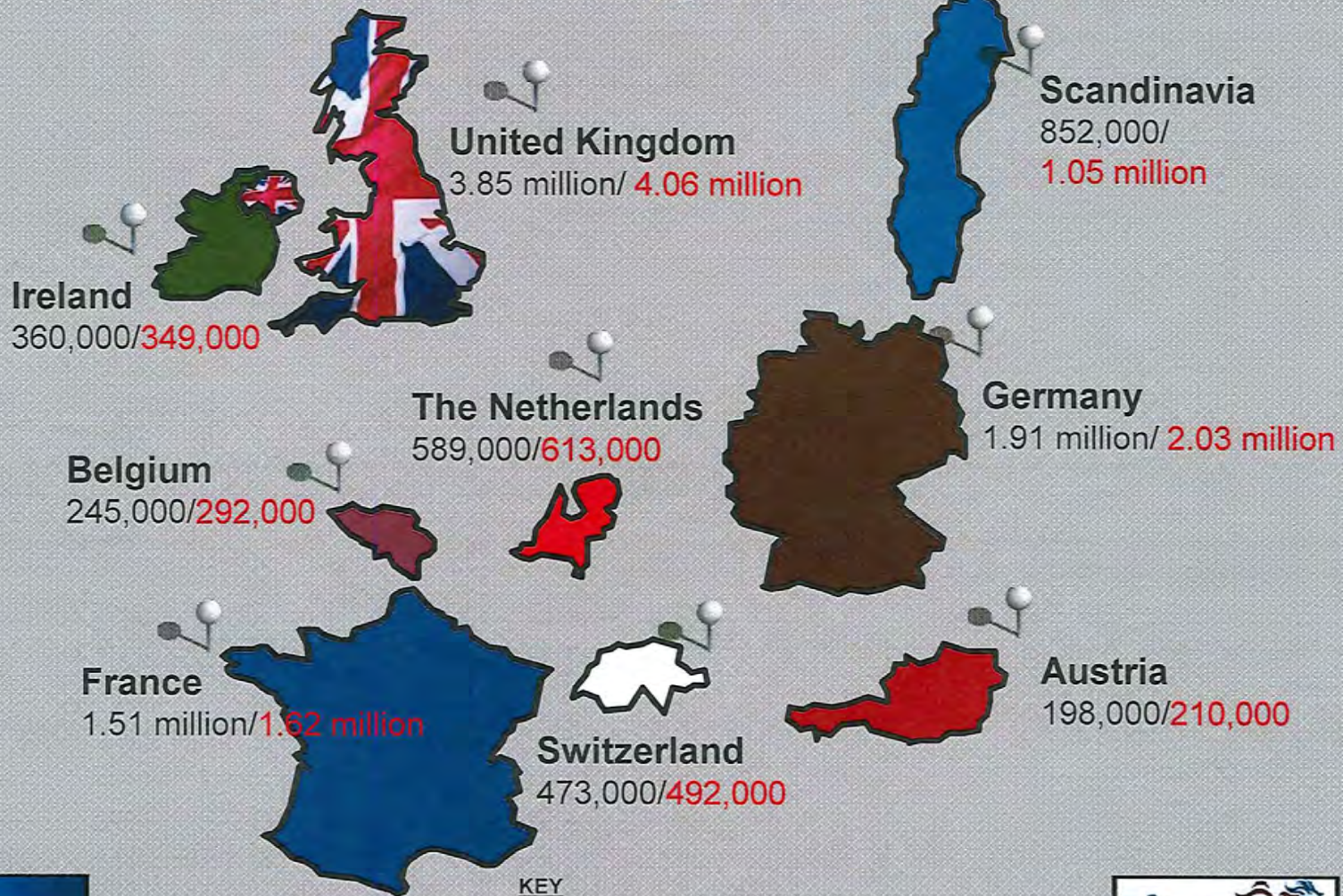
- Appointed Kentucky representatives in November 2013.
- Represented Tennessee and Mississippi in UK and Ireland since 1992.
- Established European network in 1996 and worked with same partners and sub-contractors ever since.



The Goals...

- ☑ Increase the number of UK and European visitors to Kentucky.
- ☑ Maximize the length of stay of these visitors and increase their economic impact across the Commonwealth of Kentucky.

European Target Markets



KEY

- 2013 US Arrivals in **Black**
- Predicted US Arrivals in 2015 in **Red**
- Source: US Dept. of Commerce



Lofthouse Enterprises

David Nicholson + Viara Challier

PR ~ Media ~ Consumer Relations ~ Travel Trade

Consumer Services + Fulfilment ~ Consumer Shows ~ Co-op Marketing ~ Media Campaigns ~ Sales Calls + Missions ~ Product Development ~ FAM Tours ~ Training ~

Ireland



United Kingdom



Scandinavia

Denmark
Norway
Sweden



Textransfer

Wolfgang Streitböcher

PR ~ Media ~ Consumer Relations

Consumer Services + Fulfilment ~ Consumer Shows ~ Media + PR Campaigns ~
Media FAM Tours ~ Website Development + Maintenance ~ Social Media

Rachel Kisber Obermeier ~ Travel Trade Manager

Sales Calls + Missions ~ Product Development ~ FAM Tours ~ Training



Germany



Switzerland



Austria



Target Travel

Marjolein Fraanje

PR, Media, Consumer Relations & Travel Trade



Belgium



The Netherlands



American Gateway

Jean-Marie Douau

PR, Media & Travel Trade



France



The Story So Far...



- **Meetings:** We met with 55 key Tour Operators and Travel Agents.
- **Training:** We conducted training sessions educating 120+ front-line sales staff from Tour Operators.
- **Trade FAMs:** Lofthouse escorted a group FAM with five UK Tour Operators and we facilitated individual visits to Kentucky for UK, Dutch and German travel companies.
- **Media FAMs:** Lofthouse escorted two group media FAM tours with journalists from Belgium, France, Ireland, Netherlands, Norway and the UK. We facilitated individual visits to Kentucky for UK, Dutch and German journalists.
- **Shows:** We attended five shows and had 83 appointments with various tour operators and agents. We met more than 370 people during the direct consumer shows and distributed some 640 guides and maps.
- **Sales Mission:**
 - Re-launch Kentucky in the UK market
 - Governor Beshear + US Ambassador
 - Secretary Stewart + Commissioner Mangeot
 - Louisville, Lexington + Northern Kentucky CVB's
 - 120 travel trade + media partners.
 - Lunch for 15 key Tour Operators + Media.





Product Development



KENTUCKY

The Bluegrass State of Kentucky is most famous for its thoroughbred horse farms and bourbon distilleries. These are set in impressive rolling countryside that leads to mountains, cave systems and The Cumberland Falls.



RANCHES IN KENTUCKY

No ranches in this state



MANAGE YOUR WISHLIST

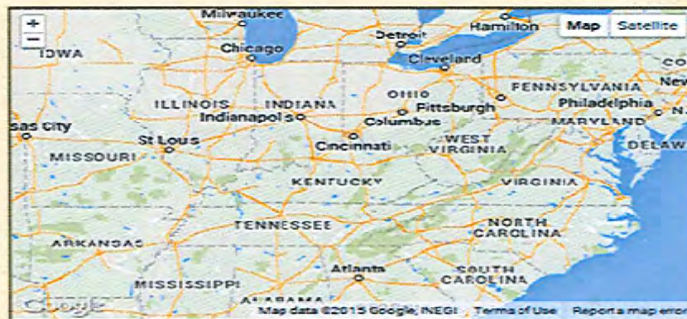
Kentucky is known as the "Bluegrass State", a nickname based on the bluegrass found in many of its pastures and brought about because of the fertile soil. Packages including The Kentucky Derby 1 & 2 May 2015, Bourbon Tours and private horse farm tours available from American Round-Up.

For those wishing to attend the Rolex Three Day Event in Kentucky the dates are 23-26 April 2015. The Breeders' Cup World Championships will be held for the first time at Keeneland Race Course, October 20-21, 2015. Located in the heart of Bluegrass Country and the Thoroughbred breeding community, and a major horse sales complex.



MANAGE YOUR WISHLIST

For those who wish to experience Kentucky at a slower pace we have packages available to stay at Boutique hotels and B&B's, farm tours which include visiting studs. Unique opportunity to stay at a Shaker Village a 3000 acre National Historic Landmark near Pleasant Hill Kentucky for 2 nights exploring the 19th Century buildings and traditions. For weekenders there may be an opportunity to take a 2 hour ride on their property. Extra tours available to visit many Bourbon distilleries, The Muhammad Ali Center, Mammoth Cave National Park or Corvette GM Plant at Bowling Green which is a fascinating tour. Depending on time and budget we can tailor-make your tour.



DISCOVER KENTUCKY

funway

3 NIGHTS
FROM £659pp



Kentucky is located in South East of the United States. Nicknamed the "Bluegrass State", Kentucky boasts one of the richest and varied landscapes in America. With the beautiful Appalachian Mountains in the east, the Bluegrass Region in the centre and impressive lakes dotted across the state, Kentucky is an ideal destination for everyone.

WIN A FLY DRIVE HOLIDAY TO THE SOUTH*

If you would like to escape the UK and experience The South then look no further! With so many must-see destinations, fly drive holiday is the perfect way to discover the true diversity that The South has to offer.

To be in with a chance of winning one of our fly drive holidays, simply visit www.funway4agents.co.uk and complete our short survey. With 5 up for grabs, you have more chance than ever before! All completed surveys will be entered into a prize draw with the winners being chosen at random shortly after the closing date.

HOLIDAY DESTINATION(S) & DURATION	DEPARTURE DATE	SALE PRICE
Kentucky (3 nights)	1 November 2014	NOW FROM JUST £659pp
Kentucky Self-Drive Tour : Nashville - Bardstown - Louisville - Lexington - Middlesboro - Bowling Green/ Mammoth Cave - Nashville (14 days)	January 2015	NOW FROM JUST £1249pp - INCLUDING FULLY INCLUSIVE CAR HIRE

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KENTUCKY

When you explore Kentucky, you can see where the Derby is run, where Kentucky Fried Chicken was created and where Kentucky bourbon is distilled.

Circle through Abraham Lincoln, the largest one square in the world. Stand before Cumberland Falls, the only place in the Northeast where you can see a naturally occurring rainbow. You can visit the Lytle House in Abraham Lincoln, one of the greatest American palaces. You can visit the museum of the world's first automobile, which was built around the work of The Great One.

Kentucky is the home of the world's most famous horse track. It is a park to the west and a river to the east. The Big Game is one of the greatest horse races in the world. The horse is the only animal in the world that can run. The horse is the only animal in the world that can run. The horse is the only animal in the world that can run.

Visit the Kentucky State Capitol in Frankfort, the capital of the state. Visit the Kentucky State Capitol in Frankfort, the capital of the state. Visit the Kentucky State Capitol in Frankfort, the capital of the state. Visit the Kentucky State Capitol in Frankfort, the capital of the state.



- Places of interest / Things to do...**
- Visit Kentucky's only bank in the world.
 - See the world's largest horse race track.
 - Visit the world's largest horse race track.
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THE GRATZ PARK INN

Lexington

The Gratz Park Inn is a historic, landmark hotel in the heart of the City of Lexington. It is a historic, landmark hotel in the heart of the City of Lexington. It is a historic, landmark hotel in the heart of the City of Lexington. It is a historic, landmark hotel in the heart of the City of Lexington.



