



Kentucky's
Bluegrass
HORSES, BOURBON & BOONE
Get Inspired!

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April Cole

About the Region

Welcome to the Bluegrass Region of Kentucky! The bourbon and horses may have landed you here but the adventure, food, history and people will keep you here. Showing interest in this part of Kentucky means you are ready for a fun and authentic time. So make yourself comfortable, we have a feeling you'll never want to leave.

EXPERIENCE THE EQUINE WORLD

The best Kentucky experiences begin in Horse Country! Boasting more than 450 horse farms, this region is filled with scenic drives and elegant farms. In **Lexington**, The Horse Capital of the World, you can visit four-legged celebrities at numerous horse farms or watch what they do best at Keeneland Race Course. Lexington is also filled with bourbon bars, craft breweries, farm fresh cuisine, and unique shopping. Just down the road from Lexington, you'll discover **Versailles** – a destination with Instagram-worthy horse farms at every turn and home to the Kentucky Castle. And if you're curious where these famous horses retire, head to **Georgetown** to visit Old Friends, a horse retirement farm. You can also make a day of it and explore Georgetown's charming downtown while shopping and dining in the best of Bluegrass culture.

A RETREAT IN HISTORY AND ARTS

Find your historically bold spirit in Boyle County as you step back in time when you visit the birthplace of the Commonwealth located in Danville, and the most historic battlefield located in **Perryville**. Be sure to check out **Stanford**, a place of firsts, and quaint downtown full of antiques, hand-made items and farm-to-table dining. And if you like history, continue your exploration at Daniel Boone's cabin in **Carlisle**. If the legendary Boone is who you admire most, make your way to **Richmond** to witness a replica of his handy-work at Fort Boonesborough. Near **Harrodsburg** you'll find the third largest Shaker community in the United States, Shaker Village of Pleasant Hill. Witness impeccable Shaker architecture, enjoy miles of trails, and enjoy an escape from the hustle and bustle of everyday life. In **Berea**, the Folk Arts and Crafts Capital of Kentucky, you'll delight in artists' studios throughout town and the various artisans represented at the Kentucky Artisan Center.

SIP THE BOURBON SLOW

There's one thing for certain, Kentuckians love their bourbon. If you're planning to visit Buffalo Trace Distillery, a National Historic Landmark in **Frankfort**, be sure to visit the Kentucky State Capitol too. There's a reason it is known as one of the most beautiful statehouses in the nation. In nearby **Lawrenceburg**, discover stunning architecture built by Kentucky's first bourbon barons/baronesses in historic downtown, then wind your way through the gorgeous countryside to Four Roses and Wild Turkey distilleries. And let's not forget about visiting **Bourbon County**! They are home to Hartfield & Co., a boutique craft distillery with a big Bourbon taste. Not into bourbon? **Jessamine County** is home to First Vineyard, the first commercial vineyard in the United States. Visit to enjoy wine tastings, views of the beautiful Kentucky River Valley, and tales of the winery's connections to Thomas Jefferson and Daniel Boone. And no trip to the region would be complete without tasting Kentucky's favorite soft drink, Ale-8-One. In **Winchester** stop by Wildcat Willy's, a farm to bottle distillery, for a frozen Ale-8-One Bourbon Slushie.

WANDER THROUGH ADVENTURE

If outdoors and adventure is more your speed, this region won't disappoint. Explore the Bluegrass in **Cynthiana** at the Quiet Trails Nature Preserve – 165 acres of ridges and ravines bordering Licking River or the Tom Dorman State Nature Preserve in **Lancaster**.

Key Attractions Not to be Missed

BEREA / MADISON COUNTY - 27 miles from Lexington

- 1. Berea College
- 2. College Square
- 3. Boone Tavern Hotel and Restaurant
- 4. Old Town Artisan Village
- 5. Kentucky Artisan Center at Berea

CARLISLE / NICHOLAS COUNTY - 36 miles from Lexington

- 6. Blue Licks Battlefield State Resort Park
- 7. Boone Cabin
- 8. Wendt's Wildlife Adventures
- 9. Kentucky Doll and Toy Museum
- 10. Carlisle-Nicholas County Museum

CYNTHIANA / HARRISON COUNTY - 31 miles from Lexington

- 11. Rohs Opera House
- 12. World's largest Walking Dead mural
- 13. The Cynthiana-Harrison County Museum
- 14. Quiet Trails Nature Preserve
- 15. Biancke's Restaurant

DANVILLE - PERRYVILLE / BOYLE COUNTY - 35 miles from Lexington

- 16. Perryville Battlefield State Historic Site
- 17. Danville and Perryville Historic Downtown
- 18. Constitution Square Historic Site and McDowell House
- 19. Pioneer Playhouse
- 20. Wilderness Trail Distillery

