



DISCOVER THE FOOD AND STORIES OF

Mississippi River Country

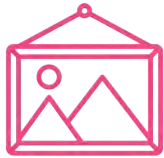


MAY 9, 2022

What is Mississippi River Country?

- Mississippi River Country is “the heart of America”
- It’s not just the state of Mississippi or the river

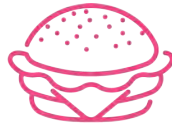




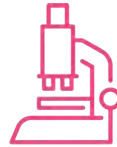
CULTURE



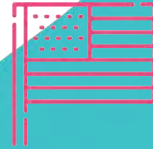
MUSIC



**FOOD &
AGRICULTURE**



**SCIENCE &
HISTORY**



**ICONIC
AMERICA**



**OUTDOOR
ATTRACTIONS
& RECREATION**



THEMES

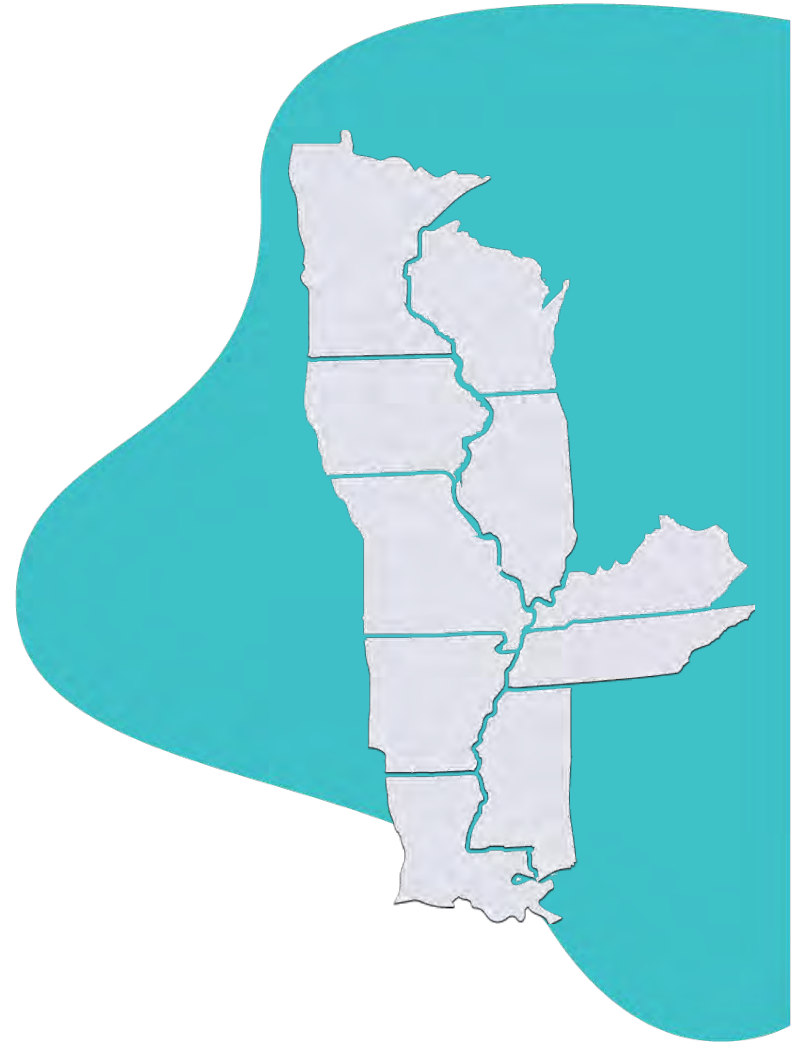
MississippiRiverCountry.com



MISSISSIPPIRIVERCOUNTRY.COM

Tonight's participants

- **Illinois**
- **Louisiana**
- **Tennessee**
- **Arkansas**
- **Minnesota**
- **Mississippi**



TONIGHT'S PARTICIPANTS

Meet the chefs: Cody and Samantha Carroll

- Louisiana natives who opened their first restaurant, **Hot Tails**, in Baton Rouge in 2010
- Named “**King and Queen of Louisiana Seafood**” in 2013
- Starred on Food Network series “**Cajun Aces**” in 2017–18