A STORYBOOK INN

Venettes (Lexington)

The Storybook Inn is a historic, landmark hotel in the heart of the City of Lexington. It is a historic, landmark hotel in the heart of the City of Lexington. It is a historic, landmark hotel in the heart of the City of Lexington.



21c MUSEUM HOTEL

Lexington

The 21c Museum Hotel is a historic, landmark hotel in the heart of the City of Lexington. It is a historic, landmark hotel in the heart of the City of Lexington. It is a historic, landmark hotel in the heart of the City of Lexington.



GALT HOUSE

Lexington

The Galt House is a historic, landmark hotel in the heart of the City of Lexington. It is a historic, landmark hotel in the heart of the City of Lexington. It is a historic, landmark hotel in the heart of the City of Lexington.



CENTRAL PARK B&B

Lexington

Central Park B&B is a historic, landmark hotel in the heart of the City of Lexington. It is a historic, landmark hotel in the heart of the City of Lexington. It is a historic, landmark hotel in the heart of the City of Lexington.



BURLINGTON'S WILLIS GRAVES B&B

Burlington

Burlington's Willis Graves B&B is a historic, landmark hotel in the heart of the City of Lexington. It is a historic, landmark hotel in the heart of the City of Lexington. It is a historic, landmark hotel in the heart of the City of Lexington.





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KENTUCKY HOLIDAYS




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SUBMIT 

North central Kentucky proudly showcases a product that was invented in Kentucky - bourbon whiskey. Each distillery has its own distinct trademark, so even though the general process is the same; you will find unique differences at each distillery you tour along the Kentucky Bourbon Trail®. Smaller craft distilleries have recently sprung up in many places around the state and Louisville is home to the Urban Bourbon Trail.



with his family in the Rosine cemetery.

Kentucky recently marked the centennial of the birth of Bill Monroe, the Father of Bluegrass music. Monroe was born just south of Owensboro in Rosine, and the family home has been restored and is open for tours. It is also the location of one of the biggest Bluegrass celebrations every fall at Jerusalem Ridge - four days of live performances by Bluegrass bands and individuals from across the country, many of whom played with or knew Bill Monroe personally. Monroe is buried

Kentucky is also home to many unique places and attractions that can't be found anywhere else. Among these are:

- Mammoth Cave, world's longest charted cave system
- Land Between the Lakes National Recreation Area
- Birthplaces of Abraham Lincoln and Jefferson Davis, presidents of both sides in the Civil War

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Going to: (city or airport code)

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KENTUCKY HOLIDAYS

There's a reason why locals will tell you "There's Only One Kentucky." The birthplace of Abraham Lincoln and Muhammad Ali, the Horse Capital of the World and the centre of America's bourbon production, Kentucky has plenty to make it unique around the world and there's a lot to explore here in the Bluegrass State with both urban and natural wonders to discover.

Virtually all of the world's bourbon is produced in Kentucky and the distilleries that are in Bourbon Country, including along the Kentucky Bourbon Trail all offer their own distinctive tastes and tours. Kentucky's diverse culinary scene will tempt your taste buds with everything from Burgoo (a stew created in pioneer days) to sophisticated dishes cooked and paired with Bourbon. Bardstown, one of the most beautiful small towns in America, hosts the annual Kentucky Bourbon Festival, a multi-day celebration of all things Bourbon.

[\(read more...\)](#)

Highlights | Top Hotels | Recommended Holidays | Activities | Gallery | Useful Information

Louisville

The largest city in the Commonwealth of Kentucky, Louisville was founded in 1778 and is named after King Louis XVI of France, making it one of the oldest cities west of the Appalachian Mountains. The city is known as the home of the Kentucky Derby, Evan Williams Bourbon Experience, Slugger Museum and Factory and the Muhammad Ali Centre, a museum dedicated to the great boxer.

Kentucky Bourbon Trail

In 1999, the Kentucky Distillers' Association formed the Kentucky Bourbon Trail tour to give visitors a



/North America / USA
Kentucky

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Kentucky

Kentucky is a state enriched with deep traditions, authentic heritage and important history. From the Culture of Appalachia, Civil War Significance and Abraham Lincoln, to the World Famous Derby and Bourbon Country. The only thing more Kentucky than the thundering hooves of the Derby is the swirl of ice in a bourbon filled glass.

A geographical and cultural crossroads, Kentucky combines the friendliness and Charm of the South, the rural history of the West, the industry of the North, and the aristocratic charm of the East. Holiday's to Kentucky are not to be missed and will be thoroughly enjoyed by all travellers. Kentucky is the true epitome of 'Unbridled Spirit'.

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THE BOURBON MUSICAL TOUR

Nytt spännande bilpaket där vi kombinerar Amerikas musik, både historia och nutid, med whiskeyprovning i Tennessee och Kentucky.

DAG 1. ANKOMST MEMPHIS

Memphis har väldigt mycket att erbjuda varför en extra dag kan vara bra. Första kvällen kanske berömda Beale Street lockar med sina många musikbarer och klubbar.



DAG 2. MEMPHIS

Elvis' Graceland är förstås största sevärdheten. Rock n' Roll Museum, Gibson Guitar Factory, Sun Studios och Stax Studios är några andra av de musikaliska sevärdheterna. Mängder av klassiska artister verkade i Memphis; Jerry Lee Lewis, Roy Orbison, Johnny Cash m.fl. Dessutom finns här Lorraine Motel, där Martin Luther King mördades, som nu är ett museum.

DAG 3. MEMPHIS – JACK DANIELS – CHATTANOOGA

Tidig avfärd. Ni kör rakt österut genom ett böljande landskap. I Lawrenceburg står traktens store son Davy Crockett staty. Strax norrom finns en Amishkoloni med



ett litet Visitor Center. Tennessees mest berömda whiskeydestilleri är Jack Daniels (söndagar stängt). I Chattanooga ligger tågstationen som Glenn Miller odödliggjorde med Chattanooga Choo Choo och som är hotell och restaurang idag.

DAG 4. CHATTANOOGA – GATLINBURG

Pigeon Forge och Gatlinburg är populära semesterorter som ligger invid Great Smokey Mountains, en av Amerikas populäraste nationalparker. Både dramatiskt och vackert landskap. Utanför Pigeon Forge föddes Dolly Parton och här finns Dollywood med shower, underhållning, restauranger m.m.

DAG 5. GATLINBURG – LEXINGTON

Ytterligare en dag med vacker natur. Ni passerar Daniel Boone National Forrest. Daniel Boone var tillsammans med Davy Crockett Amerikas mest kända trappers.

DAG 6. LEXINGTON

Kentucky är verkligen Bourbon Country. Strax utanför Lexington hittar ni Four Roses, Wild Turkey och i Frankfort Buffalo Trace som bl.a. gör Pappy van Winkle, världens mest exklusiva bourbon. Lite längre

västerut hittar man namnkunniga Jim Beam, men även Makers Mark, 1792 m.fl.

DAG 7. LEXINGTON – MAMMOTH CAVE – NASHVILLE

Kentucky har ett vackert böljande landskap ofta bevuxet med det för staten speciella Bluegrass. Bluegrass har också blivit beteckningen för en variant av countrymusiken. Staten är känd för sin hästuppfödning. Utanför Bowling Green finns världens kanske största grottsystem och ett besök i Mammoth Cave är spännande.

DAG 8. NASHVILLE

Nashville är Music City USA och huvudstad i countryvärlden. Besök Country Music Hall of Fame, bila runt och se var dagens och gårdagens stjärnor bor. Här finns massor av baren och klubbar där man hittar både etablerade artister såväl som "wannabees". Genuina hak och mer turistiska som Wild Horse Saloon, men ändå bra. Utanför staden ligger Grand Ole Opry.



DAG 9. NASHVILLE – MEMPHIS

Resan kan avslutas i Nashville eller Memphis. På vägen ligger Jackson med Casey Jones Village med häftig västermiljö.

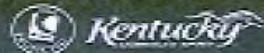


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accommodation.



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as you like it



14 night Bourbon,
Bluegrass & Blues
fly-drive fr. £1260pp
incl flights, car &
accommodation.



call 020 8742 8299 www.americaasyoulikeit.com

The Campaign...

America As You Like It included:

- Destination of the Month' on the homepage of the Tour Operator's website with a link through to the Kentucky website
- Advertising in *Horse & Hound* Magazine to promote a package for the Rolex Three Day Event in Lexington and the Kentucky Derby
- *The Express* National Press Advertising – 4 ads
- Google Ad words PPC Campaign
- Press Release for the Rolex Three Day Event Package and Kentucky Derby
- E-shot to database of 14,000

The Results...

- 332 enquiries
- 20 pax and several bookings still in the pipeline for travelling in 2015



Discover Kentucky...

The majestic lakes, unspoiled rivers and impressive mountains beckon you to experience an unbridled adventure. Horse farms, bourbon distilleries, tobacco and high-class restaurants make you to enjoy the world's greatest hospitality and "natural spirit" of the people of Kentucky.

With the scenic views of Kentucky, the images of entrepreneurs creating its rising prosperity or dominating towards the finish line of the Kentucky Derby come to mind. Kentucky was proud to be the Horse Capital of the World, but there's much more that makes Kentucky impressive. The Commonwealth is the cradle of American Lincoln, Abraham Lincoln, Bill Monroe and Loretta Lynn. Mammoth Cave is the world's longest cave system, and Cumberland Falls is the "Niagara of the South." There's only one Kentucky, and it's waiting for you to discover.

Highlights of Kentucky

- Kentucky Entry
- National Corvette Museum
- Kentucky Bourbon Trail
- National Corvette Museum
- Cumberland Falls
- Mammoth Cave National Park



Kentucky, Tennessee & Atlanta
 12 night USA Fly-drive

- Flights from London
- All accommodation, Louisville, Lexington, Bowling Green, Nashville, Memphis, Atlanta
- Car hire included for 12 days
- FREE grounds tour in Memphis
- FREE Jackson Square lunch cruise in Nashville

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The Campaign...

The Internet Traveller included:

- Kentucky itineraries in a 'USA' feature in Travel Magazines, such as Lonely Planet;
- 'USA' feature within the weekend Telegraph newspaper where a third of the 10x8 advert space was dedicated to KY;
- a dedicated, specific email featuring Kentucky (sent to a database of 45,000+)
- Kentucky Itineraries on Travel Zoo.

The Results...

The campaign produced 177 passengers

KENTUCKY TOURISM





escapism

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June Newsletter...

TripAdvisor Certificate of Excellence awarded to the National Quilt Museum in Paducah

We are proud to announce that The National Quilt Museum has received the TripAdvisor Certificate of Excellence for the **THIRD CONSECUTIVE YEAR** highlighting the museum's evolving reputation as a high-quality tourist destination and a premium art museum.

This recognition is based exclusively on outstanding visitor reviews and is only given to the top 10% of destinations based on review scores.

While the museum has always been a must-see for active quilters, in recent years the audience of non-quilters attending the museum has steadily grown.





There's Only One Kentucky.