Regional Tourism Offices

- BEREA**
visitberea.com • 800.598.5263
- CARLISLE**
carlisle-nicholascounty.org • 859.289.4200
- CYNTHIANA**
fallinlovewithcynthiana.com • 859.234.5236
- DANVILLE / PERRYVILLE**
danvillekentucky.com • 859.618.6433
- FRANKFORT**
visitfrankfort.com • 502.875.8687
- GEORGETOWN**
georgetownky.com • 844.863.8600
- HARRODSBURG**
harrodsburgky.com • 800.355.9192
- LANCASTER**
garrardchamber.com • 859-792-2282
- LAWRENCEBURG**
visitlawrenceburgky.com • 502.598.3127
- LEXINGTON**
visitlex.com • 800.845.3959
- NICHOLASVILLE / WILMORE**
visitjessamine.com • 859.305.6040
- PARIS**
pariskytourism.com • 859.987.8744
- RICHMOND**
richmondkytourism.com • 800.866.3705
- STANFORD**
stanford-lincolncountytourism.com • 606.365.4500
- VERSAILLES / MIDWAY**
reservewoodford.com • 859.873.5122
- WINCHESTER**
visitwinchesterky.com • 800.298.9105

FRANKFORT / FRANKLIN COUNTY - 29 miles from Lexington

- 21. State Capitol, Governor's Mansion & Floral Clock
- 22. Buffalo Trace Distillery
- 23. Historic Downtown shops and restaurants
- 24. Josephine Sculpture Park
- 25. Kentucky River Tours

GEORGETOWN / SCOTT COUNTY - 13 miles from Lexington

- 26. Country Boy Brewing
- 27. Old Friends Farm for Retired Thoroughbreds
- 28. Toyota Motor Manufacturing Tour
- 29. Ward Hall
- 30. Yuko-En Garden / Cardome Centre

HARRODSBURG / MERCER COUNTY - 32 miles from Lexington

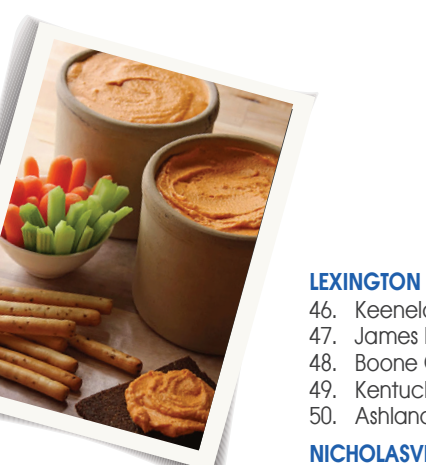
- 31. Shaker Village of Pleasant Hill
- 32. Old Fort Harrod State Park & Summer Outdoor Theatre
- 33. Beaumont Inn
- 34. Bright Leaf Golf Resort
- 35. Lemons Mill Brewery

LANCASTER / GARRARD COUNTY - 35 miles from Lexington

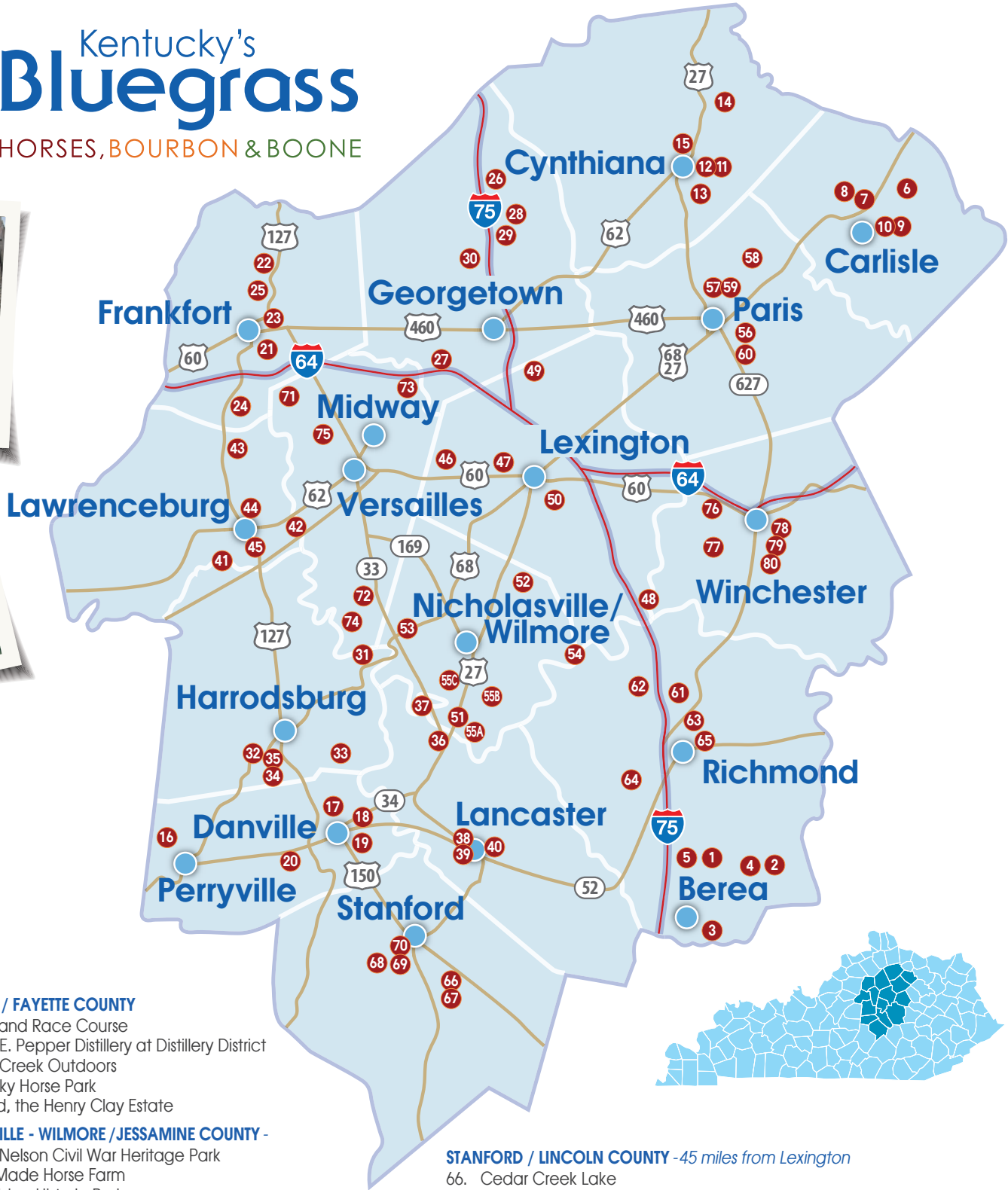
- 36. Tom Dorman State Nature Preserve
- 37. Dupree Nature Preserve
- 38. Garrard County Arts
- 39. Gov. Owsley Home
- 40. The Guest House of Kentucky