MEET THE CHEFS



Illinois



Illinois

State capital: Springfield

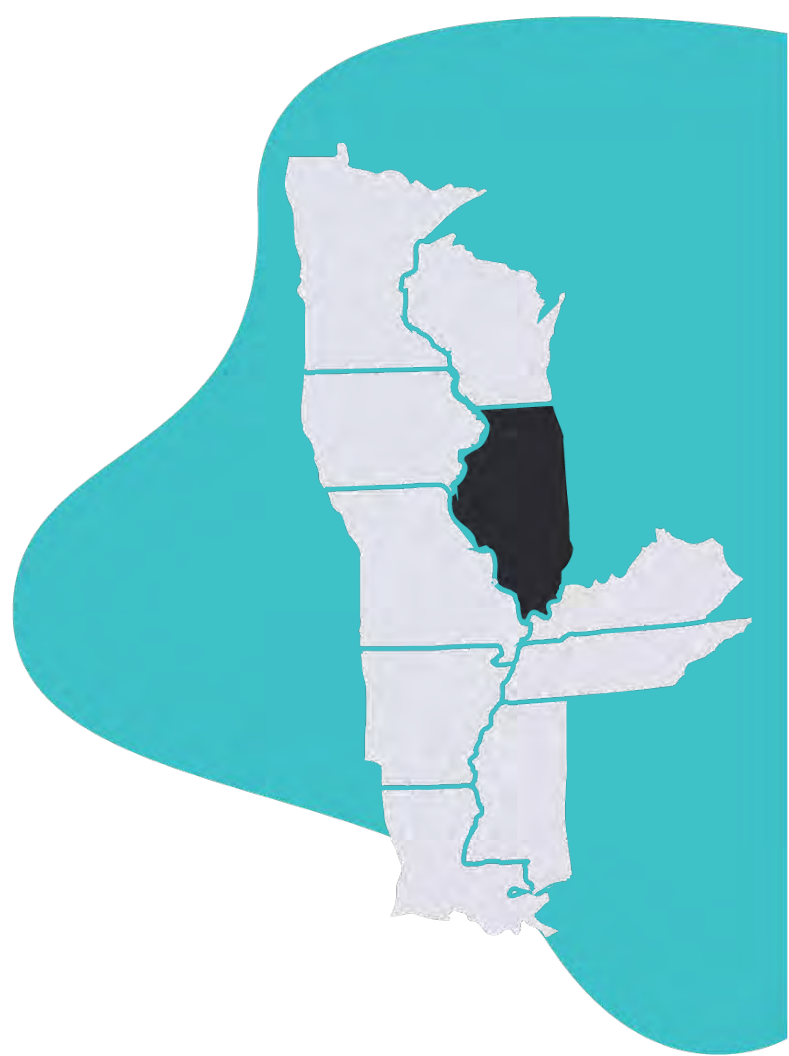
Largest city: Chicago

Two major airports in Chicago (O'Hare, Midway)

Illinois is home to seven scenic byways

Two popular road trips are Route 66 and the Great River Road, and Illinois is the only place where the two intersect

Home to three UNESCO World Heritage Sites





#1 Best Large
Cities in the U.S.
2017, 2018, 2019,
2020, 2021

Conde Nast Traveler Readers' Choice Awards



Frank Lloyd Wright's
Robie House and
Unity Temple Named
UNESCO World
Heritage Sites

ALL 5
MAJOR
SPORTS
IN ONE CITY



59.5 Million
Visitors in
2019



#1 Chicago
Best Weekend Getaway
in the Midwest

U.S. News & World Report's 2021 Annual Rankings



Chicago has 77
distinct neighborhoods
that represent a diverse
array of cultures,
people and experiences



Illinois

Illinois attractions

- Illinois' Frank Lloyd Wright Trail
- The Land of Lincoln
- Big things in a small town - Casey
- Illinois Made producers
- What's new: Museum of Ice Cream, Alpine Coaster at Aerie's Resort



Outdoors & Recreation

- Chicago Botanic Garden
- Mississippi River - Great River Road
- Cahokia Mounds - UNESCO World Heritage Site
- Shawnee National Forest & Garden of the Gods
- What's new: Shawnee Cave Amphitheater, Nascar - Enjoy Illinois 300, SkyTour at Aerie's Resort



Illinois

Casey



Illinois

Route 66



Illinois

Small-town charm - Galena



Illinois

enjoy
illinois

enjoyillinois.com





Louisiana

MISSISSIPPI
RIVER
COUNTRY

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Feed Your Soul.