Kentucky
UNRIVALED SPIRIT

KENTUCKYTOURISM.COM



September Newsletter...

Lexington's Keeneland Racecourse Welcomes Breeders' Cup World Championships in 2015

The Breeders' Cup, one of Thoroughbred racing's most prestigious international events, recently announced Keeneland Race Course, in Lexington, as the host site of the 2015 Breeders' Cup World Championships. This is the first time Keeneland, one of the most iconic tracks in the country, will play host to the Breeders' Cup. The event will be held October 30-31, 2015.

Located in the heart of Central Kentucky's Bluegrass Region, Lexington is the cradle of the Thoroughbred breeding industry. Keeneland plays a unique role in both Thoroughbred racing and breeding. Each April and October, the top owners, trainers and jockeys converge at Keeneland to compete for some of the nation's richest purse money. As the world's premier Thoroughbred auction house, Keeneland attracts a global clientele to its four annual sales. Sales graduates include 77 horses that have won 83 Breeders' Cup races.





There's Only One Kentucky.

Kentucky
UNMATCHED SPIRIT KENTUCKYTOURISM.COM



October Newsletter...

New Designer Outlet Shopping Centre

The new outlet shopping centre, located between Louisville and Lexington, is called The Outlet Shoppes of the Bluegrass and opened to the public on 31st July.

This is Kentucky's only designer outlet center with a wide variety of stores including Coach, Converse, Banana Republic, Brooks Brothers, Michael Kors, Nike, North Face, Saks Fifth Avenue OFF 5TH, Under Armour and more.

[Visit website for more details...](#)



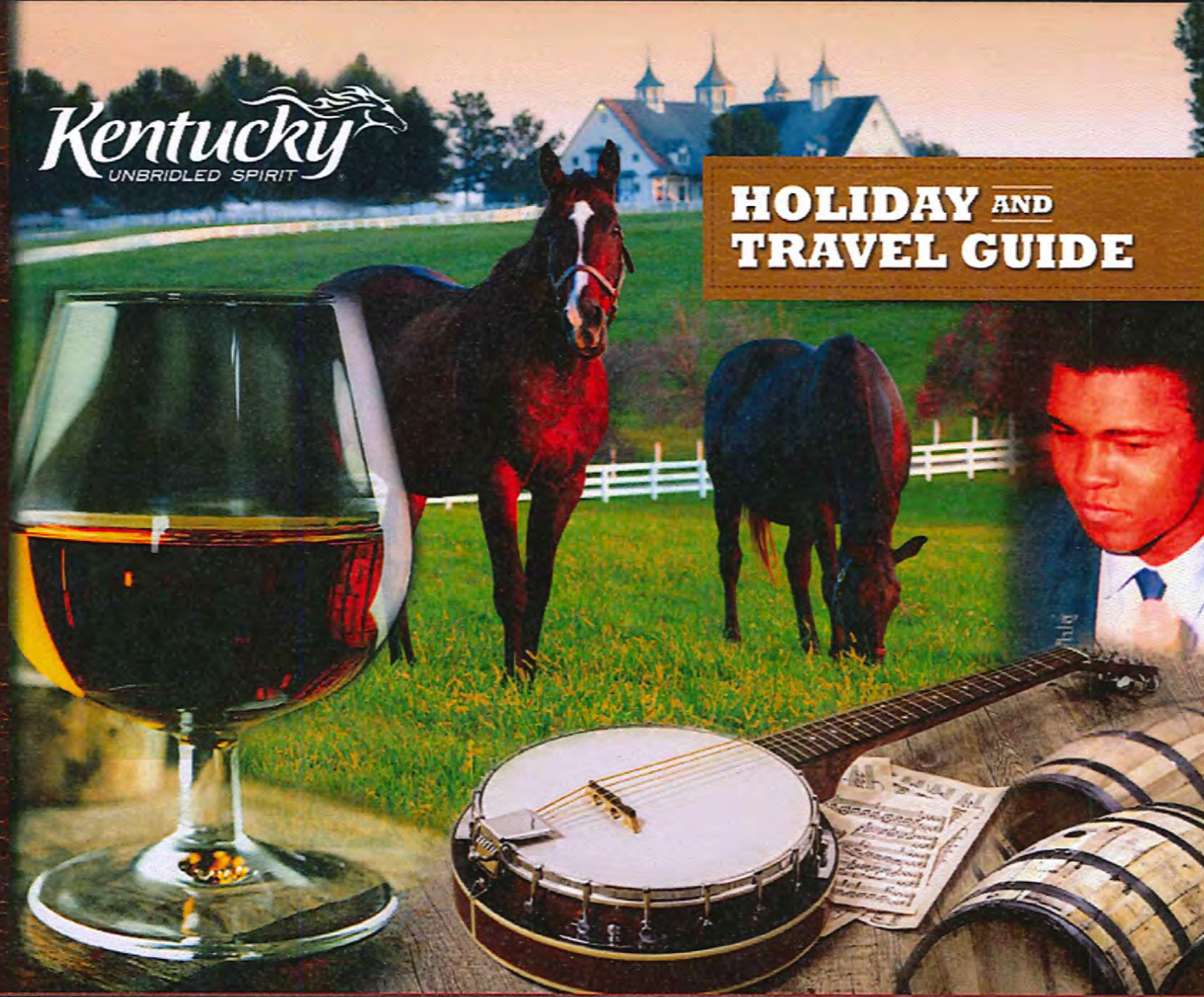
The Belle's Big Birthday Bash

Celebrate America's rich Southern heritage with a cruise on the mighty Ohio River during Louisville's Centennial Festival of Riverboats. In October 2014, historic riverboats will provide the backdrop as Louisville plays host to a six-day festival of food, bourbon, music and art at the internationally-acclaimed Waterfront Park. Enjoy live music, sample the finest spirits in the world and experience history, first-hand and celebrate The Belle's Big Birthday Bash and enjoy all that life on the river has to offer.



Kentucky
UNBRIDLED SPIRIT

**HOLIDAY AND
TRAVEL GUIDE**



Kentucky
UNBRIDLED SPIRIT

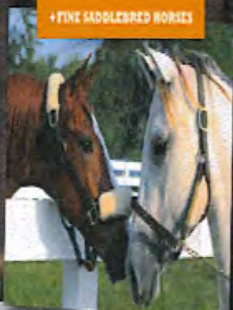


**GUIDE DE VOYAGE
AU KENTUCKY**

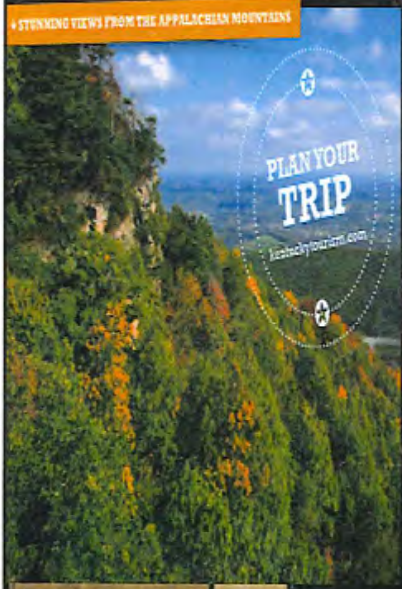


KENTUCKY'S ATTRACTIONS AWAIT YOUR DISCOVERY

It could be argued that Daniel Boone was the first to appreciate the tourism potential of the Bluegrass State. When he crossed Cumberland Gap from Virginia into Kentucky in 1767, he was impressed by what he saw – towering peaks of the Appalachians, vast stands of virgin forest, shimmering lakes and waterways plus a wealth of resources. Boone knew that where he went, others would follow.



• FINE SADDLEBRED HORSES



• STUNNING VIEWS FROM THE APPALACHIAN MOUNTAINS

Today Boone's foresight is borne out in the thousands of visitors who come to Kentucky each year for holidays, meetings, sporting events and many other reasons. From metropolitan areas to rural landscapes and rugged wilderness, Kentucky has a bounty of attractions to discover.

THE MANE EVENT FOR HORSE LOVERS

Be it a Thoroughbred, Saddlebred or another breed, if you love horses, you will find them in Kentucky. The premier location in Kentucky to experience horses is the Kentucky

Horse Park near Lexington. This working horse farm, covering more than 1,200 acres and showcasing over 40 breeds of horses, is open to the public year round with extended hours during the summer season.



BOURBON CAPITAL OF THE WORLD

North central Kentucky proudly showcases a product that was invented in Kentucky – Bourbon whiskey. Each distillery has its own distinct trademark, so even though the general process is the same, you will find unique differences

at each distillery you tour along the Kentucky Bourbon Trail®. Smaller craft distilleries have recently sprung up in many places around the state and Louisville is home to the Urban Bourbon Trail.

CELEBRATING 100 YRS OF BLUEGRASS

Kentucky recently marked the centennial of the birth of Bill Monroe, the Father of Bluegrass music. Monroe was born just south of Owensboro in Rosine, and the family home has been restored and is open for tours. It is also the location of one of the biggest Bluegrass celebrations every fall at Jerusalem Ridge – four days of live performances by Bluegrass bands and individuals from across the country, many of whom played with or knew Bill Monroe personally. Monroe is buried with his family in the Rosine cemetery.

Follow Daniel Boone's lead and discover Kentucky's diverse attractions. You won't be disappointed!
www.kentuckytourism.com



• BOURBON MATURING IN A DISTILLERY WAREHOUSE

• DEEP INSIDE MAMMOTH CAVES



• BLUEGRASS BBQ FESTIVAL

? DID YOU KNOW?

Kentucky is also home to many unique places and attractions that can't be found anywhere else. Among these are:

- Mammoth Cave, world's longest charted cave system
- Land Between the Lakes National Recreation Area
- Birthplaces of Abraham Lincoln and Jefferson Davis, presidents of both sides in the Civil War
- National Quilt Museum in Paducah
- Louisville Slugger Museum & Factory
- Seventeen state resort parks with lodges, most of any state in the nation
- Moonbow at Cumberland Falls



Media & PR





THE RACIEST PLACE IN AMERICA

The Kentucky Derby is more than just one of the world's great race meetings – it is a joyous, life-affirming party and a celebration of southern American hospitality. **Max Davidson** declares it a winner

Long before the horses center down to the starting gates for the 140th Kentucky Derby, roared on by thousands in the grandstands, the excitement has been mounting. The build-up to America's most famous horse race is so protracted that it seems to affect everyone and everything. Even our flight to Kentucky from Chicago has been delayed, and for the most bizarre reason: so many Derby-bound women are clutching so many hat boxes that there is no room for them in the overhead lockers.

Horses' faces stare out from every newspaper and television screen. In the hotels, in the bars, on the streets, the conversation is of little else. Will the pre-race favourite, California Chrome, live up to his billing? Or is there an equine superstar lurking among the outsiders? Dance with Fate, perhaps? Or Vicar's In Trouble?

Americans call the Derby "the most exciting two minutes in sport" and, if you are lucky enough to have a ringside seat, you can see why. It is like Royal Ascot and the Grand National rolled into one. Royal Ascot because everyone gets out their glad rags; the Grand National because half the country has a bet on it, even if it is the only bet they place all year. But there the similarities stop. The razzmatazz and the hoopla surrounding the race have no parallel in the UK. Only the Melbourne Cup in Australia – "the race that stops a nation" – is fit to be mentioned in the same breath.

