



Vasha Hunt © Memphis Convention & Visitors Bureau 2011

MEMPHIS

2 Nights / 3 Days



Andrea Zucker © Memphis Convention & Visitors Bureau 2011

- **2 Nights hotel accommodation**
- **2 Breakfasts**
- **2 Dinners (including a BBQ meal with Traditional Southern Fare)**
- **Guided city tour of Memphis** – Learn about its history of music, heritage and food. Among the sites you will see include Mud Island, a Mississippi River Educational Park; Cotton Row, where 60% of the nation's cotton was once traded; Tom Lee Park, home to Memphis in May International Barbecue Cooking Contest; National Civil Rights Museum, where Dr. Martin Luther King, Jr. was assassinated, and St. Jude Children's Research hospital, the largest research center of its kind in the world.
- **National Civil Rights Museum.** Housed in the Lorraine Motel and nearby rooming house where accused assassin James Earl Ray fired the fatal shot at Dr. Martin Luther King, Jr. in 1968, The National Civil Rights Museum chronicles key episodes of the American civil rights movement and the legacy of this movement to inspire participation in civil and human rights efforts globally, through collections, exhibitions, and educational programs.
- **Graceland Mansion,** The King of Rock 'n' Roll, Elvis Presley's home. The full Graceland experience will take you from Elvis' humble beginnings through his rise to superstardom. See how a rock 'n' roll legend lived and relaxed with family and friends. Enjoy video, photos, Elvis' personal mementos, movie memorabilia, stage costumes and much more.
- **Sightseeing Riverboat Cruise on the Mississippi River.** Learning the tales of river life spun by Mark Twain, the Sultana, and of the importance and beauty of the Mississippi. You'll see the river through the eyes of Native Americans, settlers, soldiers, and boatmen.



Kerry Crawford © Memphis Convention & Visitors Bureau 2011



Jack Kenner © Memphis Convention & Visitors Bureau 2011

- **Cotton Museum.** Memphis is the largest spot-cotton market in the world and, for generations, the historic Cotton Row district that surrounds the museum was the center of the worldwide cotton trade. At the Cotton Museum, you're treading on the legendary floor of the Memphis Cotton Exchange—where cotton traders once stood at the center of the global cotton economy. Until recently, no one was allowed in here except members and their guests. Now this spectacular room is open to the public. It has been painstakingly restored and is devoted to sharing the story of cotton—the crop that created empires, transformed American culture, and changed the history of a nation and the world.



Andrea Zucker © Memphis Convention & Visitors Bureau 2011



Justin Fox Burks © Memphis Convention & Visitors Bureau 2011

- **Sun Studio Tour** – Tour one of the most famous Recording Studios in the World! Learn where the blending of Blues and Country Music exploded into the “Big Bang of Rock ‘n’ Roll. Experience the complete story of the Studio that launched the careers of Elvis, BB King, Johnny Cash, The Howlin’ Wolf, Roy Orbison, Carl Perkins, and many other music legends.

- **Beale Street**, a historic area of downtown Memphis. It is lined with restaurants, clubs, and shops, including the famous B.B. King's Blues Club, where people from all over the country come to hear the very best in blues. For nearly as long as Memphis has been around, Beale Street has been a place where people have gathered for food and music.



Steve Roberts © Memphis Convention & Visitors Bureau 2011

- **Gibson Beale Street Showcase Guitar Factory Tour** – Another must-do daytime excursion. Tour the factory a block south of Beale, where Gibson's highly-skilled Luthiers craft some of the world's most coveted guitars – guitars that have helped shape the sound of music for more than 100 years. A narrated tour takes you through 16 workstations where solid blocks of wood are transformed into legendary musical instruments. See it all from fitting, sanding and painting to electronics installation, tuning and packing of American-made World-played Gibson guitars.

- **All hotel & meal taxes and gratuities**



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MEMPHIS
Home of the Blues
Birthplace of Rock'n'Roll

Memphis has so much to offer. Why not stay longer?
Here are some suggestions:

- ❖ **Memphis Brooks Museum of Art** – The oldest and largest fine arts museum in Tennessee. Over 9,000 works make up the Brooks' permanent collection including ancient works from Greece, Rome, and the Ancient Americas.



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- ❖ **Rock N Soul Museum** – Developed by the Smithsonian Institution, the Memphis Rock 'n' Soul Museum presents a dazzling chronology of the rebellious hearts that shaped "the Memphis Sound."

- ❖ **Stax Museum of American Soul** – For 14 years, Stax turned out hit after hit by then-unknown artists such as Isaac Hayes, Wilson Pickett and Otis Redding. Stand in the very studio where these artists were transformed into stars. Immerse yourself in the Hall of Records, and finally, let loose on the "Soul Train" Dance Floor, where that funky 1970s sound flows without stopping.



Dan Ball © Memphis Convention & Visitors Bureau 2011

- ❖ **Memphis Zoo** – Created in 1906, the Memphis Zoo is home to more than 3,500 animals representing over 500 different species. It is one of only 4 US zoos to host giant pandas.

- ❖ **Trolley Ride** – Memphis boasts authentic vintage trolley cars, which invoke memories of the simple days of yesteryear. The trolleys combine Memphis' rich past with its optimistic future as patrons are transported to some of downtown's most notable destinations.



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- ❖ **Alex Haley Museum** - The front porch of this home, built by the grandfather of Alex Haley, was often the place where young Alex heard the oral accounts of family history. These stories inspired Haley to write about his ancestry in a book called *Roots: The Saga of An American Family*. This 1976 Pulitzer Prize-winning novel has been translated into over 30 languages and has had great influence in stimulating the study of genealogy.

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