LouisianaTravel.com/Canada

About Louisiana

- Louisiana is also known as
 - The Pelican State, The Bayou State, or Sportsman's Paradise
- Louisiana is located between Texas and Mississippi on the Gulf of Mexico
- Climate: Subtropical
 - Coldest month - January
 - Warmest month - July/August
 - Best time to visit – Spring or Fall
- Seven airports with flights to gateway cities
 - Shreveport
 - Monroe
 - Alexandria
 - Lake Charles
 - Lafayette
 - Baton Rouge
 - New Orleans
- The time zone difference from Toronto, Canada to New Orleans, Louisiana is 1 hour
- Air Canada restart date for direct flights between MSY-YYZ July 1, 2022



Driving Distances to New Orleans, Louisiana

- From Toronto, ON
 - 1,295 miles or 2,084 km
- From Montreal, QC
 - 1,640 miles or 2,639 km
- From Calgary, AB
 - 2,472 miles or 3,978 km
- From Vancouver, BC
 - 2,790 miles or 4,464 km

LOUISIANA





Music & Pop Culture

Music

Artists

Louis Armstrong
Jerry Lee Lewis
Fats Domino
Britney Spears
Tim McGraw
Harry Connick Jr.
Lauren Daigle

Genres

Cajun*
Zydeco*
Jazz*
Swamp Pop*
Rock n' Roll
Classical
Gospel
Blues
Country
* Originated in Louisiana

Movies & TV Shows

Movies

Green Book
Steel Magnolias
12 Years a Slave
Django Unchained
A Streetcar Named Desire
Curious Case of Benjamin Button
Jurassic World
Now You See Me

TV Shows

Swamp People
True Blood
NCIS: New Orleans
Duck Dynasty

LOUISIANA

Louisiana Cuisine

Louisiana is known as a top culinary destination. With our many cultural influences, think of us as America's kitchen!

Popular Louisiana Dishes:

- Gumbo
- Crawfish
- Red Beans & Rice
- Jambalaya
- Shrimp Étouffée
- Beignets
- Shrimp Creole
- Boudin
- Andouille Sausage

LOUISIANA





Louisiana's Festivals

Festival Capital of United States (over 400 festivals a year!)

- Festival Internationale de Louisiane in Lafayette
- New Orleans Jazz and Heritage Festival
- Mudbug Madness in Shreveport
- Louisiana Pirate in Lake Charles
- Blues Festival in Baton Rouge
- Holiday Trail of Lights & Natchitoches Christmas Festival

Mardi Gras (Carnival)

- "Fat Tuesday"
- Day before Ash Wednesday
- Season starts Jan 6
- Celebrated throughout the state
- Colors are purple, green, & gold

LOUISIANA

Caribbean Cruises & River Cruises

Cruising from Louisiana

New Orleans is the 6th largest cruise port in the US

Pre- and Post-Cruise Itineraries in New Orleans

www.neworleans.com/travel-professionals/cruises/

Caribbean Cruising

- Carnival
- Norwegian
- Royal Caribbean
- Disney

Mississippi River Cruises

- American Queen Steamboat Company
- American Cruise Lines
- Viking (starts June 2022)
- Steamboat Natchez
- Creole Queen

LOUISIANA



Louisiana's 3 Marketing Regions





North Louisiana

- Major Cities:
 - Shreveport
 - Monroe
- Airports:
 - Shreveport (SHV)
 - Monroe (MLU)
- Must-See Attractions / Things To-Do:
 - Municipal Auditorium
 - Poverty Point UNESCO World Heritage Site
 - Antique Alley
 - Military History: Chennault Aviation and Military Museum, Barksdale Air Force Museum
 - Zip lining over alligators (Gators & Friends)
 - Biedenharn Museum & Gardens
 - American Rose Center