The Derby is run at Churchill Downs, on the outskirts of Louisville, on the first Saturday in May, and for Kentuckians and non-Kentuckians alike, is the focus of attention for days, if not weeks, beforehand. Kentuckians, as a rule, are a modest breed. They prize common sense above extravagance and will tell you that Abraham Lincoln, who was born in Hodgenville, Kentucky, embodied the no-nonsense values





"his home state. "We love rivers, mountains, old people, pretty horses and fast women" jokes a poster in a cafe window in Frankfort, the state capital. It is a beguiling little town, full of quirky craft shops and gracious cobbled streets, and by the time we have had a sumptuous supper at profino, a chic new Italian restaurant, we are starting to get a taste of Kentucky hospitality that goes way beyond fried chicken.

For anyone wanting to combine a visit to the Derby with a fly-drive holiday in the area, there is no shortage of options. Julian Unthank and his wife, from Hampshire, whom we meet in a cafe in Frankfort, are going to the Derby, but not before they have visited a few bourbon distilleries, another of the state's top tourist attractions.

"We drink a lot of bourbon at home, so it is fascinating to explore the history of Jim Beam and the other famous brands," says Unthank. About 90 per cent of the world's bourbon comes from the state, and so rickety old distilleries, tucked away down side roads like guilty secrets, form an entire sub-culture. For connoisseurs, there is a special Kentucky Bourbon Trail, which sounds like a glorified pub crawl, but actually showcases a rich slice of American heritage.

The Bluegrass State – as Kentucky is known because of the richness of its pastures – is the horse capital of the Americas, a place where pedigree counts and tradition is everything. It is not one of the biggest American states, but it feels big. Generous highways sweep past areas of dense woodland, before winding up into the mountains or crossing big rivers such as the Tennessee and Ohio, which border Kentucky. But you don't have to drive far before seeing a horse out of the car window.

In the central belt, around Lexington, you pass horse farms after horse farms, with the thoroughbreds of the future cavorting around fields demarcated by white picket fences. One of the most prestigious establishments, Gainborough, is owned by Sheikh Mohammed, the prime minister of Dubai, and when you start totting up the cost of all the horses flesh on display – stud fees are well in excess of \$500,000 – your head starts to spin at the unbridled extravagance of the sport of kings.

But the beauty of the Derby, like all the world's premier sporting events, is that it transcends class and wealth. This really is the people's race, watched live by nearly 170,000 spectators and by millions on television. High and low alike get swept up in the party atmosphere, from the celebrities attending eve-of-Derby gala balls, posing for photographs on the red carpet, to the ordinary punters holding impromptu picnics in the sprawling car parks that seem to cover half of Louisville. Our own

never-to-be-forgotten day at the races – on the Governor's special Derby Train from Frankfort – couldn't be more luxurious. From the comfort of our Pullman car, sipping mint juleps, we watch the Kentucky countryside glide past: clapboard farmhouses, buckled with age; cows grazing beside a stream; a man in blue dungarees on a tractor, with his dog beside him; golf courses; cemeteries; neatly trimmed lawns; a tiny Baptist church, brilliant in the sun.

Behind us in the observation car, there is a band playing bluegrass music, each song cheerier than the last. "I know I seem happy, 'cos I seem born in Kentucky..." But we wouldn't want Bach or Beethoven. This is America at its folksy best, one of the most heart-warming places on the planet. Every twang of the banjo is a joy.

Louisville is the biggest city in Kentucky and probably best known as the home of Muhammad Ali, the Louisville Lip. The downtown, a maze of skyscrapers, could be any busy American conurbation. But the outlying suburbs, with their detached houses, spruce lawns and spreading magnolias, have the elegance of an earlier age.

Our train deposits us half a mile from the course, and we catch a bus to our final destination. Millionaires Row, a grandstand packed to bursting with hospitality suites, each more exclusive than the last, and each offering superb views of the course. Who is that down in the paddock, shiny pate gleaming? Rupert Murdoch, no less, chatting to Rand Paul, a Kentucky senator and rising star of the Republican Party. Where better to combine business and pleasure than at this party of parties? Purely as a fashion parade, it takes some beating. The women's hats alone – from simple fascinators to pink-and-black creations that look like elaborate sculptures – are worth the price of admission.

A day at the races in Kentucky is far more leisurely than any British equivalent. There is a full hour between each race, which gives us time to linger over one of those epic American lunches that do so much harm to the waistline. Next to us at the lunch table is Jason Dufner from Alabama, one of America's top golfers, and his fashion-model wife, looking ridiculously beautiful in an electric blue dress and matching hat. "What d'you fancy in this race?" asks Jason. I plump for Midnight Luscious, on the rigorously scientific principle that it rhymes with Kentucky. It wins! In the next race, I go for Global View because that's what I like American presidents to have. It also wins! Jason and his wife look at me as if I am Einstein.

The betting system is slightly different from that in England. You back

Horse play Frankfort, the gracious capital of Kentucky, above left. This year's winner, California Chrome, ridden by Victor Espinoza, top, and celebratory cocktails, above

IT'S AMERICA AT ITS FOLKY BEST, ONE OF THE MOST HEART-WARMING PLACES

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UNITED STATES

A date with the Derby

Churchill Downs, the revered home of American horse racing, will be packed to capacity today, says Chris Leadbeater as he heads to Kentucky

There is something eerie about being in a big sporting arena when the crowds are absent. It is a cold, stark morning in the suburbs of Louisville, and I am one of only four people standing by the vast grandstand at Churchill Downs racecourse. The other three are applying adobe varnish paint to one of this elegant structure's supporting columns, leaving me to survey the view: the epic curve of the track, the wind whirling in the horse orange dirt that coats its surface, the many rows of seats, each a pale green. Reeled in, one of the workers drops his brush, and the sound seems to echo endlessly.

The scene will be rather more busy today. The Derby will be another more busy today, especially at 6:22 a.m. (ET), when the 136th Kentucky Derby will be held. The 136th Kentucky Derby will be held on May 3, 2015, at 6:22 a.m. (ET), when the 136th Kentucky Derby will be held. The 136th Kentucky Derby will be held on May 3, 2015, at 6:22 a.m. (ET), when the 136th Kentucky Derby will be held.

Traditionally held on the first Saturday of May, the Kentucky Derby is an American sporting icon, perched on the pendulum with the Super Bowl, the World Series and the last round of the Masters. Except for a rather banal horse story and a couple of extraneous facts, few quicker. It takes the winner between 121 and 124 seconds to sprint the one-mile distance—only one horse, notably Secretariat in 1973, has broken the two-minute barrier. It is a race that, unlike the pull-down history of Britain's trouble-laden Grand National, is a flat-track feat of pure athleticism, suitably for those year-old thoroughbred, Viceroy's equine counterpart.

For all this blather, it is easy to catch a glimpse of Churchill Downs when the horses are flying. Tickets for the Derby sell quickly, but meetings are held throughout the year—this one being the 136th Kentucky Derby on May 3, 2015, at 6:22 a.m. (ET), when the 136th Kentucky Derby will be held.

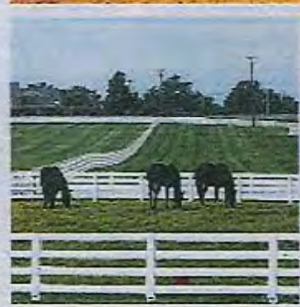
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These powers (clockwise from middle) Churchill Downs on Derby day; a scene of Allen O'War at Kentucky Horse Park; jockeys' silks on the Derby Museum; and the Derby Museum's exterior.

level of whiskey and horses, clinging to both as pillars of identity. Without them, it might be lost, another part of the Midwest that sits out above it. Its southern neighbors are Indiana—immediately over the river—Illinois and Ohio, and the South that begins on its lower edge on the shape of Tennessee.

It takes me just a few miles, jogging east out of Louisville and through the hills, to remember that I had

certainly spiritually. A shrine to the religion of saddles and stallions, it carries itself as the "Lime Capital of the World" and backs up this boast at Keokuk, a resort that replaced the decayed-at-the-peak mansions of Churchill Downs with Hippodromic. Flanked by lush acres, fringed by copious flocks—turkeys, quail and misc. jays—in the sun. And while it does host races, in April and October, the focus is on such on breeding

TRAVEL ESSENTIALS

Getting there
United (855) 637-6766 (ufl.com)
Flights available from New York, Chicago, Washington, DC and New York Newark—and to Lexington from Houston and Chicago.

Staying there
Galt House, 1601 16th Street, Louisville 502-589-1220, galthouse.com
Dillon's Inn, 100 2nd Street, Louisville 502-589-1220 (502) 589-1220
Dillon's Inn, 100 2nd Street, Louisville 502-589-1220 (502) 589-1220

Visiting there
Kentucky Derby Museum, 204 Central Avenue, Louisville 502-582-6300, kdm.com
Dillon's Inn, 100 2nd Street, Louisville 502-589-1220 (502) 589-1220
Dillon's Inn, 100 2nd Street, Louisville 502-589-1220 (502) 589-1220

Racing there
Wynn's, 210 South 4th Street, Louisville 502-582-3800, wynnshospitality.com
MikWood, 136 West Main Street, Louisville 502-582-5800, mikwoodrestaurant.com

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A date with the Kentucky Derby



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UNITED STATES

A look back at the roots of the Louisville Lip

Forty years after Muhammad Ali's 'Rumble in the Jungle,' **Chris Leadbeater** visits his hometown

...be Muhammad Ali Center is a building which makes a statement. Six stories of glass and steel, it rises on the small bank of the Ohio Street side of Louisville. The views from its top floor are majestic. Press through its wide windows – Louisville's skyline laid out under your feet; one of America's most beautiful flowing broadly alongside to the street doorsteps of Indiana over the water – and you feel like the lord of all you survey.

The man whose name the building bears knows a good deal about this occasion. Louisville's greatest son, James Earl Ray, lay in the city on 17 January 1942. All was – in his prime – a true placemanager who accepted the heavy weight of a top-flight like his personal freedom.

It is four decades now – 40 years precisely on Thursday – since his death in prison. On 30 October 1979, Ali faced George Foreman in Panama, Zone One (the Democratic Republic of the Congo) in a battle that will always be called 'The Rumble in the Jungle.'

Seven years earlier, Ali, the world heavyweight champion, had been stripped of his title after refusing to answer the draft to fight in the Vietnam War. Already a focus of concern for the US establishment after converting to Islam and changing his name in 1964, he would be banned from boxing for three years. Because by Joe Frazier in 1971 in his first of four to be named the champion, he was 22 by the time he earned another chance to win back what he considered to be rightfully his.

