



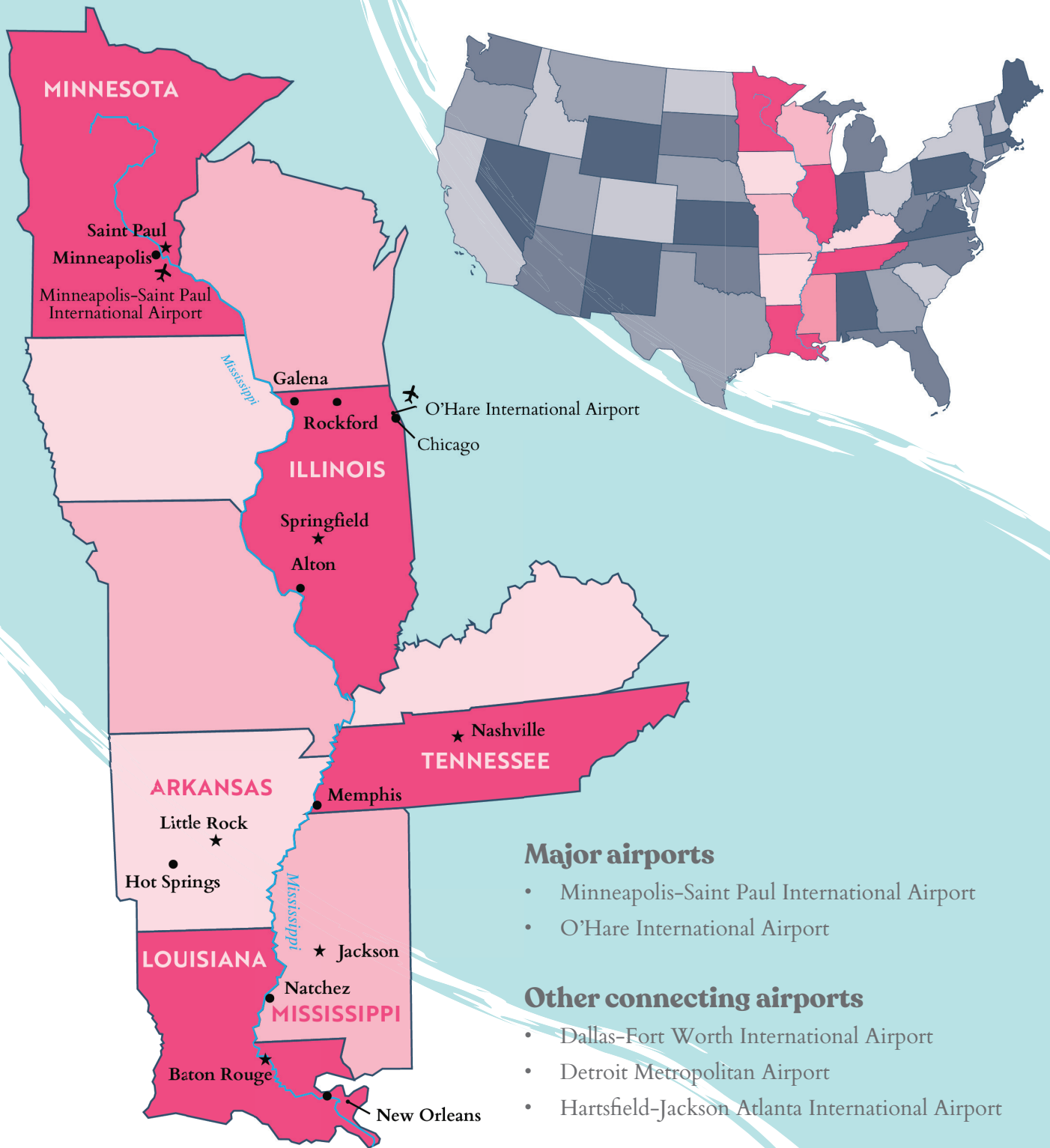
[mississippirivercountry.com](http://mississippirivercountry.com)



## WHAT IS MISSISSIPPI RIVER COUNTRY (MRC)?

Welcome to Mississippi River Country: We're a collection of states that border America's most famous river. We share the stories from the heart of the country—the places, people and attractions you'll find here, whether they're on the banks of the Mississippi River or hundreds of miles away.