Central Louisiana

- Major Cities:
 - Natchitoches
 - Alexandria
- Airports:
 - Alexandria (AEX)
- Must-See Attractions / Things To-Do:
 - Historic Natchitoches - the oldest town in the Louisiana Purchase
 - Famous “Festival of Lights” in Natchitoches
 - Melrose Plantation & Clementine Hunter
 - Cane River National Heritage Area
 - Historic Hotel Bentley
 - Louisiana Maneuvers Exhibit
 - Kent House Plantation
 - Frogmore Plantation & Cotton Gins
 - Kisatchie, Louisiana’s National Forest



South Louisiana

- Major Cities:
 - Baton Rouge
 - Lake Charles
 - Lafayette
 - New Orleans
- Airports:
 - Baton Rouge (BTR)
 - Lake Charles (LCH)
 - Lafayette (LAF)
 - New Orleans (MSY)
- Must-See Attractions / Things To-Do:
 - Louisiana State Capitol Building
 - Avery Island Tabasco & Jungle Gardens
 - Rip Van Winkle Gardens
 - Bayou Rum Distillery
 - Vermillionville Acadian Village
 - Creole Nature Trail
 - Tanger Outlet Shopping Center
 - LSU Rural Life Museum
 - Swamp & Kayaking Tours



Greater New Orleans

- Major Cities:
 - New Orleans
 - Northshore
 - Hammond
- Airports:
 - New Orleans
- Must-See Attractions / Things To-Do:
 - Mardi Gras World
 - Vue Orleans*
 - Abita Brewery
 - Haunted History & Voodoo Tours
 - French Quarter & Jackson Square
 - National World War II Museum
 - Magazine Street Shopping
 - Cajun Encounters Swamp Tours
 - Ogden Museum of Southern Art
 - Audubon Institute
 - River Road Plantation Homes
 - Sazerac House*
 - Four Seasons/Vue Orleans*
 - Virgin Hotel*
 - Kimpton Hotel Fontenot*
 - Preservation Hall & Frenchmen St.

Louisiana Road Trip

Trails and Byways

- 19 Scenic Byways
- Libations Trails
- Bike Trails
- Canoeing & Kayaking Trails
- Civil Rights Trail
- Culinary Trails
- Audubon Golf Trail
- Atchafalaya National Heritage Area
- Gas Station Eats Trail in No Man's Land*
- Glamping in State Parks with Tentrr*

LOUISIANA



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Tennessee



The SOUNDTRACK of AMERICA
• MADE IN •

TENNESSEE®





Agenda

- What's New
- Tennessee Music Pathways
- Civil Rights Trail
- History Reimagined
- Outdoor Scenic Beauty
- Colorblind Viewfinders
- Hit the Road and Hidden Gems
- Family Fun & Kid Reviewed
- Media Kits & Resources at press.tnvacation.com

What's New?

- New Places to Stay
- New Brewstilleries, Distilleries and more
- New Culinary Experiences
- 2 new stops in TN along the U.S. Civil Rights Trail



Treehouse Grove in Gatlinburg

Tennessee Music Pathways





Kix Brooks Arrington

Archie Campbell Bulls Gap

Dr. Bobby Jones Paris

Charlie Cushman Clarksville

Chattanooga Choo Choo

Chris Young Murfreesboro

Mandy Barnett Crossville

**Taylor Swift, Johnny Cash &
The Isaacs** Hendersonville

Dolly Parton Sevierville



COUNTRY MUSIC

A FILM BY KEN BURNS

THE PATHWAY

VISIT THE PLACES
THAT INSPIRED THE MUSIC





TNcivilrightstrail.com



Music of the Movement: New Sites on the U.S. Civil Rights Trail in Tennessee Spotlight the Impact and Legacy of Black Music



National Museum of African American Music in Nashville, Stax Museum of American Soul Music in Memphis