Foreman, now the incumbent – a powerful, muscular force – was seven years his junior. For all his prior brilliance, Ali's victory usually through a fast, lightning-like 'rope-a-dope' where he leaned against the ropes, covered up and absorbed a barrage of blows, before coming in for a knockout with a single punch in the eighth round – was a shock. It was also the turning point in the career of a man who had been who was always so much more than a boxer. He was a poet, a gifted orator capable of turning an often brutal sport into ballet; an actor who could talk over his opponent's punches; a self-promoter whose arch confidence led him to produce

some of the finest clips to emerge from a sportsman. One of these clips is at the entrance to the museum which forms the core of the Center. It is a transcript of a typical assault whereas the 25-year-old Ali (then Clay) against the then-champion, Sonny Liston, ahead of their showdown in January 1964. It is unimpressive in its lack of fear. 'Clay comes out and Liston and Liston starts to retreat,' it reads. 'If Liston goes back on both further, he'll end up in a ring-side seat.' The contender would was at the start of the seventh round of the first of those fights he claimed the heavyweight title.

His boxing performance is now, naturally, the centerpiece of the museum. A long gallery provides an overview of his life, from each of his professional bouts. And you can watch them in a multimedia area, where footage of Ali in his pomp – flickering, flitting around baffled opponents – is cleverly beamed on to the canvas of a boxing ring. I have seen fewer in a ring, where you can call up his fights and enjoy them in full. Three, inevitably, receive special attention – the Rumble in the Jungle, and two of Ali's three seismic clashes with bitter rival George Foreman: 'The Gypsy King' in 1977, his first professional loss, and 1979 'Turd in a Mouth,' where he retained the title he had extracted from Foreman.

The joy of the museum, however, is that it is not a one-sided portrait, obsessed with glory and triumph. It does not shy away from Ali's failings. One giant stranger catches him on the way to defeat in 1971, falling backwards in black and white. Frazier's words will resound: 'I have a feeling, was with the way he beat Ernie Terrell in 1967, where Ali seemed to toy with, and stretch the



The new \$27m Muhammad Ali Center in Louisville opens. Video tracks and motion of the (above) by Jeff Hays/Getty

'He was a gifted athlete, capable of turning an often brutal sport into ballet'

'It is not obsessed with glory and triumph ... it does not shy away from Ali's failings'

stammering of a man he detested – his complex in smiling into reality.

There are also additions on some of the less pleasant elements of Ali's character beyond the ring – such as the wrongdoing that has led to four marriages and a number of wives.

But also, it gives a fuller picture of the man. In fact, the museum's most pertinent exhibit is a recreation of a 1960s-style television set, where speaking the set reveals Ali's and his opposition to the Vietnam conflict. The museum quotes an excerpt of a speech given in LA in 1967: 'I'm with you.' It reads, as excerpted in any statement's manifesto, 'Anything I've done for power and money is for killing. For the 100,000 dead, I'm not here to advise you. But I encourage you to change your self – and stop this war.'

Ali's life is the subject of a white-only museum. In his autobiography, published in 1977, Ali claims to have walked to the Ohio Riverbank and buried his gold medal into the water.

The book may be a very good example of how he has returned to. What was his intention was his dignity in the face of racism, and the way he used his fame as a platform. While banned, he embarked on a university lecture tour, speaking at a time when his opposition to the Vietnam conflict. The museum quotes an excerpt of a speech given in LA in 1967: 'I'm with you.' It reads, as excerpted in any statement's manifesto, 'Anything I've done for power and money is for killing. For the 100,000 dead, I'm not here to advise you. But I encourage you to change your self – and stop this war.'

TRAVEL ESSENTIALS

GETTING THERE
✈️ Direct flight from London Heathrow to Louisville, KY, via Chicago O'Hare International Airport. Louisville is served by Delta Air Lines.

VISITING THERE
The Muhammad Ali Center is located at 114 North 6th Street, Louisville, KY 40202.

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Louisville, KY
KENTUCKY

114 North 6th Street, Louisville, KY 40202
Tel: +1 502 582 5222
www.muhammadalicenter.com

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The racing's world class. So is the bourbon. But the Bluegrass State offers so much more it's like every day is Derby Day...

By IAIN CAMPBELL

Driving into the Kentucky town of Bowling Green, conjures up a strong sense of deja vu. Maybe it's the 1950s-style cinema. Perhaps it's the pristine white buildings surrounding the perfectly manicured park that you can't help but feel as if you're stepping straight into any one of a thousand Hollywood films.

It's no renaissance of small town America in its heyday, you had expect to see Marty McFly driving a speeding DeLorean across the main square in an effort to get back to the future.

Kentucky is famous for its sweet, old-fashioned charm. New York, Las Vegas and Orlando will no doubt remain the most popular US destinations for most Brits, but if you're looking for something a bit more real, nowhere says 'Americana' quite like the Bluegrass State.

It's best known as home of strong drink and fast horses. The local bourbon is enjoyed the world over and the Kentucky Derby is as big a deal in America as the Epsom Derby is here.

WONDER HORSE

And while both the whiskey and the racing have to be sampled, this place has so much more to offer besides, as we discovered on our tour of the state.

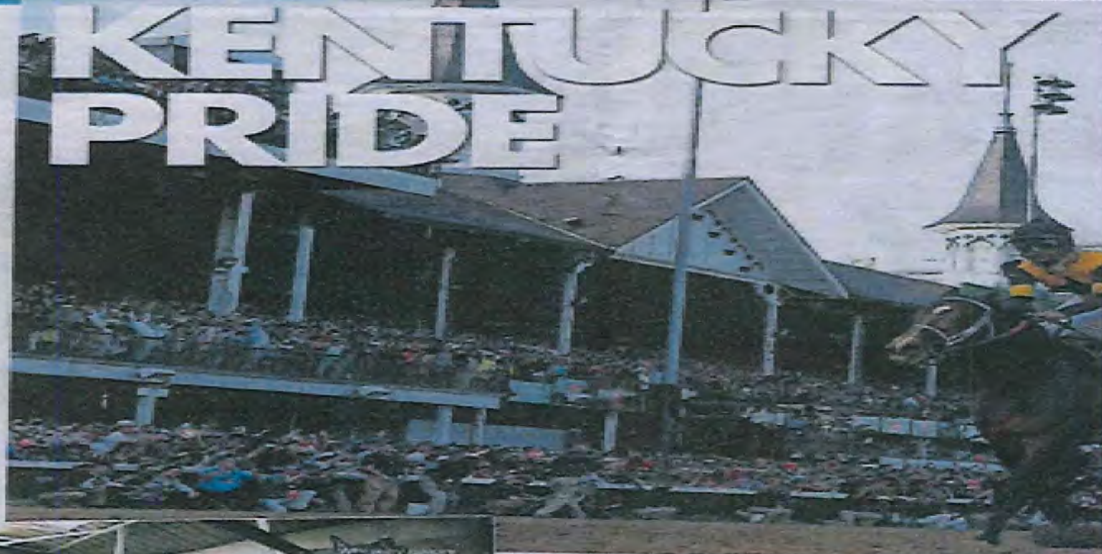
We started in historic Lexington, spending our first night in the magnificent setting of the 19th-century Gratz Park Inn, a model of Southern hospitality with its gourmet restaurant and four-poster beds.

After a delicious breakfast, it was off on the half-hour drive to Keeneland Race Course, one of the top bloodstock sales centres in the world.

As we gazed over the magnificent amphitheatre where rich racehorse owners such as Sheikh Mohammed and John Magnier bid for yearlings every autumn, we were told the unfortunate story of Seattle Slew – not to be mistaken for wonder horse Seattle Slew.

Bought in the 1980s for \$1.3million (about £850) – which remains a world record to this day – he turned out to perform more like Nijinski the dancer than Nijinski the world-beating racehorse. And with form like that, there was no sense in his either. An object lesson in the ups and downs of the sport of kings.

Stopping for lunch at the popular Wallace Station, a combination of brewery and diner near the town of Midway (so named because it is halfway between Frankfort the state capital and Lexington), we made sure that our stomachs were



Woodford Reserve Distillery

well-lined. Because we were about to experience our first bourbon adventure at Woodford Reserve Distillery.

Our guide, Ken, was thrilled to reveal to me, as the wicker foot in the parry, that the stills were purchased from the Forsyth distillery in Moray. We were surrounded by around \$28million-worth of whiskey, and



Steamboat Belle of Louisville

that was just one of Kentucky's smaller distilleries.

Ken also imparted that 'all Bourbon is whiskey, but not all whiskey (whizky as it's spelled in the UK) is bourbon', which may just come in handy at the pub quiz.

Next up was the restored steamboat Belle of Louisville, moored on the banks of the Ohio River just a short walk away from the must-see Muhammad Ali Center and our next base, the riverside Galt House Hotel.

All seriously magnificent Cassius Clay at a time when Louisville was still racially

segregated. His journey from local boy to heavyweight champion of the world and civil rights legend is told powerfully in film, words and pictures but there is no attempt to scratch the greatest fighter of all time.

Equally, there is no doubting the important position he took alongside the Kennedy and Martin Luther King in 1960s America after his brave refusal to fight in the Vietnam War.

Another must see is the Kentucky Derby Museum at nearby Churchill Downs. The moving film about the 'Greatest Two Minutes in Sport' (as the Derby is known on the 360° surround screen from some of our party in tears. But at Louisville's Sligger Museum, home of the world's

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Kentucky is the real America and offers more than just amazing horses and wonderful whiskey

On 27, 2014 (2000) By Ian Campbell

The racing world clamor and to in the bourbon but the Bluegrass State offers so much more

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Virginia, Kentucky, Arizona, Colorado & Virginia. And don't forget to check out the Crystal Palace at the top of the page. The Crystal Palace is a beautiful building in London, England. It was built in 1851 and is now a museum. It is one of the most famous buildings in the world. It is a great place to visit if you are in London. It is a great place to see the Crystal Palace. It is a great place to see the Crystal Palace. It is a great place to see the Crystal Palace.

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DRÖMMEBILER FORSVANT

Slukt av synkehull – blir restaurert

Da åtte sjeldne sportsbiler av typen Chevrolet Corvette forsvant i et synkehull ble de ansett som fortlapt. Men nå er de blitt heist opp fra avgrunnen og i ferd med å bli restaurert.



Foto: Inge Lundevang
Foto: Inge Lundevang/
National Corvette Museum

Gulvet begynte en tidlig vintermorgen i 2014 å bevege seg i den 20 år gamle installasjonen, National Corvette Museum i utkanten av Bowling Green i delstaten Kentucky. Deretter åpnet det seg et stort krater som slukte åtte sjeldne Corvette sportsbiler verdt til sammen 30 millioner kroner. Selv om det var kjent at det fantes en del såkalte synkehull i området, så var det ingen som visste at det flote museet vegg i vegg med verdens eneste Corvette-fabrikk var bygd opp på et slikt synkehull. Helt i løbet av at anstaltslederne trofene skjedde så tidlig om morgenen at ingen mennesker ble med ned i avgrunnen.

Siden museet er selve utstillingsvinduet til Chevrolet Corvette, så var det sjeldne og eksotiske eksempel av sportsbilen som forsvant.

Deriblant en 1984 custommodell brukt i IndyCar World Series, Corvette nummer en million og et eksempel spesiallaget til bilmerkets 40-års jubileum.

Heistet opp Sportsbilene i avgrunnen ble den første tiden avskrevet. De var for pådelte, mente man. Da Chevrolet-folk våget seg fram til kanten av hullet og kikket ned i avgrunnen, så de nemlig bare en skraphaug som mest lignet et bilopplag.

