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America The Beautiful



Travel USA has teamed up with Brand USA an eight-week campaign showcasing the variety of experiences across the USA. Each week explores a different way to experience America, from music and road trips to islands, history and wide-open landscapes, brought to life through a created 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. The campaign begins with Soundtracks of the South.

For expert trip planning assistance please

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America The Beautiful: One Adventure At A Time

1. Through The Heart Of American Music

Follow the rhythm of America's musical heartland on an 11-day journey through Nashville, The Shoals, the Mississippi Delta and Memphis.

Combining the South's best-known music cities with places clients may be less familiar with creates a richer journey through the story of American music.

Start with four nights in Nashville, where country music, songwriting and honky tonks set the scene, with visits to the Country Music Hall of Fame, RCA Studio B and a Grand Ole Opry show with backstage tour. Then head south via Lynchburg and the Jack Daniel's Distillery.

Spend two nights in Florence, the ideal base for exploring Muscle Shoals and the legendary studios where some of America's most influential records were created. From there, follow the Blues Highway into the Mississippi Delta for a night in Clarksdale, surrounded by blues history, live music and juke-joint culture. Finish with three nights in Memphis, where Sun Studio, Beale Street and Graceland bring



rock'n'roll and soul history to life. It's a well-paced journey that can be booked as featured or tailor-made by Travel USA to suit your clients, with destinations, experiences and length of stay adapted to create their own Southern adventure.

... Standout Road Trip

The 10-night journey includes four nights in Nashville, two in Florence, one in Clarksdale and three in Memphis. Standout experiences include the Grand Ole Opry with backstage tour, Country Music Hall of Fame and RCA Studio B, a Nashville food tour, Jack Daniel's Distillery, Sun Studio, a Mississippi River dinner cruise and Graceland's Ultimate VIP Elvis Experience, plus SUV rental and airport transfers. View the full itinerary [HERE](#).

Beyond The Obvious



Nashville and Memphis may grab the headlines, but some of the South's most rewarding discoveries lie between them. The Shoals, centred around Florence and Muscle Shoals in Alabama, is where artists including Aretha Franklin, Wilson Pickett and The Rolling Stones recorded in legendary studios. It's also home to Ivy Green, the birthplace and childhood home of Helen Keller, adding another fascinating piece of American history.

Further west, Clarksdale sits at the heart of the Mississippi Delta and the story of the blues. Follow Highway 61, explore the Delta Blues Museum and Mississippi Blues Trail, then experience the music where it still lives—in the city's juke joints and live-music venues. Together, they reveal stories and places clients might otherwise miss and make a journey through the South all the more memorable.



TRAVEL
USA

Soundtracks of the South

11 days / 10 nights from NZ \$5,299 per person

Click [HERE](#) for more



Nashville / The Shoals / Clarksdale / Memphis