*Feb. 1, 2022 – Press Release Announcing 2 new sites in TN, 14 total

*Bandwango Passport Program

*Upcoming: Black Music Month in June

*June 1 – 3-episode podcast featuring Tennessee's Civil Rights Trail stories

Bandwango/ TN CRT Passport program



Renderings of
Medallion & T-Shirt

- Digital Passport
- 14 Stops
- 6 Locations – Custom T-Shirt Honoring Trail
- All 14 Locations – Commemorative Medallion

Tennessee's 14 Sites Along U.S. Civil Rights Trail

Clinton 12 at Green McAdoo Cultural Center – Clinton

Clayborn Temple & "I AM A MAN" Plaza – Memphis

Mason Temple – Memphis

National Civil Rights Museum – Memphis

WDIA Radio – Memphis

Beale Street Historic District – Memphis

Stax Museum of American Soul Music – Memphis

Civil Rights Room at the Nashville Public Library – Nashville

Clark Memorial Methodist Church – Nashville

Witness Walls – Nashville

Fisk University – Nashville


Griggs Hall at American Baptist College – Nashville

Woolworth Theatre – Nashville

National Museum of African American Music – Nashville

Outdoor Scenic Beauty

The SOUNDTRACK of AMERICA
• MADE IN •
TENNESSEE
☆☆☆

•  Cherokee National Forest

Outdoor Adventure



Twin Falls at Rock Island State Park

- 56 State Parks
- 10,000 caves
- Chase Waterfalls
- Bill Dance's Signature Lakes

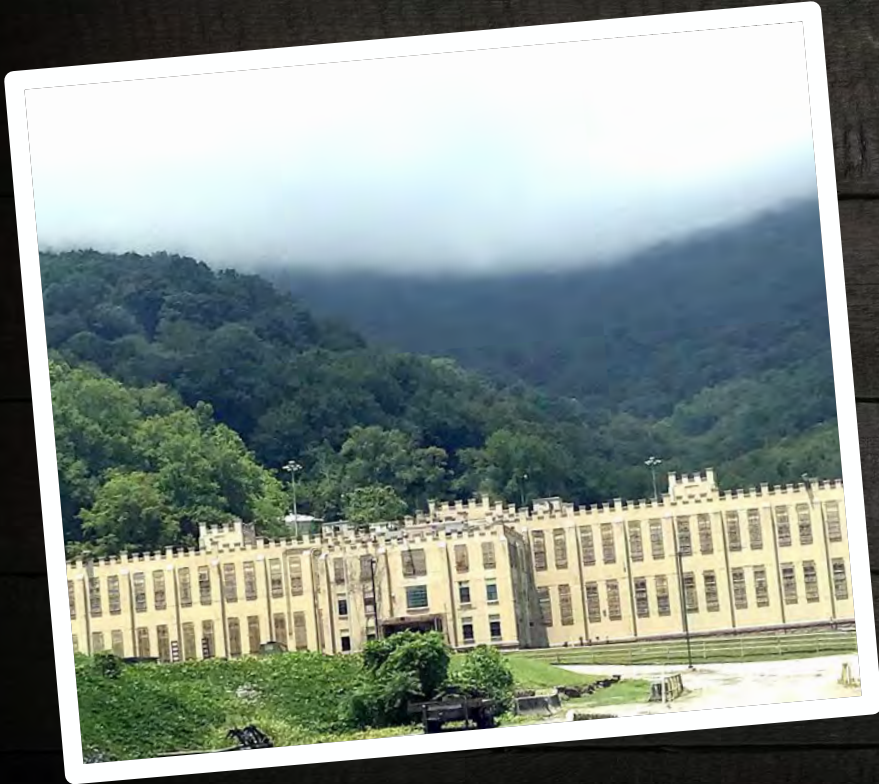
Beauty for All to See

- Colorblind Viewfinders
- 13 Scenic Overlooks



Colorblind Viewfinder at Radnor
Lake State Park in Nashville

History Reimagined



- What's Old is New
- Brushy Mountain State Penitentiary
- The Caverns
- Marathon Village
- Historic Granville
- Central Station Hotel

Hit the Road



Great Smoky Mountains National
Park

- The Ultimate Tennessee Road Trip
- Discover Tennessee Trails & Byways
- Places You Never Knew You Always Wanted to Visit
- Local Favorites



KID
REVIEWED

Kid Reviewed



Dollywood in Pigeon Forge

- Scientifically Proven Family Fun
- Laugh Trackers
- 30+ Attractions Across the State

Thanks!



