

America The Beautiful



Travel USA has teamed up with Brand USA for *America The Beautiful: One Adventure At A Time*, an eight-week campaign showcasing the variety of experiences waiting across the USA. Each week explores a different way to experience America, brought to life through a Travel USA itinerary. As New Zealand's only dedicated USA travel specialist, Travel USA helps travel advisors turn inspiration into memorable holidays for their clients. This week, we take to the open road with Get Your Vibe on I-65.

For expert trip planning assistance please

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America The Beautiful: One Adventure At A Time

② Follow I-65: The Heart of America

From Chicago's impressive skyline to Kentucky bourbon country, Nashville's live music, Alabama's powerful history and the unmistakable atmosphere of New Orleans, **Get your Vibe on I-65 showcases the extraordinary.**

The 17-day self-drive adventure presents clients with incredible variety during just one American road trip, with different narratives unfolding all along the way. Begin with four nights in Chicago before hitting the road for Indianapolis and Louisville, where Kentucky brings together horse racing, bourbon, baseball and Muhammad Ali. Continue to Nashville for three nights of music, Southern flavours and the Grand Ole Opry, then follow I-65 into Alabama. Birmingham and Montgomery to reveal stories from America's Civil Rights Movement before the journey continues to historic Mobile and the Gulf Coast. From here, head west to New Orleans for four nights of jazz, Cajun and Creole flavours, French



Quarter character and Louisiana bayous. It's the kind of journey that reminds clients why exploring America by road can be so rewarding, with each stop revealing another side of the country. Book it as featured or let Travel USA tailor the route, experiences and length of stay to create an I-65 adventure perfectly suited to your clients.

... Experiences

There are plenty of highlights built into the journey, from Chicago's iconic attractions and the Kentucky Derby Museum to Nashville's Country Music Hall of Fame, RCA Studio B and Ryman Auditorium. In 12South, clients can discover Nashville's food scene before experiencing the Grand Ole Opry with a backstage tour. In New Orleans, highlights include the French Quarter and major attractions, Oak Alley Plantation and an airboat adventure through Louisiana's bayous. View the full itinerary [HERE](#).

Beyond The Obvious



Chicago, Nashville and New Orleans may be familiar names but following I-65 connects clients with places and stories they might otherwise miss. Indianapolis brings a taste of the American Heartland and motorsport heritage, while Louisville reveals Kentucky through Churchill Downs, bourbon, baseball and hometown legend Muhammad Ali.

Alabama adds another dimension. Birmingham played a pivotal role in the Civil Rights Movement, while Montgomery's Rosa Parks Museum tells the story of the Montgomery Bus Boycott. Then discover Mobile, one of the Gulf Coast's oldest cities, where historic architecture, Southern character and maritime heritage provide another change of pace before New Orleans.

Together, these stops turn a road trip between famous cities into something richer, revealing different chapters of American history, culture and everyday life that clients might otherwise never experience.

Get Your Vibe on I-65

17 Days / 16 Nights from NZ \$7,699 per person

**Chicago / Indianapolis / Louisville / Nashville /
Birmingham / Mobile / New Orleans**

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USA**

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