– Det var ikke fritt for at det falt noen tilrett, innstusset direktøren for museet, Corvette-entusiast Wendell Strode like etterpå. – Og jeg var lang fra den eneste.

Men etter hvert fikk pipen en annen lyd. Det ble bestemt at de åtte sportsbilene skulle heises opp og restaureres, koste hva det koste ville. Corvetterne var rett og slett for sjeldne og uersattelige til at de kunne gå opp.

Snart var derfor heisere og bergingsfolk på plass, og en etter



en av de åtte amerikanskproduserte sportsbilene ble forsiktig heist opp, noen i verre forfatning enn andre.

Vrakene fraktet til Michigan Da bilene var heist opp ble de transportert til et lite spesialverksted som blir drevet av Chevroletprodusent General Motors i Warren i bilprodusentgjennans hjemstat, Michigan.

Den dagen alle Corvetterne er fikset og ferdig gir ferdien tilbake til bilmerkets stasjon, National Corvette Museum utenfor Bowling Green i Kentucky.

SYNKEHULLET: Da folk kom på jobb om morgenen gjorde de store gys. Et 12 meter bredt og ni meter dypt hull i gulvet, ventet dem. Og på bunnen lå åtte praktiske eksemplarer av sportsbilene Corvette.

Da kan den halve millionen med fans som årlig besøker fasilitetene igjen beundre de åtte sjeldne eksemplare som ble berget opp fra dypet.
Inge Lundevang/egmonth.no



HARD MEDFART: Etter hvert som Corvetterne ble trukket opp av hull, kom det for en dag hvor hard medfart de hadde fått. Alle skal illevid restaureres.

FAKTA
Chevrolet Corvette er en amerikansk sportsbil lansert i 1953 av General Motors i Bowling Green, Kentucky.



ULYKKESTEDET: Det var inne i National Corvette Museum i bygget i bakgrunnen synkehullet plutselig rev vekk gulvet og slukte sportsbiler. I tillegg til museet ligger her både en bilbane hvor publikum kan kjøre uten fartsgrenser, og den eneste fabrikk i verden som produserer Corvette.



REISEMIX

ninaholmsen@egmond.no

Annerledes London- guide

■ Celine Ingens Aagaard har skrevet en guidebok litt utenom det vanlige. Her får du gode tips om hva du kan gjøre i storbyen. Hva med en guidet joggetur, innendørs golf, utendørs svømming eller tips om byens beste takterrasser.

En mengde kjendiser deler også sine Londonhemmeligheter med oss. Pris kr 349,00.

www.kagge.no/



FOTO: INGE LUNDERENG

Mammutgrotten

Tekst: Inge Lundereng

Verdens største underjordiske turistattraksjon ligger i Mammoth Cave nasjonalpark i den amerikanske delstaten Kentucky. Mammutgrotten – eller Mammoth Cave på originalspråket – har 630 kilometer med kartlagte ganger.

Blant attraksjonene inni grotten er en underjordisk hall med en vegg med stalaktitter som ser ut som en frosen foss, og selvsagt flaggermus, salamandre, blinde fisker, gresshopper og albinoreker. Du får ikke dra inn i grotten alene, men her er lange og korte guidede grotteturer året rundt.

REISEMIX

nina.holmsen@egmonthm.no



FOTO: COLOURBOX

Matglede i Singapore

■ Singapore er et fantastisk sted for den matglade, og folk som bor i byen er villige til å reise langt for å få tak i byens beste mat.

Chomp Chomp Hawker centre, litt utenfor de vanlige turiststiene, er perfekt for et godt måltid. Stedet anbefales på det sterkeste fremfor det mer turistfiserste Newton Hawker Centre. Chomp Chomp Hawker centre består av mer



FOTO: RIGGE LUNDERENG

På Bourbonsporet

Tekst: Inge Lundereng

De amerikanske sørstatene har sitt bluesspor, skottene har sin skotske whisky, italienerne sin vin og russerne sin vodka. Da er det vel bare naturlig at delstaten Kentucky – hvor 95 prosent av all verdens bourbon blir produsert – lager en turisløype som bourbonelskere kan følge og prøve-smake seg tvers gjennom bourbonland.

Sporet tar deg med til både store og berømte destillerier som Jim Beam, men også til internasjonalt små og spennende opplevelser for ganen som Maker's Mark, Woodford Reserve og Evan Williams Bourbon Experience som ligger på Louisvilles historiske «Whiskey Row».

www.kentuckytourism.com

Visste du at...

... mandarinkinesisk er verdens desidert største språk?
...afrikaans er mest utbredt i Syd-Afrika og Namibia?
...swahili er svært utbredt i Tanzania og Kenya?
...kantonesisk er den kinesiske dialekten som snakkes i Hongkong?

De tre mest kjente ølmerkene i Nederland er Heineken, Amstel og Grolsch.

Visste du at...

...det ikke er mulig å åpne flydørene i luften så lenge kabinen er under trykk, man klarer det rett og slett ikke. Skal dørene åpnes må trykket inne og ute være likt.

ViMenn (Scandinavia)

Ad Value = \$36,000

Four Articles – 5 pages

534,000 readers

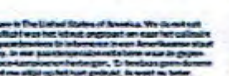
Earned Media Value = \$144,000



Een wervelende vierdaagse in de Paarden, bourbon



Wacht, we zijn in the United States of America. We dromen niet van een vakantie in het buitenland, maar van een vakantie in het binnenland. In een paar maanden is het lente in de Verenigde Staten. Het is de tijd van de paarden, de bourbon, de blue grass en de blue jeans. Het is de tijd van de paarden, de bourbon, de blue grass en de blue jeans. Het is de tijd van de paarden, de bourbon, de blue grass en de blue jeans.



DE PAARDEN
Kentucky is de thuisbasis van de paarden. Het is de tijd van de paarden, de bourbon, de blue grass en de blue jeans. Het is de tijd van de paarden, de bourbon, de blue grass en de blue jeans.



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DE BLUE JEANS
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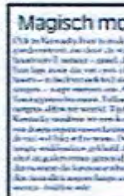
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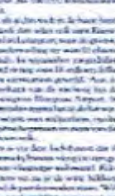
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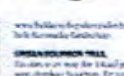


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Amerikaanse staat Kentucky & blue grass



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Home Sweet Home Louisville



DE WELKOMST
Kentucky is de thuisbasis van de paarden, de bourbon, de blue grass en de blue jeans. Het is de tijd van de paarden, de bourbon, de blue grass en de blue jeans.



DE BLUE GRASS
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Info: www.kentuckytourism.com



Pikdonker en muisstil in Mammoth Cave

DE SINKHOLE VAN CORVETTE
Kentucky is de thuisbasis van de paarden, de bourbon, de blue grass en de blue jeans. Het is de tijd van de paarden, de bourbon, de blue grass en de blue jeans.




De Zondag (Belgium) Double Page 635,000 readers
Ad Value = \$65,000 Earned Media Value = \$260,000

Thuis bij kampioenen Welkom in Kentucky!

Helden zijn er in alle soorten en maten. Kentucky heeft er veel, misschien wel bovengemiddeld veel. Abraham Lincoln werd er geboren, Tom Cruise groeide er op en Thomas Edison deed er zijn eerste experimenten. Dit is de staat, die de wereld blauwgrasprairie schenkte en er een goed glas bourbon naast zette. Liefhebbers van paarden, auto's, honkbal en college-basketbal kennen haar naam als geen ander en dat hebben we het nog niet eens over *fast chicks* gehad. Welkom in Kentucky!

© 2011 American
Horse Shows and Exhibitions, Inc.



Kentucky Bourbon Trail Van A naar Bourbon

Zelf was bourbon houderlijke ondergrond was kinrij van de flossopland, alken in trek bij ouds en rijkste. Anno 2014 is de medewerter zijn roer van loca de enle ehre voorbij en is bourbon bij Japan was zelfs ankerend populair. Als je dan besleut dat in Kentucky zo'n 95 procent van alle bourbon ter wereld gemaakt wordt, ben je hier aan het juiste adres voor een rijkere kennis van de enige vloeistof van de USA. America hark in op de Kentucky Bourbon Trail.

© 2014 American Whiskey

AmericA (Netherlands)

Ad Value = \$20,000

Two Articles – 10 pages

44,000 readers

Earned Media Value = \$80,000

Sunday 25 January 2015

Travel Newsletter

Kentucky: Southern Belle

It's more than bow-ties and Bourbon, you know.

Nicola Brady

PUBLISHED
24/11/2014 | 10:08

SHARE



Newport aquarium Kentucky

Nicola Brady visits the home of the Kentucky Derby and discovers there's more to the state than bow-ties, betting and bourbon...



Most Read Most Shared Most Commented

Ethiopia: On top of the world in the Simien Mountains [World/USA](#)



Perth: Why 2015 is the year to visit Australia's sunniest city [World/USA](#)



Dancing across the Caribbean island of captivating Cuba [World/USA](#)



Road Trip: From San Francisco to Seattle in 12 days [World/USA](#)



Promoted articles

German Radio...

Lofthouse recruited a German couple, Rudy and Rita Schneider, to produce a series of Kentucky travel features for the Sunday morning show "Sonntagsspaziergang" on Germany's only nationwide radio network, Deutschlandradio, which reaches between one and two million listeners each week.

Tom Noga had an assignment for a 29-minute radio Kentucky feature on the major NDR network, which covers all of Northern Germany on the air and all of Europe via cable and satellite. Noga also works for the national newspaper *Sueddeutsche Zeitung* (500,000), the Berlin daily newspaper *Der Tagesspiegel* (100,000) and the Sunday supplements to about 35 Southwest Germany newspapers, *Sonntag Aktuell* (800,000).