Arkansas

MISSISSIPPI
RIVER
COUNTRY

Arkansas

State capital: Little Rock

Largest city: Little Rock

Major airports in **Little Rock (LIT)** and **Northwest Arkansas (XNA)**



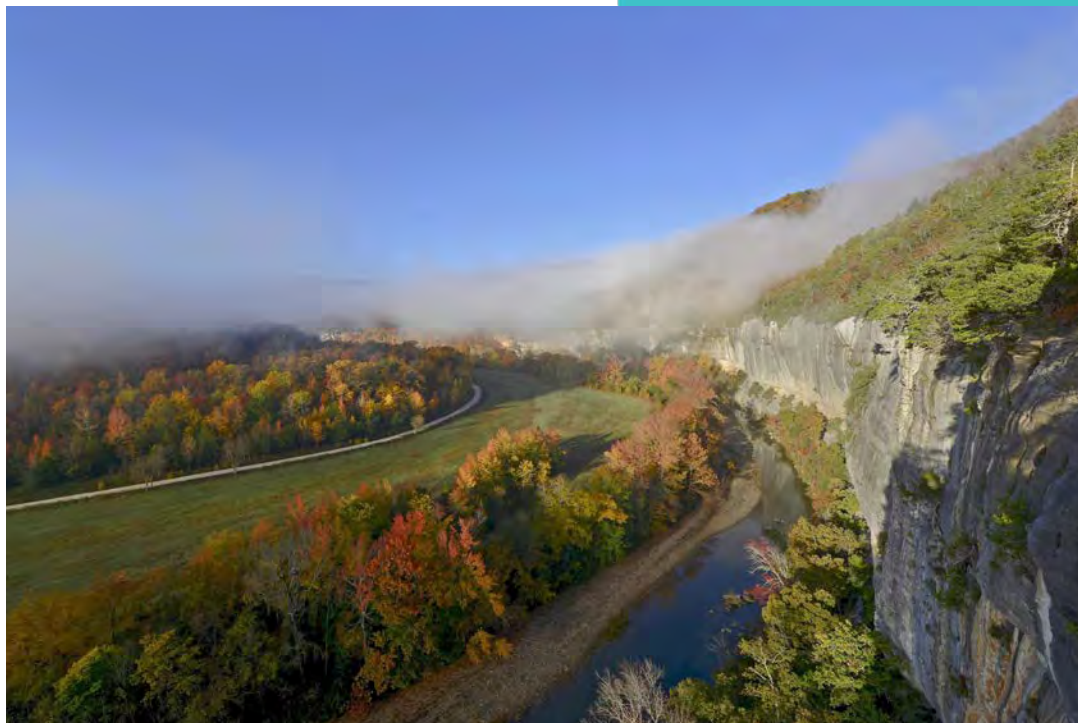
Arkansas attractions

- Crystal Bridges Museum of American Art
- BBQ & tamales
- Walmart Museum in Bentonville
- Johnny Cash Boyhood Home & King Biscuit Blues Festival
- **Clinton Presidential Center**



Outdoors & Recreation

- Ozark Mountains
- Hot Springs National Park
- Buffalo National River
- Crater of Diamonds State Park
- Bayou Bartholomew



Ozark Mountains



Arkansas

Hot Springs



Arkansas

Buffalo National River



Arkansas

Iconic restaurants & Southern food



Arkansas

Johnny Cash Boyhood Home

JOHNNY CASH
Johnny Cash (1932-2003) was one of the most influential musicians of the 20th century. Successful with country, rock & roll, folk, blues, and gospel music, Cash sold over 90 million albums during his long career. Several of his songs reflect his hardscrabble farming youth in Dyess Colony, where locals knew him simply as "J. R."