Discover the states of Mississippi River Country today—they're all rich in history, culture and natural beauty, from jaw-dropping Mississippi River overlooks and uniquely American forms of music to tasty local delicacies and engaging museums and attractions.



### Major airports

- Minneapolis-Saint Paul International Airport
- O'Hare International Airport

### Other connecting airports

- Dallas-Fort Worth International Airport
- Detroit Metropolitan Airport
- Hartsfield-Jackson Atlanta International Airport

## HOW TO GET HERE

- Easy to access all Mississippi River Country states
- Major airports in Minneapolis, Chicago; can also connect through Dallas, Atlanta and Detroit
- Don't have to do all 10 states in one trip – can break into regional trips or fly/drive to destination cities

# WELCOME TO MISSISSIPPI RIVER COUNTRY

Mississippi River Country is “the heart of America”—a place where visitors can travel through the history, culture and natural beauty that defines this country. Sure, the Mississippi River might be the backbone that unites these 10 states, but we’re here to tell you about all the wonderful things to see and do across the states that touch America’s finest river, from James Beard Award-winning restaurants in the Delta to breathtaking views of the Great Smoky Mountains.

Make your plans to start discovering the heart of America today.



**CULTURE**



**FOOD & AGRICULTURE**



**ICONIC AMERICA**



**MUSIC**



**OUTDOORS & RECREATION**



**SCIENCE & HISTORY**





## CULTURE

### **Learn the story of American art, architecture and cultural achievements at museums and iconic attractions**

Some of America's most important cultural contributions can be found in Mississippi River Country. Take a driving tour of Illinois and Wisconsin to marvel at the iconic architecture of Frank Lloyd Wright. Visit world-famous art museums in states up and down the Mississippi River. Step onto a boat or stroll through a downtown to admire towering skyscrapers or other iconic buildings.

- Sample itinerary: Northern art museums – Chicago's Museum of Contemporary Art, Walker Art Center in Minnesota, Kohler Arts Center in Wisconsin





## FOOD & AGRICULTURE

### Each state and region has its own unique cuisines and specialty dishes

The Mississippi River runs through America's heartland, through rich farmlands and communities that are responsible for some of the country's most memorable local delicacies. Whether you're looking for farm-fresh food, classic craft cocktails or mouthwatering barbeque, there's a pretty good bet you'll find it here in Mississippi River Country.

- Southern specialties - Catfish and the Hot Tamale Trail in Mississippi, James Beard Award winner Jones' Bar-B-Q Diner in Arkansas Delta, Cajun & Creole cuisine in Louisiana





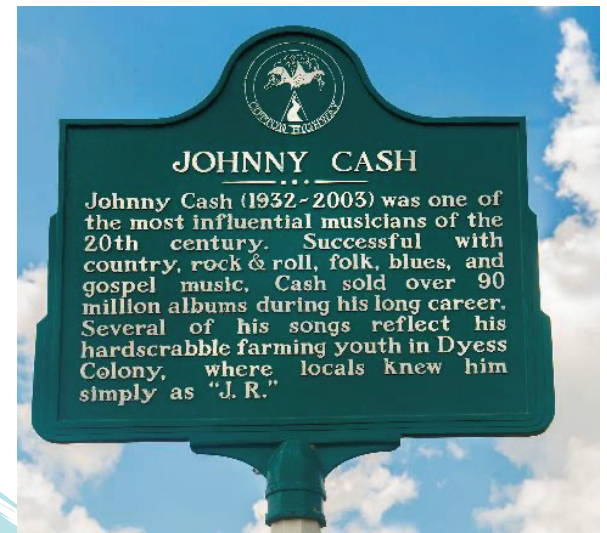
## **ICONIC AMERICA**

**Learn about famous road trips, small-town America, cultural icons and so much more**

What is America? That's a question that's as easy to answer as it is expansive in Mississippi River Country. Here, you'll find uniquely American attractions like Route 66 and riverside ballparks, as well as the locales from which the country's greatest writers—Twain, Faulkner, Fitzgerald—took their inspiration.