LAWRENCEBURG / ANDERSON COUNTY - 26 miles from Lexington

- 41. Four Roses Distillery
- 42. Wild Turkey Distillery
- 43. Wineries: Lover's Leap and Rising Sons
- 44. Historic Downtown shops and restaurants
- 45. Memorial Healing Field of Kentucky



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LEXINGTON / FAYETTE COUNTY

- 46. Keeneland Race Course
- 47. James E. Pepper Distillery at Distillery District
- 48. Boone Creek Outdoors
- 49. Kentucky Horse Park
- 50. Ashland, the Henry Clay Estate

NICHOLASVILLE - WILMORE / JESSAMINE COUNTY -

- 51. Camp Nelson Civil War Heritage Park
- 52. Taylor Made Horse Farm
- 53. High Bridge Historic Park
- 54. KY River & Palisades (including Valley View Ferry & KY River Blueway Trail)
- 55. Wineries: First Vineyard (55A), Chrisman Mills (55B), & 1922 House (55C)

PARIS / BOURBON COUNTY - 18 miles from Lexington

- 56. Cane Ridge Shrine Meeting House
- 57. Duncan Tavern
- 58. Eiffel Tower replica
- 59. Paris Train Depot/Trackside Restaurant
- 60. Claiborne Farm

RICHMOND / MADISON COUNTY - 25 miles from Lexington

- 61. Fort Boonesborough State Historic Site
- 62. White Hall State Historic Site
- 63. Battle of Richmond
- 64. Chenault Vineyards
- 65. Dreaming Creek Brewery

STANFORD / LINCOLN COUNTY - 45 miles from Lexington

- 66. Cedar Creek Lake
- 67. William Whitley House and Sportsman Hill Race Track
- 68. Logan's Fort
- 69. The Bluebird
- 70. Historic L & N Depot and Museum

VERSAILLES - MIDWAY / WOODFORD COUNTY - 15 miles from Lexington

- 71. Castle & Key Distillery
- 72. Wildside Winery
- 73. Equus Run Vineyard
- 74. Irish Acres Antiques
- 75. Woodford Reserve Distillery

WINCHESTER / CLARK COUNTY - 16 miles from Lexington

- 76. Beer Cheese Trail
- 77. Harkness Edwards Vineyard
- 78. Abettor Brewing Company
- 79. Wildcat Willy's Distillery & Farm to Table Restaurant
- 80. Bluegrass Heritage Museum

Coming fall of 2023

JOY RIDE

KENTUCKY'S
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REGION

Kentucky's Bluegrass is known for bourbon, horses, good food, and friendly, welcoming communities – but few people realize the beauty hidden on the drives between each spot.

We bring the daring nostalgia of taking a 'joy ride' to introduce one of the most analog campaigns in tourism. With a Harley-Davidson type of spirit, we'll showcase each destination in whimsical beauty, while using direct mail to literally invite our future guests to experience the Bluegrass region.

