

EXPERIENCE MEMPHIS

TURN UP THE VOLUME

BREAKFAST DOWNTOWN (1 HR.)
Take your pick from diners specializing in Southern-style breakfast platters to coffee shops that serve house-made pastries.

ROCK 'N SOUL MUSEUM (1 HR.)
Hear the complete Memphis music story at this Smithsonian-curated museum. memphirocknsoul.org

SUN STUDIO (1 HR.)
Take a guided tour through the tiny studio where you will experience outtakes from recording sessions and touch Elvis' first microphone. sunstudio.com

EDGE MOTOR MUSEUM
Showcases the American sports car from "postwar to '74," 2 min. walk from Sun. edgemotormuseum.com

GRACELAND (4 HRS.)
Welcome to the home of Elvis Presley. See how a rock 'n' roll legend lived and relaxed with family and friends. graceland.com

DINNER DOWNTOWN AND BEALE STREET
With celebrity chefs, buzzy outdoor spaces and breweries and distilleries serving food truck fare and more, you'll find diverse dining options downtown.



HISTORY MEETS CULTURE

BREAKFAST MIDTOWN (1 HR.)

NATIONAL CIVIL RIGHTS MUSEUM (2 HRS.)
In the historic Lorraine Motel, site of the assassination of Dr. Martin Luther King, Jr., this museum interprets 400 years of the civil rights movement. civilrightsmuseum.org

SOUL FOOD LUNCH (1 HR.)
From downtown to Soulsville, discover iconic soul food restaurants for authentic home-cooking.

STAX MUSEUM OF AMERICAN SOUL MUSIC (1 HR.)
In the Soulsville neighborhood, learn about (and dance to!) Memphis Soul music through 2,000 artifacts and pieces of memorabilia. staxmuseum.com

SLAVEHAVEN BURKLE ESTATE (1 HR.)
This home, a former stop on the Underground Railroad, reveals secrets hidden for more than 100 years. slavehavenmemphis.com

BBQ FOR DINNER (1 HR.)
With more than 100 barbecue restaurants citywide, follow your nose to indulge in Memphis' culinary signature.

YOUR SAMPLE ITINERARY

Visit memphistravel.com/trip-ideas for additional itineraries.

EXPLORE THE OUTDOORS

BREAKFAST DOWNTOWN (1 HR.)

BIG RIVER CROSSING (30 MIN.)
SHELBY FARMS PARK (3 HRS.)
This 4,500-acre outdoor wonderland can outfit you for trail rides by bike, horseback, zip line adventures, on-site dining and more. shelbyfarmspark.org

CANOE THE MISSISSIPPI RIVER
Mississippi River Expeditions provides high-quality, professionally guided canoe trips on the Mississippi. Explore this river wilderness and sandy islands in large, multi-person, Voyageur canoes. canoeamemphis.com

MEEMAN-SHELBY FOREST STATE PARK (2 HRS.)
The park features cabins, campground, shelters, two lakes, 20 miles of hiking trails and a disc-golf course. Interpretive programs are available as well as boat rentals.

MIGHTY LIGHTS (15 MIN.)
This nightly light show highlights two iconic bridges over the Mississippi River.

DINNER IN OVERTON SQUARE (1.5 HRS.)
This entertainment district packs a variety of restaurants to please your whole group, plus theaters, shops and live music venues to explore after dinner.

SCAN FOR MORE
TRIP IDEAS



RAISE THE ROOF

BIKE NIGHT ON BEALE (WEDNESDAYS)
See all the Indian and Harley Motor Bikes on Beale. bealestreet.com

PEABODY HOTEL (THURS. 6PM-10PM)
Gather near the Duck Palace and hear Sizzling Hot DJ and cool headliners that can give you the soulful sound of Memphis. peabodymemphis.com

HU HOTEL (WED-SAT 3PM-10PM)
See the most breaktaken views of the river and enjoy at sunset with a light cocktail when you arrive in Memphis. huhotelmemphis.com

BECK AND CALL (7PM-9PM)
Purchased on the banks of the Mississippi River with a lightshow for all with Live music on Thursday & Sundays. downtownmemphishyatt.com

PAULA & RAIFORDS DISCO (THURS-SAT 9PM-3AM)
Nightclub offering cocktails, DJ shows & late-night dancing in a high-energy atmosphere. instagram.com/paularaifordsdisco



WHAT'S YOUR FLAVOR

TASTIN' ROUND TOWN (3 HRS.)
We provide a local, sustainable experience tasting a variety of foods, allowing you to feel like a native Memphian. Each tour is designed. tastinroundtown.com

LOCAL BREWERY TOURS
If you like beer, you've come to the right place. They say that Memphis has the best local craft beer because it's made from our naturally filtered artesian well water. But don't take our word for it. Try our Hops Stops. memphistravel.com/memphis-hops-stops

OLD DOMINICK'S DISTILLERY
If whiskey is more your taste, take a tour of Old Dominick Distillery and see everything from conception to the finished product with samples at the end. olddominick.com

CHURCH HEALTH CENTER KITCHEN
Church Health's facility at Crosstown Concourse includes a 400-square-foot commissary kitchen and incubator resources for professional, healthy food production. Pre-reserved with deposit, the commissary can be rented for commercial or private use to International & Domestic Groups. Email for Culinary Cooking Demonstration Class. kaufmaneg@churchhealth.org

VISIT THE
ART AND
SOUL OF
MEMPHIS
MEMPHISTRAVEL.COM/MUSIC

TOP OFF WITH

A Tour of Possibilities
atopmemphis.com
Backbeat Bus Tour
backbeattours.com
Blues City Tours
bluescitytours.com
Memphis Best Tours
memphisbesttours.com

OPEN MIC

Carolina Watershed
Memphis Botanic Garden
Lafayette's Music Room

THE LEGACY EXPERIENCE

The Legacy Experience at the National Civil Rights Museum reopens in Spring 2026 with an expanded mission and bold new experiences. As the counterpart to the Lorraine Motel, the Legacy Building honors the legacy of Dr. Martin Luther King Jr. It extends his message into the modern era through immersive exhibitions, interactive installations, and real-time civic engagement spaces. Visit civilrightsmuseum.org/renovations.