- Sample itinerary: Mississippi River towns in the northern MRC – Red Wing and Winona in Minnesota, Pepin (home of Laura Ingalls Wilder) in Wisconsin, Galena in Illinois





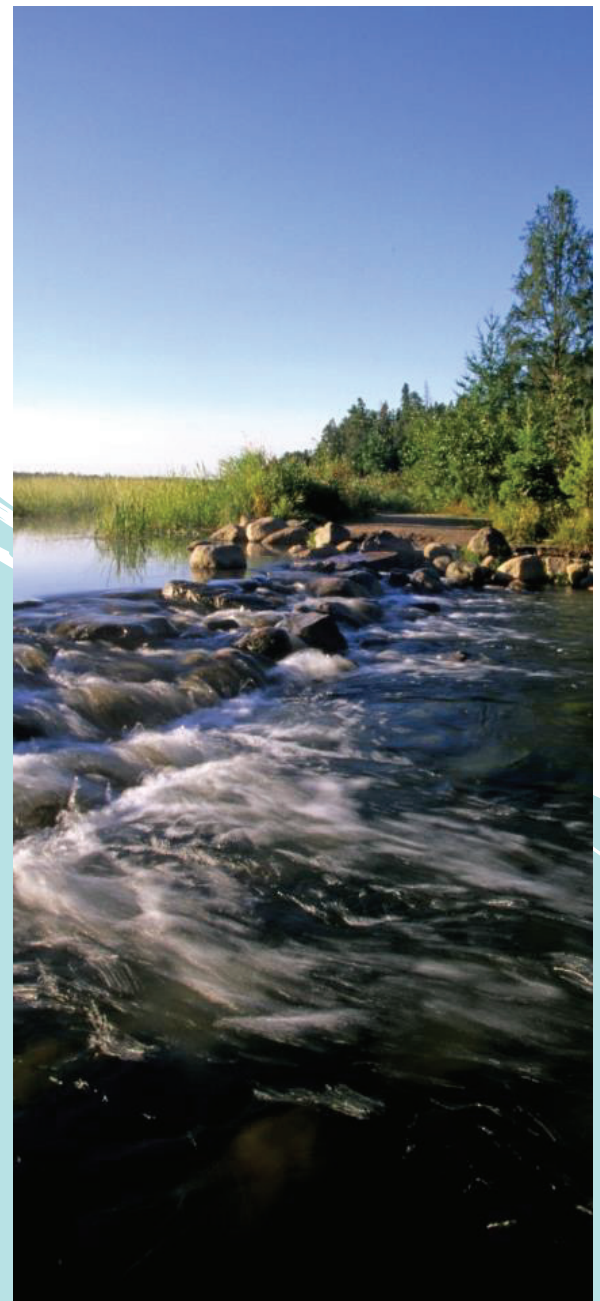
## MUSIC

**The Mississippi River states are the birthplace of American music, from jazz and blues to rock n' roll and country**

Travel through Mississippi River Country and you're traveling through the history of American music. The blues was born in the Mississippi Delta—this region is home to luminaries like B.B. King and Muddy Waters. Jazz music took shape in New Orleans, and farther north in Tennessee and Arkansas, you'll meet unforgettable figures like Elvis and Johnny Cash. And let's not forget Mississippi River Country's other superstars like Dolly Parton, Bob Dylan and Prince, just to name a few.

- Sample itinerary: Northern states including Paisley Park (Prince's home/recording studio), Summerfest (world's largest music festival in Wisconsin), live blues music in Chicago





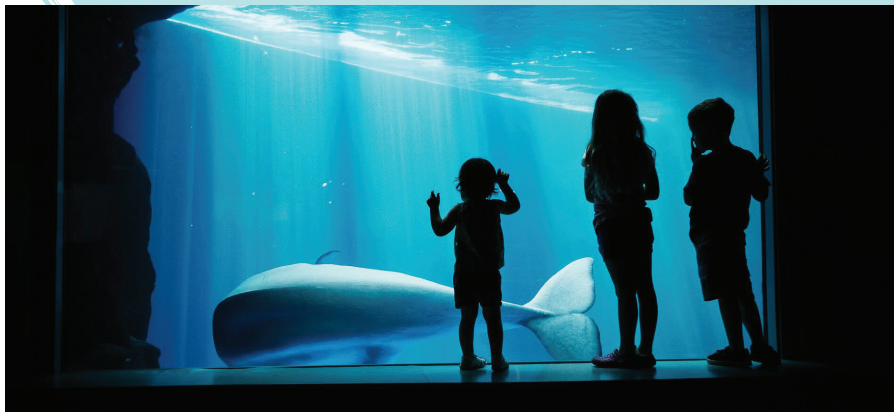
## OUTDOORS & RECREATION

**Explore the iconic natural attractions of Mississippi River Country, from iconic national parks to the Great Lakes**

From the headwaters of the mighty Mississippi River to the stunning majesty of the Great Smoky Mountains, Mississippi River Country is home to an astonishing variety of outdoor attractions and recreation options. Discover the crystal-clear waters of Lake Superior, paddle through a Louisiana bayou or visit UNESCO World Heritage sites to learn about their cultural and scientific significance.