arkansas.com



Minnesota



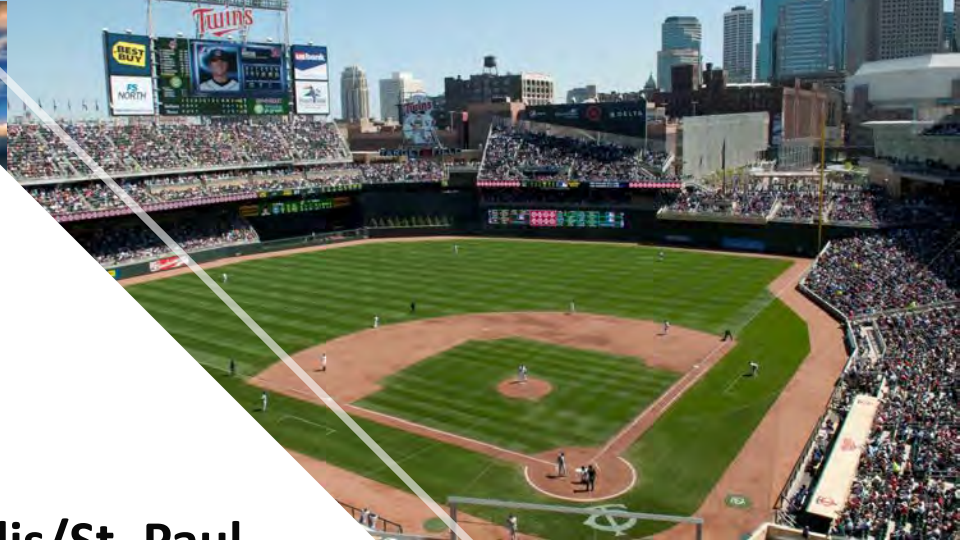
Explore Minnesota

Welcome to Minnesota!

- Northernmost State
- Population 5.6 million
- Gateway to
 - Mississippi River Country
 - Great Lakes
 - Rocky Mountains



Top Attractions and Destinations



Minneapolis/St. Paul





Mall of America



Mississippi River



Lake Superior/North Shore



**Boundary Waters
Canoe Area Wilderness**

A fly fisherman in a river with a trout underwater. The fisherman is on the right side of the frame, wearing a hat and waders, holding a fishing rod. The trout is in the center, swimming underwater. The background shows a forested riverbank with a rocky outcrop.

Thank you!