INTERNATIONAL PROFILE

This ain't no vacation.
It's a #Soultrip.



Take Selfies Around Town & Tag Us

#MUSTBE
MEMPHIS



MEMPHISTRAVEL.COM

WHAT'S NEW IN MEMPHIS



Stylish **hotels**.
Outdoor **venues** for live music.
Restaurants and **breweries** you'll want to
try. New experiences at **attractions** you already know
and love. We're welcoming visitors and new **opportunities** for
making **memories** throughout the year, so visit us whenever you're ready.

DON'T MISS ANNUAL EVENTS

JAN: International Blues Challenge
JAN: Elvis' Birthday Celebration
APR - SEPT: Bike Night on Beale (Wed.)
MAY: Riverbeat Music Festival
MAY: SMOKE SLAM
AUG: FedEx St. Jude Championship
AUG: Elvis Week
OCT: Memphis Music Month
OCT: Mempho Music Festival
DEC: St. Jude Memphis Marathon

FOR A FULL LIST OF MEMPHIS EVENTS VISIT:
memphistravel.com/events

LET US DEVELOP A CUSTOM ITINERARY FOR YOUR GROUPS AND FIT!

CHRIS INGRAM

Director - Australia/New Zealand, Memphis Tourism
47 Union Ave., Memphis, TN 38103

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☎ +64 21 281-1385
🌐 memphistravel.com
📘 facebook.com/memphisinternationalme



GREAT OUTDOORS

It's going to be a gorgeous day outside in Memphis,
and **here are nearly a dozen ways to enjoy it.**



THE ARTS

#MUSTBEMEMPHIS

MEMPHISTRAVEL.COM

@MEMPHISTRAVEL

*Atlanta to Memphis:
*Birmingham to Memphis:
*Chicago to Memphis:
*Dallas to Memphis:
*Houston to Memphis:
*Little Rock to Memphis:
*Louisville to Memphis:
*Nashville to Memphis:
*New Orleans to Memphis:
*St. Louis to Memphis:
*Tupelo to Memphis:
*Jackson, MS to Memphis:

5 hrs., 37 mins. — 384 miles / 636 km
3 hrs., 31 mins. — 238 miles / 383 km
8 hrs., 12 mins. — 534 miles / 859 km
6 hrs., 56 mins. — 453 miles / 729 km
8 hrs., 34 mins. — 567 miles / 912 km
2 hrs., 8 mins. — 138 miles / 222 km
5 hrs., 55 mins. — 385 miles / 620 km
3 hrs., 18 mins. — 212 miles / 341 km
6 hrs., 6 mins. — 395 miles / 636 km
4 hrs., 20 mins. — 284 miles / 457 km
1 hr., 45 mins. — 109 miles / 175 km
3 hrs., 2 mins. — 210 miles / 338 km

*Civil Rights Trail Roadtrip
*vonlane.com

ROADTRIPPING TO MEMPHIS

Connect to Memphis with
your international travel.

flymemphis.com
35 NONSTOP DESTINATIONS

RIVER RAIL ROAD RUNWAY

AIR SERVICE

FLYMEMPHIS.COM

CRUISES

VIKINGRIVERCRUISES.COM
AMERICANCRUISELINES.COM

AMTRAK

CENTRAL STATION
AMTRAK.COM

MEMPHIS ARTS MUSEUM

OPENING 2026 (SUMMER/FALL)

NATIONAL CIVIL RIGHTS: THE LEGACY EXPANSION

OPENING SPRING OF 2026

MEMPHIS FLYWAY DECK/ OBSERVATION LOOK OUT

OPENING 2026

NEW HOTELS

Memphis has some new digs. **Brand new hotels are open and taking reservations**, with several new hotels on the way. Now is the perfect time to visit!

Aloft Memphis Downtown	Hu. Hotel
ARRIVE Memphis	The Memphian
The Central Station Memphis	MOXY Memphis Downtown
Hotel Pontotoc	Hotel Indigo Memphis Downtown
Canopy by Hilton Memphis Downtown	Hilton Garden Inn Memphis Downtown
Hyatt Centric Beale Street Memphis	

SEE ALL OF THE ACCOMMODATIONS MEMPHIS HAS TO OFFER:
memphistravel.com/memphis-hotels



ART & SOUL

SONG WRITERS & RECORDING STUDIOS EXPERIENCE

ROYAL STUDIO

Head to the River Experience and learn about the history of a movie theater from 1915 to 1957 of Royal Studio, which was the Hi Rhythm Section that grew from Rockabilly to Soulful Sound.
royalstudios.com

MEMPHIS MUSIC ROOM

The shows feature the best original acts in the city, continue the legacy of the region as a mecca of creative influence, and introduce the world to the recognizable sounds that make Memphis so special.
memphismusicroom.com

OVERTON PARK SHELL/BACKSTAGE EXPERIENCE TOUR: overtonparkshell.org/tours

MAGNETIC RECORDING

The heart of this amazing studio is its 1,325 square foot main tracking room. This acoustically designed room provides options for multiple types of tracking considerations.
memphismagneticrecording.com

CROSSTOWN CONCOURSE

Crosstown offers opportunities and resources for the creative community, including a wide range of spaces for exhibitions, music performances, film and video screenings, artist talks and artist-led workshops.
crosstownconcourse.com