- Sample itinerary: Exploring the waters of the MRC – Visit the headwaters of the Mississippi River (Minnesota); take a scenic cruise on a riverboat (Wisconsin); hop on an architectural cruise in Chicago (Illinois)





## SCIENCE & HISTORY

**From presidents to planetariums, there's always something to new to learn about in Mississippi River Country**

A trip through the 10 states along the Mississippi River is a trip through the story of America. Travelers that head from north to south or south to north will find opportunities to learn about Native American cultures, Civil War battles, regional history, and some of the country's most notable presidents. Science lovers will discover engaging zoos, science museums and aquariums.

- Sample itinerary: Science museums that are fun for the whole family - Mississippi Museum of Natural Science, The Field Museum and Museum of Science & Industry in Chicago, Louisiana's Audubon Nature Institute



# ARKANSAS

There are many reasons to visit Arkansas—lakes and rivers, world-class art museums, 52 state parks, a presidential library, epic trails, food, festivals and family fun. Whatever brings you to The Natural State, we're glad you found us, and we hope you bring your sense of adventure and sense of wonder for the things that make Arkansas unique.

## MUSIC

- Johnny Cash Boyhood Home (Dyess)
- King Biscuit Blues Festival (Helena-West Helena)
- Mountain View – “Folk Music Capital of the World”

## ICONIC AMERICA

- Walmart Museum and Sam Walton's general store (Bentonville)
- Ozark Folk Center (Mountain View) – dedicated to preserving the region's crafts, music & food

## OUTDOORS & RECREATION

- Hot Springs National Park – historic city famous for its thermal springs that visitors can experience at spas on Bathhouse Row
- Ozark Mountains – fishing, hiking, mountain biking, cavern tours & more in northern Arkansas
- Buffalo National River/White River – excellent fishing, boating and other outdoor activities
- Crater of Diamonds State Park (Murfreesboro) – hunt for real diamonds

## FOOD & AGRICULTURE

- Barbecue is popular in places like Little Rock, Blytheville
- Several James Beard nominees and James Beard winners (Jones Bar-B-Q Diner in Marianna and Lassis Inn in Little Rock)
- Arkansas grows more than 50% of all rice in the US

## CULTURE

- Crystal Bridges Museum of American Art (Bentonville)
- Delta Cultural Center (Helena)



## SCIENCE & HISTORY

- William J. Clinton Presidential Library & Museum (Little Rock)
- Little Rock Central High School National Historic Site
- Sultana Disaster Museum (Marion)



**ARKANSAS**  
Kim Williams  
☎ 870-295-2005  
✉ [kim.williams@arkansas.gov](mailto:kim.williams@arkansas.gov)  
🌐 [arkansas.com](http://arkansas.com)  
📱 [f](#) [t](#) [p](#) [v](#) [i](#) [o](#) [g](#) [+](#)







# ILLINOIS

Modern skyscrapers and ancient rock formations. The heart of Michelin stars and live music. Iconic art and state parks and the start of America’s most famous highway, Route 66. When you’re in Illinois, you’re in the Middle of Everything.