Jake Juliot

International PR Specialist

Jake.Juliot@state.mn.us



Mississippi

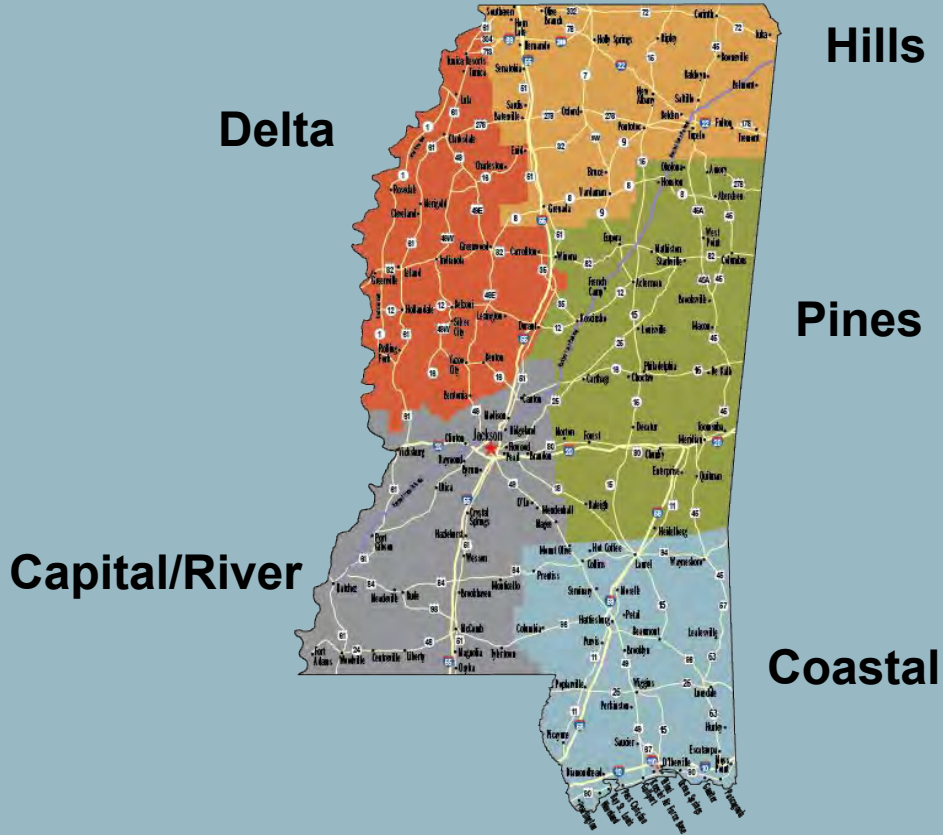
MISSISSIPPI
RIVER
COUNTRY

VISIT
MISSISSIPPI

The word "MISSISSIPPI" is rendered in a large, bold, serif font. Each letter is filled with a different scenic image from Mississippi. The 'M' shows a river at sunset. The first 'I' shows a cyclist on a path. The first 'S' shows a hot air balloon. The second 'S' shows a plantation house. The second 'I' shows a river. The second 'S' shows a river. The 'P' shows a river. The final 'I' shows a river. The word "VISIT" is positioned above "MISSISSIPPI" in a smaller, blue, sans-serif font.

MISSISSIPPI RIVER COUNTRY IN CANADA

MISSISSIPPI REGIONS



WELCOME TO MISSISSIPPI

Itinerary Themes

- Mississippi Blues Trail

Mississippi Delta Blues leads to the Birthplace of America's Music

- Mississippi Freedom Trail

American History: Civil Rights & the Civil War in Mississippi

- Mississippi Writers Trail

William Faulkner, Tennessee Williams, & Eudora Welty, to name a few

- Mississippi Country Music Trail

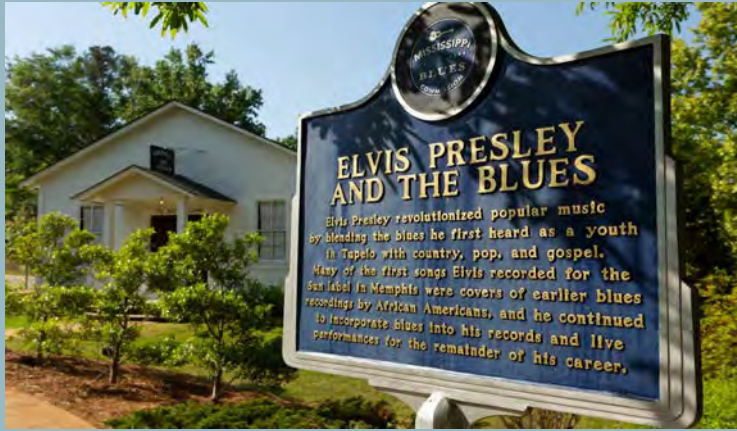
Discover Country music's deep roots in the Hospitality State

- Southern Comfort – Mississippi's Culinary Delights

Hot tamale trail, James Beard award winners, & fresh Mississippi seafood



MISSISSIPPI ROAD TRIP



THE MISSISSIPPI DELTA



CAPITAL REGION



LOWER MISSISSIPPI RIVER



COASTAL MISSISSIPPI



OUTDOOR ACTIVITIES



VISIT
MISSISSIPPI

The word "MISSISSIPPI" is rendered in a large, bold, serif font. Each letter is filled with a different scenic image from Mississippi. The 'M' shows a sunset over a body of water. The first 'I' shows a person cycling on a path. The first 'S' shows a hot air balloon. The second 'S' shows a white building with a porch. The second 'I' shows a bridge over water. The 'P' shows a sunset over a body of water. The final 'I' shows a sunset over a body of water. The word "VISIT" is written in a smaller, blue, sans-serif font above the "MISSISSIPPI".

THANK YOU