European Contact

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E-mail: david@lofthouse.co



Partner For The Future

20th
· EST. ·
1994
ANNIVERSARY

touricoholidays.com





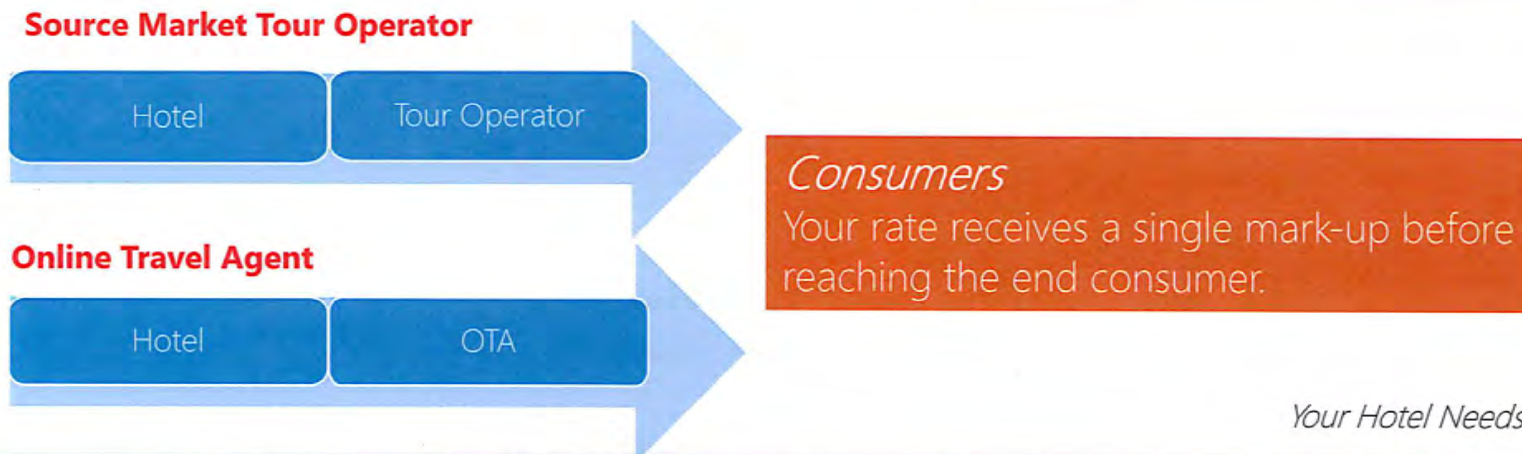
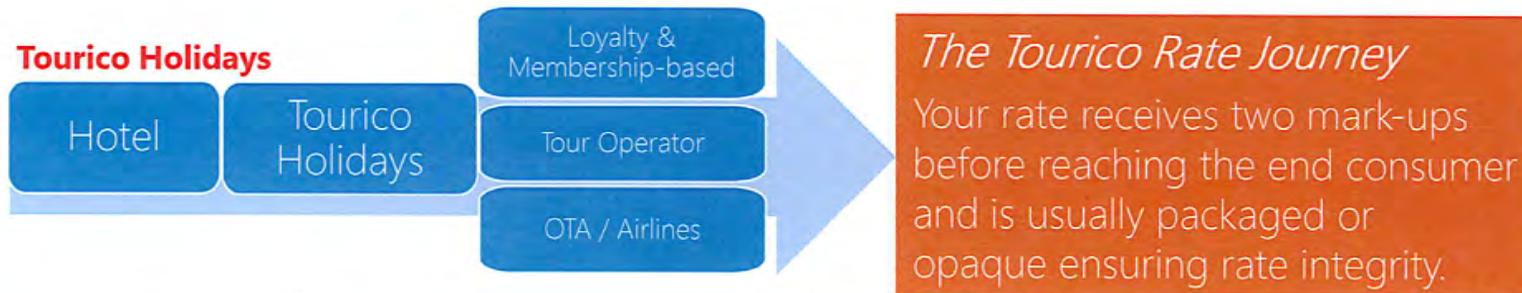
Partner For The Future

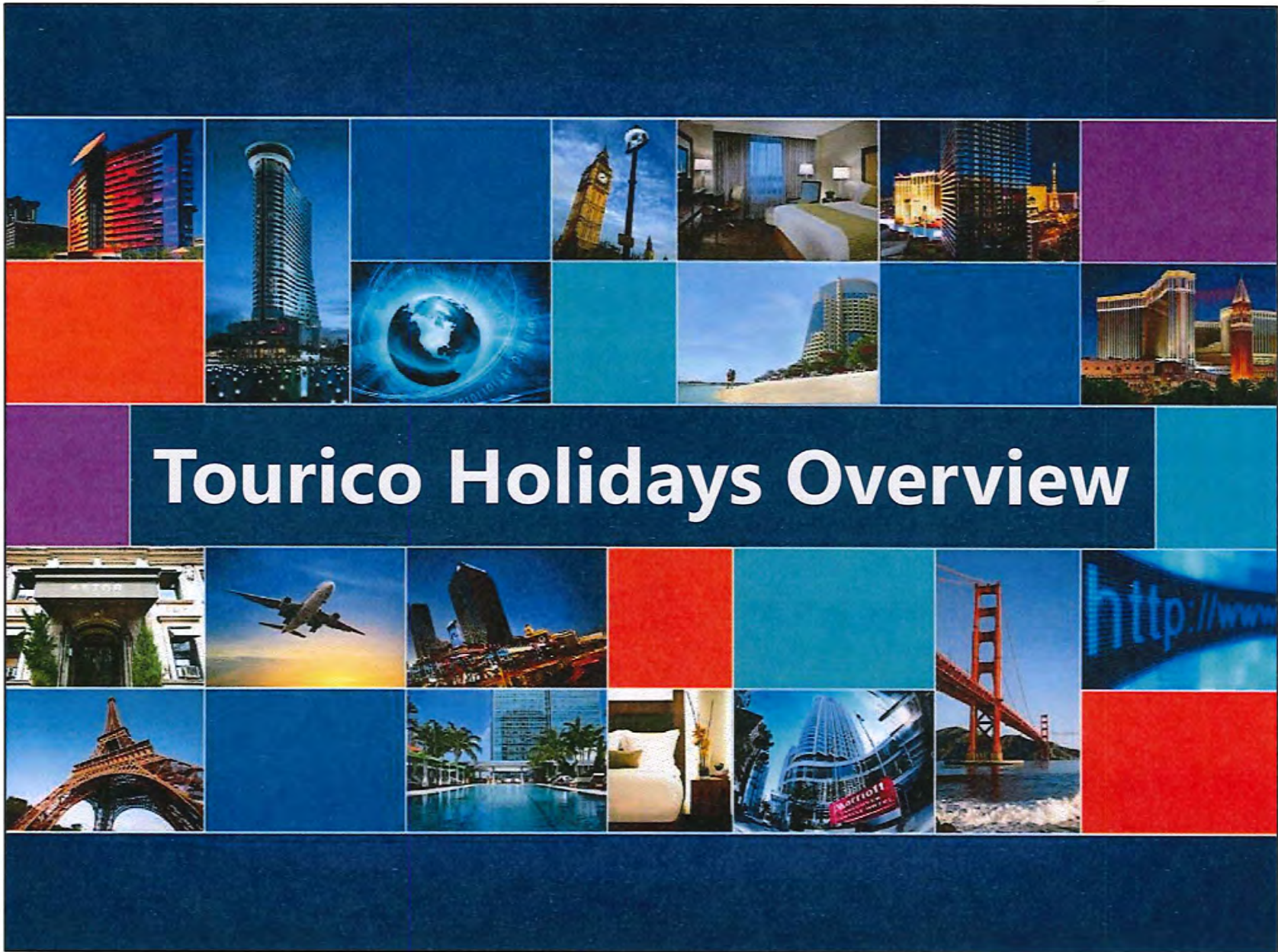
- **A Simple Illustration**
- **Tourico Holidays Overview**
- **Your Connection to Tourico**
- **Receptive Operator Agreement Types**
- **Kentucky Travel Data**



Our Space

Tourico Holidays contracts direct with the hotel or chain & distributes your rooms at a wholesale price to a pre-qualified, global client base.






To A Global Future



- A \$1 Billion company
- 20 Years in Business
- 30% Growth in 2013
- 4,900 clients across 100 different countries
- Travel products available in 140 countries
- 560 employees across 29 offices
- 90 Million searches hit our system every day



This means 7% of
the worldwide
travelling
population is
searching our
systems

Company Overview

To A Global Future



Your Partner For A Global Future



Our Goals

- Immediate impact
- Year round production
- Incremental business
- Dynamic, flexible rates
- Innovative solutions
- Agile partnership

Your Hotel Needs

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Distribution Partners

Traditional: Multi-level, Packaged

- Wholesalers
- Tour operators
- Travel agency consortiums

Benefits You

- Longer lead times and length of stay
- Worldwide exposure

Your Hotel Needs

These companies trust Tourico to be their supplier partner



VIAJES

El Corte Inglés

To A Global Future



Distribution Partners

Non-Traditional: Opaque, Membership-Only

- Rewards & loyalty programs
- Airlines
- Banks & credit cards
- Niche organizations

Benefits You

- Trusted brand affiliation
- Affluent, targeted market
- Truly incremental business

Your Hotel Needs

These companies trust Tourico to be their supplier partner.




Exclusive or Preferred Status



Distribution Partners

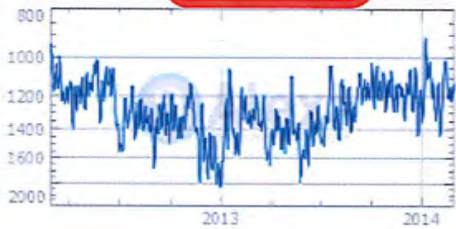
Non-Traditional: Opaque, Membership-Only

How popular is aa.com? 

Alexa Traffic Ranks
How is this site ranked

Global Rank  **1,165**  21

Rank in United States  **308**



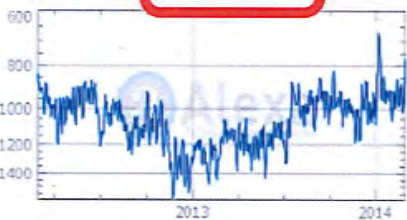
Price displayed in Miles

How popular is delta.com?  **DELTA**

Alexa Traffic Ranks
How is this site ranked

Global Rank  **930**  58

Rank in United States  **249**

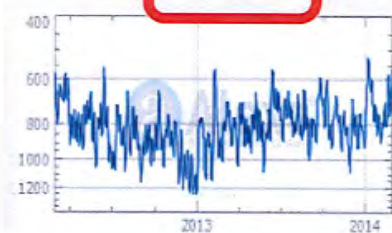


How popular is southwest.com?

Alexa Traffic Ranks
How is this site ranked

Global Rank  **715**  55

Rank in United States  **154**

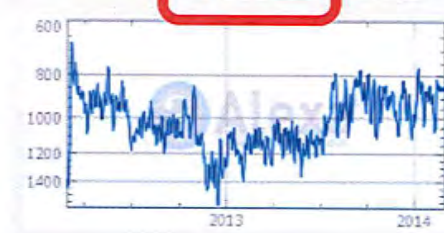


How popular is united.com?