## MUSIC

- Blues and Jazz—Buddy Guy’s Legends, The Green Mill Jazz Club, House of Blues Gospel Brunch
- Popular festivals include Chicago Blues Festival (held in June), Lollapalooza, Pitchfork Festival, Chicago Jazz Festival
- Broadway in Chicago and Lyric Opera of Chicago

## FOOD & AGRICULTURE

- Chicago classics such as deep dish pizza, Chicago-style hotdogs, and Garrett Popcorn
- 23 Michelin star restaurants
- “Horseshoe” sandwiches and cozy dogs (invented in Springfield)
- Illinois Made – craftspeople, artists, small-batch breweries, wineries, distilleries, foodies, and farmers
- John Deere Pavilion



## ICONIC AMERICA

- Seven scenic and historic byways including:
  - Route 66: nostalgic eats, quirky museums and plenty of kitsch. Starts in Chicago and travels over 300 miles through Illinois
  - Great River Road: outdoors adventures, small town charm and plenty of history Starts at the northwestern tip of Illinois, spanning 550 miles along the Mississippi River
- Historic Main Street Galena
- 360 Chicago & Sky Deck Chicago
- Chicago’s Magnificent Mile
- Metropolis—visit Superman Square and see the 15-foot-tall Man of Steel statue
- Chester—hometown of Popeye’s creator, E.C. Segar
- Buckingham Fountain in Chicago

## CULTURE

- Chicago Museums: Art Institute of Chicago, Museum of Contemporary Art, American Writers Museum
- Illinois Frank Lloyd Wright Trail: 13 Wright-designed buildings including: Home & Studio, Dana Thomas House, Laurent House and UNESCO World Heritage sites — the Frederick C. Robie House and Unity Temple.
- Chicago Architecture Center/ architectural tours
- Mies van der Rohe Farnsworth House

## OUTDOORS & RECREATION

- Chicago tours: Segway, biking, urban kayaks, Millennium Park
- Lake Michigan and Chicago River cruises
- Chicago Botanic Garden
- The Forge: Lemont Quarries
- Starved Rock State Park
- Grafton Sky Tours
- Shawnee National Forest
- Anderson Japanese Gardens

## SCIENCE & HISTORY

- Chicago: Museum of Science and Industry, Shedd Aquarium, Field Museum, Adler Planetarium
- Springfield: Abraham Lincoln Presidential Library & Museum, Lincoln Home National Historic Site, Lincoln Tomb and Old State Capitol
- Cahokia Mounds, a UNESCO World Heritage Site
- Lewis & Clark State Historic Site



**ILLINOIS**  
 Mary Twomey  
 ☎ 312-287-5563  
 ✉ mary@timezoneone.com  
 📱 enjoyillinois.com  
 📺 f t p y i s







# LOUISIANA

Louisiana isn't for spectators. It's for participants—for those that want to feed their soul and not only live the moment, but to become the moment.

## MUSIC

- New Orleans live music – French Quarter, Frenchmen Street
- Birthplace of famous musicians like Louis Armstrong, Fats Domino, Aaron Neville
- Festivals: New Orleans – French Quarter Festival, New Orleans Jazz & Heritage Festival, Essence Music Festival; Festival International de Louisiana (Lafayette)
- Over 400 Festivals a year

## ICONIC AMERICA

- Mardi Gras
- Antebellum homes along Mississippi River, including famous Oak Alley
- Ghost tours in New Orleans and River Parishes (Myrtles Plantation is one of America's most haunted homes)

## OUTDOORS & RECREATION

- Louisiana's state motto is "Sportsman's Paradise"
- Fishing, canoeing, kayaking, boat tours in swamps, rivers, bayous, Gulf of Mexico
- Hiking and biking along scenic trails in parks and natural areas
- Driving along the Louisiana Byways collection, including the Louisiana Great River Road
- Trails & Byways
- Glamping in State Parks

## FOOD & AGRICULTURE

- Traditional dishes like po' boys, gumbo, jambalaya, muffulettas, red beans & rice, crawfish, boudin and andouille
- New Orleans' famous bars & cocktail tours
- Creole/Cajun cuisine
- Seafood festivals and Gulf Coast fishing
- Breaux Bridge - Crawfish Capital of the World
- Gas Station Eats through No Man's Land

## SCIENCE & HISTORY

- World War II Museum (New Orleans)
- Audubon Nature Institute/ Audubon Zoo (New Orleans)
- Atchafalaya National Heritage Area
- Cane River National Heritage Area

## CULTURE

- Mardi Gras World (New Orleans)
- LSU Rural Life Museum (Baton Rouge)
- New Orleans Museum of Art
- Southern Food & Beverage Museum (New Orleans)
- Statue of Elvis Presley at the Shreveport Municipal Auditorium, once home to the Louisiana Hayride
- Poverty Point UNESCO World Heritage Site (Epps)



### LOUISIANA

Marie Stagg

☎ 800-677-4082

✉ [mstagg@crt.la.gov](mailto:mstagg@crt.la.gov)

🌐 [louisianatravel.com/canada](http://louisianatravel.com/canada)

📱 [f](#) [t](#) [p](#) [v](#) [i](#) [o](#) [g](#) [+](#)





# MINNESOTA

Minnesota is a diverse Great Lakes state with abundant natural scenery and vibrant cities, untouched wilderness, historic landmarks and modern-day attractions. If you're looking for arts and culture in big cities and small towns, you'll find it here. Unique, authentic experiences await, from the north woods to the storied shores of Lake Superior and along the Mississippi River. It's more than 10,000 lakes and Voyageurs National Park--it's the home of Prince and Bob Dylan, seven pro sports teams, and the Mall of America.

## MUSIC

- Paisley Park – home and studio of the famous recording artist Prince is now a museum open for tours
- First Avenue in Minneapolis (where Prince got his start), the “Dylan Way” and Dylan Fest in Duluth celebrate Bob Dylan
- Jazz clubs & festivals across the state

## ICONIC AMERICA

- Birthplace of “Peanuts” creator Charles Schulz – sculptures in Saint Paul’s Landmark Plaza
- Mall of America – largest shopping and entertainment complex in U.S. (no tax on clothes or shoes in Minnesota)
- Charming river towns like Bemidji, Red Wing and Winona

## OUTDOORS & RECREATION

- “Land of 10,000 Lakes” – countless opportunities for boating and fishing
- Headwaters of the Mississippi River and river tours
- Lake Superior adventures, Boundary Waters canoe area, Voyageurs National Park

## FOOD & AGRICULTURE

- Spam Museum (Austin)
- Wild rice – Native Americans harvest this grain in northern Minnesota
- Walleye – Minnesota’s state fish and a popular dish at restaurants across the state

## CULTURE

- Walker Art Center/Minnesota Sculpture Garden and Mill City Museum (Minneapolis)
- Guthrie Theater (Minneapolis)
- Cathedral of Saint Paul (Saint Paul)

## SCIENCE & HISTORY

- Mill City Museum (Minneapolis)
- National Eagle Center (Wabasha)
- Science Museum of Minnesota (St. Paul)



### MINNESOTA

Jake Juliot

☎ 651-757-1864

✉ [jake.juliot@state.mn.us](mailto:jake.juliot@state.mn.us)

🌐 [exploreminnesota.com](http://exploreminnesota.com)







# MISSISSIPPI

Delight in the variety of culture, cuisine, scenery and experiences that make Mississippi a popular place to visit. If you're a fan of the blues, rock 'n' roll, country or gospel, you'll love your stay in the birthplace of America's music. There's a wealth of history to take in, from antebellum architecture to key battle sites of the Civil War. And you'll find more than 140 fantastic golf courses to play year-round. Plus, you'll be met with so many dining options that the hardest part of your trip will be deciding where to take the first bite.

## MUSIC

- Elvis Presley's birthplace (Tupelo)
- Blues music – Mississippi Delta, more than 200 Blues Trail markers throughout state, Delta Blues Museum (Clarksdale)
- Grammy Museum (Cleveland), B.B. King Museum (Indianola), Jimmy Rogers – Father of Country Music (Meridian)

## ICONIC AMERICA

- Natchez has most antebellum homes in the country
- Leland is the birthplace of Kermit the Frog
- Biloxi is where Edward Barq Sr. invited Barq's Root Beer

## OUTDOORS & RECREATION

- Fishing/shrimping on the Mississippi Sound and the Gulf Coast
- Mississippi hosts two annual PGA Tour events with over 140 golf courses
- Canoeing and kayaking along the Mississippi River

## FOOD & AGRICULTURE

- Catfish is a popular dish; Mississippi is home to the most catfish farms in the U.S.
- Hot Tamale Trail – culinary tradition in the area, can be found at dozens of restaurants
- Viking Range Corporation headquartered in Greenwood along with cooking school

## CULTURE

- Museum of Mississippi History and Mississippi Civil Rights Museum (Jackson)
- Rowan Oak, home of author William Faulkner (Oxford)
- Mississippi Craft Center (Ridgeland)

## SCIENCE & HISTORY

- Museum of Mississippi History and Mississippi Civil Rights Museum (Jackson)
- Mississippi Freedom Trail – important Civil Rights sites
- Mississippi Aquarium



**MISSISSIPPI**  
 Rachel Obermeier  
 ☎ 601-359-3035  
 ✉ robermeier@mississippi.org  
 📄 visitmississippi.org  
 f t p i





# TENNESSEE

Whether in exciting urban hubs or charming small towns, Tennessee offers authentic American experiences. Found in every tune played, every road traveled and every memory made. The Soundtrack of America - Made in Tennessee.