Alexa Traffic Ranks
How is this site ranked

Global Rank  **906**  15

Rank in United States  **240**



To A Global Future



Channels of Distribution

Host-to-Host Clients

- Simple API between client & Tourico
- Fastest response time in the industry
- Content in 15 Languages
- Most immediate impact

White Label

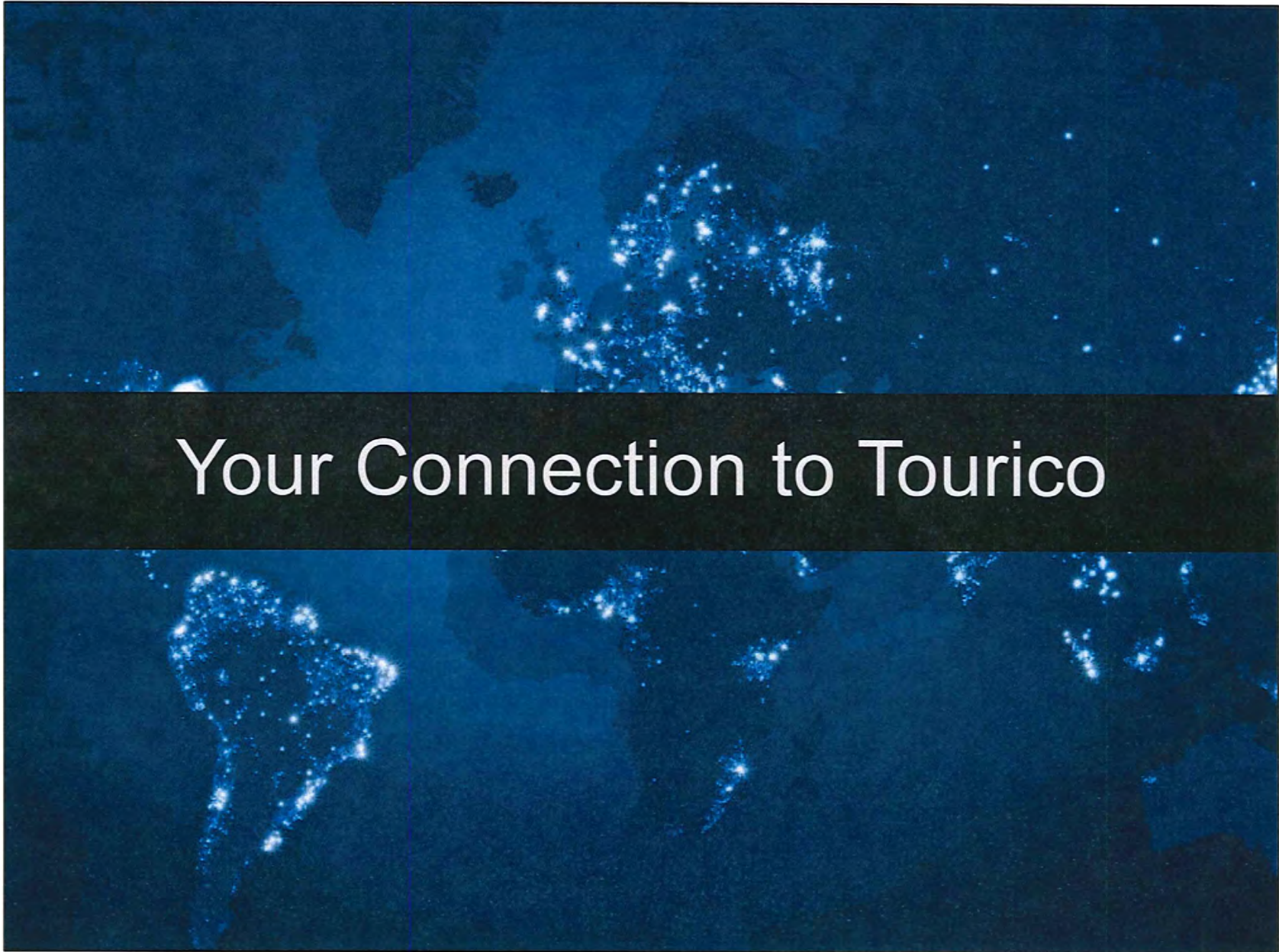
- Tourico-powered booking website
- Customizable by client
- Only Tourico inventory
- Content in 13 Languages

TouricoHolidays.com

- Password protected
- 500,000 unique monthly visitors
- Content in 13 Languages



Your Hotel Needs



To A Global Future



Efficient Distribution

- No cost to you
- Various contract types
- Flexible terms
- 24/7 Extranet
- Channel manager compatible



Seamless Integration

Partnering for Growth

To A Global Future



LEADING

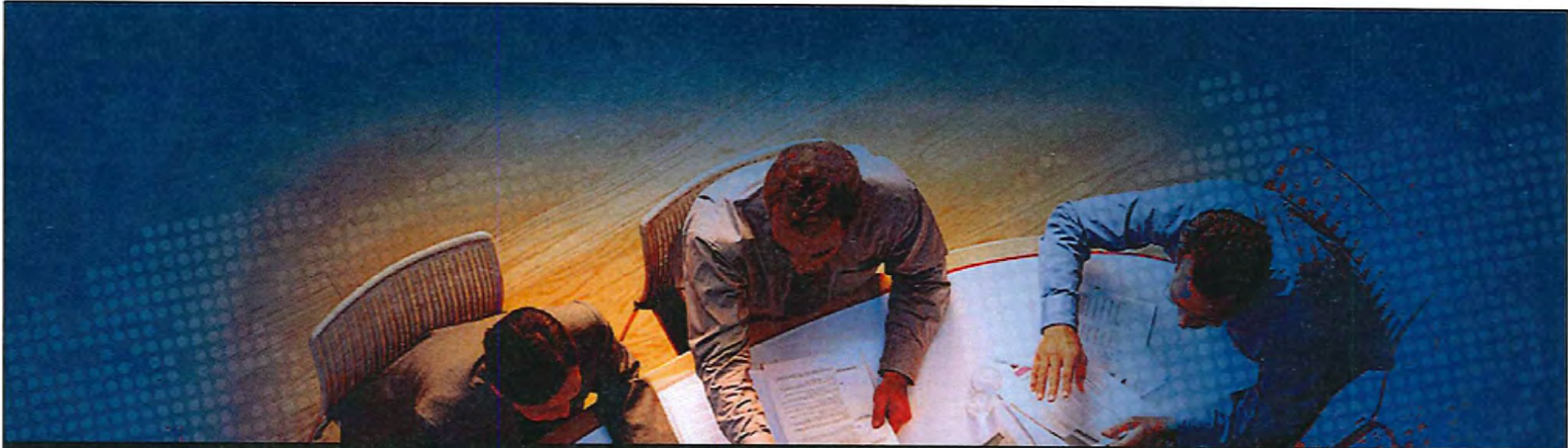
Business Intelligence

- Industry-leading reporting
- Real-time data
- Targeted sales & marketing

Benefits You

- Make decisions based off data
- Visibility into future trends
- Transparency on key analytics & source markets
- Increase ability to move need periods

A Global Future



Receptive Tour Operator Agreement Types



Partnering Together

To A Global Future



To Partner, we need:

- Competitive rates
- Allotment
- Release/cut off
- Billing privileges
- Electronic reservations & invoicing



Partnering for Growth

To A Global Future



Contracting Options

- PRB
- PPA
- POP
- IDC
- FIT
- Dynamic

PRB: Permanent Room Block

- Guaranteed revenue stream
- Ensures prominent exposure
- Priority within sales and marketing

PPA: Preferred Partnership Agreement

- Ensures prominent exposure
- Flexibility in terms
- Market share driver

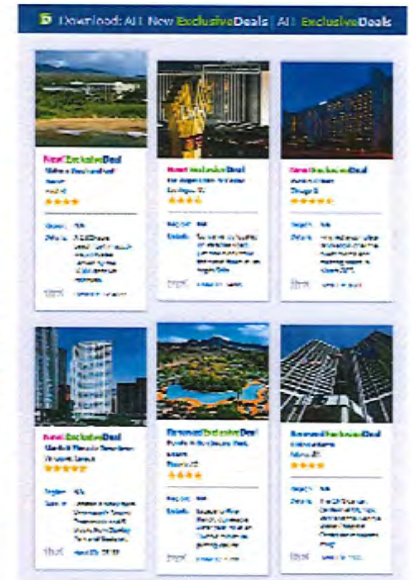
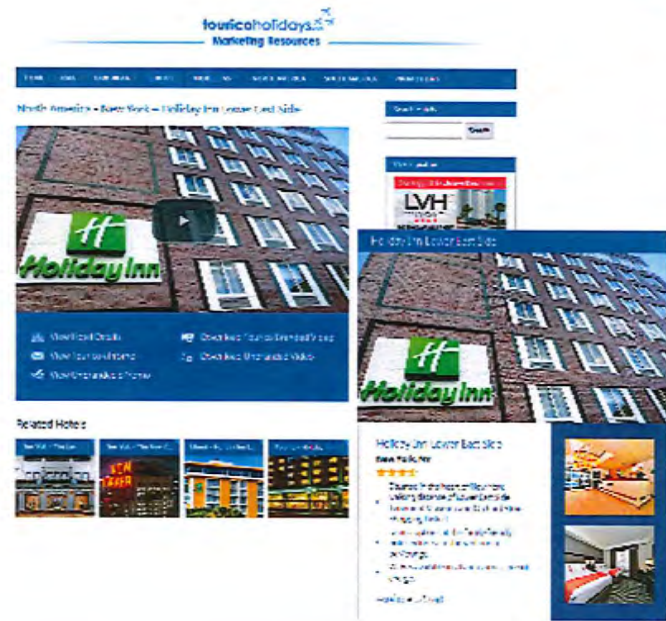
Partnering for Growth

Contracting Options

- PRB
- PPA
- POP
- IDC
- FIT
- Dynamic

PRB: Permanent Room Block

- Marketing Samples



Partnering for Growth

To A Global Future



Contracting Options

- PRB
- PPA
- POP
- IDC
- FIT
- Dynamic

POP: Preferred Override Partnership

- Based on performance
- Marketing exposure included

IDC: Incremental Distribution Contract

- Package or opaque pricing
- Trusted brand affiliation



Partnering for Growth

Contracting Options

- PRB
- PPA
- POP
- IDC
- FIT
- Dynamic

FIT: Traditional, fixed allotment & rate

Dynamic: Fluctuating with BAR



Partnering for Growth

Partnering Together

To A Global Future

20th
1994
touricotholidays

To Make You Famous

- Our clients love promotions
 - Length of stay
 - Pay/stay
 - Progressive
 - Waived fees
 - Breakfast included
- **Seasonal Sale:** Participation has resulted in a 70% increase in sales
- **TH Collection:** Magazine style digital & print brochure featuring the best of the best
- **Marketing Agreements:** Our fresh approach to your brand expansion
- **Sam's Club Travel:** online and offline opportunities available



Partnering for Growth

To A Global Future



Your preferred global distribution partner

Tourico Holidays is committed to:

- Grow together
- Provide incremental business
- Send you international guests who
 - Stay longer
 - Spend more
 - Produce all year long
- Drive ADR & need periods
- Flexible & solution oriented



Deep South Analyses

To A Global Future



Hotel State	Hotels	L T	RM/nts	% of T	Av. Stay	Searches	Conversion % (1M)
Georgia	126	45	50,765	45%	2.22	650,248,396	78.07
South Carolina	68	38	19,761	17%	2.38	343,093,449	57.60
Tennessee	106	49	24,090	21%	2.13	420,494,585	57.29
Missouri	79	29	8,120	7%	1.98	250,700,577	32.39
Alabama	19	93	4,215	4%	6.18	201,925,786	20.87
Kentucky	21	34	2,223	2%	1.58	164,350,903	13.53
Mississippi	12	34	1,159	1%	2.09	117,468,964	9.87
North Carolina	59	34	3,677	3%	2.23	423,996,332	8.67

Basic B2B Breakdown KY 2014

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Lead Time: 34 Days
Average Stay: 1.58

Hotel Stars	A.D.N w/ tax	% Market Share
2	\$113	2%
3	\$112	33%
3.5	\$409	0%
4	\$125	64%

To A Global Future



Contact Information



- **Kyle Horjus**
- Product Manager
- C: 407-520-0119
- E: Kyle@TouricoHolidays.com

- **Other Support**
- Reservation Inquires: suppliersupport@touricoholidays.com or 407-215-9908
- Stop Sale Inquires: stopsale@touricoholidays.com
- Accounts Payable Inquires: supervisors-AP@touricoholidays.com or 407-667-8700 x 17015
- Extranet: <http://supp.touricoholidays.com>



www.touricoholidays.com