## MUSIC

- Memphis – Graceland, Sun Studios, Stax Museum, Rock n’ Roll Museum
- Nashville – Ryman Auditorium, Grand Ole Opry, Country Music Hall of Fame
- Music Festivals – Bonnaroo (Manchester), CMA Music Festival (Nashville), Beale Street Music Festival (Memphis), Big Ears Festival (Knoxville), Riverbend Music Festival (Chattanooga), Bristol Rhythm & Roots Reunion

## ICONIC AMERICA

- Elvis Presley’s Memphis at Graceland – home of Elvis Presley
- Historic Downtown Franklin – town square is filled with boutique shops and local restaurants
- Dollywood – Family amusement park owned by Dolly Parton

## OUTDOORS & RECREATION

- Great Smoky Mountains National Park – most-visited park in the U.S.
- “Urban outdoors” in Memphis, Chattanooga, and Knoxville
- Aerial activities (ziplining, tree-houses, suspension bridges) at Anakeesta in Gatlinburg

## CULTURE

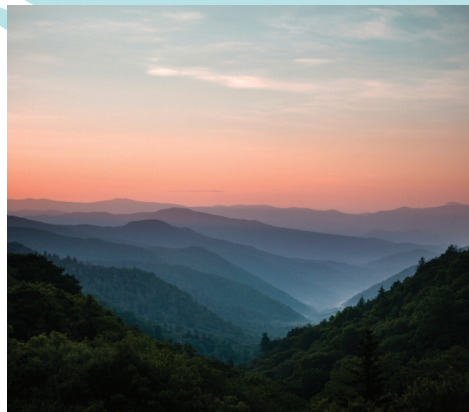
- Frist Center for the Visual Arts (Nashville)
- Hunter Museum of American Art (Chattanooga)
- Pink Palace Museum (Memphis)

## SCIENCE & HISTORY

- National Civil Rights Museum (Memphis)
- Museum of Appalachia (Clinton)
- Alcatraz East Crime Museum (Pigeon Forge)

## FOOD & AGRICULTURE

- Memphis-style BBQ
- Sample famous Nashville hot chicken
- Tennessee Whiskey Trail: 30+ distilleries, including world-famous Jack Daniel Distillery



### TENNESSEE

Margaret Fuqua

☎ 615-741-2159

✉ Margaret.Fuqua@tn.gov

🌐 tnvacation.com





# MRC TORONTO SALES MISSION

## MRC STATE/PARTNER REPRESENTATIVES

NAME	ORGANIZATION	TITLE	EMAIL
Kimberly Williams	Arkansas Department of Parks, Heritage & Tourism	Travel Writer and Great River Road Director	kim.williams@arkansas.gov
Elisa Marcus	Illinois Office of Tourism	International Marketing Manager	elisa.marcus@illinois.gov
Marie Stagg	Louisiana Office of Tourism	Director of Domestic Sales	mstagg@crt.la.gov
Jake Juliot	Explore Minnesota Tourism	International Public Relations	jake.juliot@state.mn.us
Rachel Obermeier	Visit Mississippi	Director of Sales	robermeier@mississippi.org
Margaret Fuqua	Tennessee Department of Tourist Development	Director of Sales	margaret.fuqua@tn.gov

## ORGANIZERS

NAME	ORGANIZATION	TITLE	EMAIL
Lyn Pilch	Mississippi River Country	Managing Director	lyn@pilchbarnet.com
Alan Hamari	Mississippi River Country	International Marketing Specialist	alan@pilchbarnet.com
Joanne Scalamogna	Access Marketing	Owner	joanne@travelshowcase.com



**MISSISSIPPI RIVER COUNTRY  
(MRC)**  
☎ 866-763-8310  
✉ info@experiencemississippiriver.com  
f @



