



Destination  
USA,  
Memphis

# Walking In Memphis



Sunset On Beale Street ©Joshua Brown

*Then I'm walking in Memphis  
Walking with my feet ten feet off of Beale  
Walking in Memphis  
But do you really feel the way I feel*

*Saw the ghost of Elvis  
On Union Avenue  
Followed him up to the gates of Graceland  
Then I watched him walk right through  
Now security they did not see him  
They just hovered 'round his tomb  
But there's a pretty little thing  
Waiting for the King  
Down in the Jungle Room*

*Walking in Memphis - Marc Cohn - 1991*

With more than 60 unique attractions across the city, Memphis is an authentic, affordable destination whether you're looking for relaxation, excitement or classic memory-making. With legendary music attractions and civil rights sites, world-famous Beale Street and the mighty Mississippi River at the heart of signature Memphis experiences, you'll find plenty to do in the home of the blues, soul & rock 'n' roll.

## 1 - The Memphis Rock 'n' Soul Museum:

The Memphis Rock 'n' Soul Museum's exhibition, created by the Smithsonian Institution, tells the story of musical pioneers who overcame racial and socio-economic barriers to create the music that shook the world. Located at 191 Beale Street at FedEx Forum, the museum offers a comprehensive Memphis music experience from the rural music of the 1930s, through Memphis' musical heyday in the 70s, to its global musical influence.

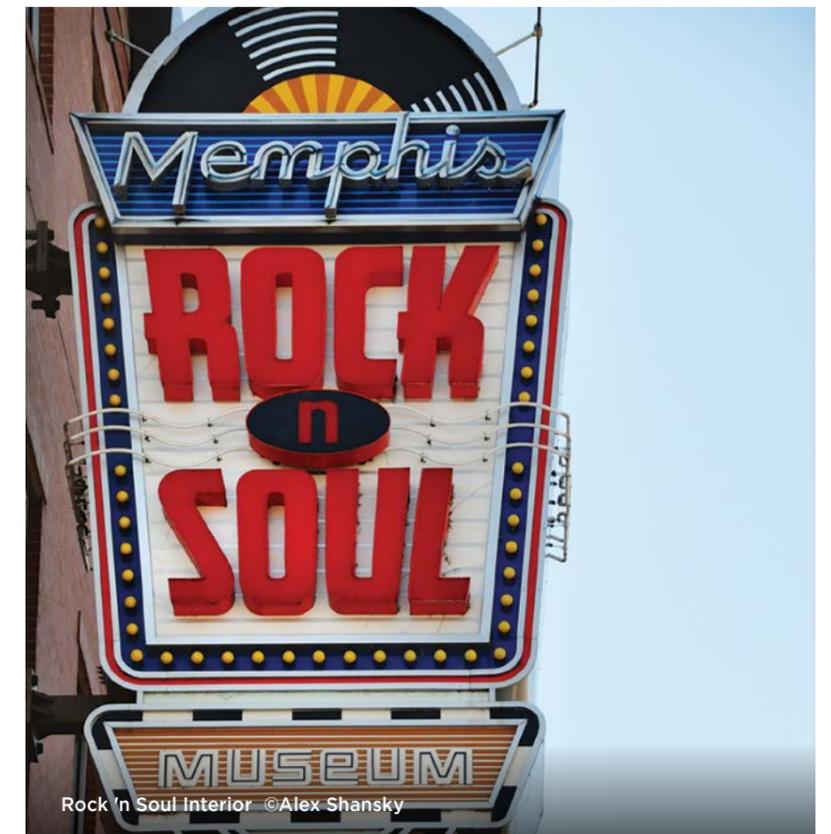
[www.memphisrocknsoul.org](http://www.memphisrocknsoul.org)

## 2 - Stax Museum of American Soul Music:

From 1959-1974, a tiny movie-theatre-turned-recording-studio in South Memphis produced a string of hits that still stirs souls till this day. Jim Stewart and his sister Estelle Axton, purchased the old Capitol Theater on McLemore Avenue to relocate their recording equipment. Without knowing, they would soon be part of a worldwide sensation dubbed American soul music.

This move placed them in an area rich with talent. Many of the artists and musicians who recorded at Stax were from the surrounding neighbourhood, local churches and schools. In a time when racial tension was high, this studio never saw race but rather focussed on producing its own sound, a Memphis sound, that would be heard around the world.

The tour starts with a short introductory video (which alone is worth the price of admission!). From there you will see an amazing collection of more than 2,000 interactive exhibits, films, artifacts, items of memorabilia, galleries and, of course,



Rock 'n' Soul Interior ©Alex Shansky

Isaac Hayes' gold-plated, peacock blue 1972 Superfly Cadillac El Dorado.

While touring the museum, you will hear Stax hits including '(Sittin' On) The Dock of the Bay' by Otis Redding, 'Green Onions' by Booker T. and the MGS, 'Do the Funky Chicken' by Rufus Thomas and 'Theme from Shaft' by Isaac Hayes. Soulsville U.S.A. needs to be part of your Memphis music pilgrimage. Shop their large collection of CDs, DVDs and other Stax souvenirs.

[www.staxmuseum.com](http://www.staxmuseum.com)

### 3 - Graceland:

Experience 120 acres dedicated to Elvis Presley, the King of Rock 'n' Roll. From tours of Elvis' iconic Graceland Mansion - to the gold records, jewelled jumpsuits, classic cars, and all-new interactive experiences at Elvis Presley's Memphis entertainment complex, you will be fully-immersed into the life and career of an American legend.

Elvis Presley's Memphis features Elvis exhibits and attractions which allow you to experience Elvis' life and career like never-before. While visiting, take in a live concert at the Graceland Soundstage or plan your trip around one of the annual Elvis celebrations or themed weekends. There is always something happening at Graceland!

[www.graceland.com](http://www.graceland.com)

### 4 - B.B. King Museum and Delta Interpretive Centre:

Head on a small road trip to Indianola, just a couple of hours south of Memphis, and get ready to Boogie Rock at the B.B. King Museum and Delta Interpretive Centre. Discover the life of B.B. (Blues Boy) King, from his humble beginnings in Itta Bena, Mississippi to his big break on Beale Street in Memphis.

Learn about B.B.'s time on the Chitlin' Circuit and his rise to a blues pioneer through archive footage, photos and interactive exhibits. Housed in an historic cotton gin, the museum contains a theatre, a performing arts centre and a guitar studio. Take a trip



Stax American Museum Of Soul Music ©Raphael Tenschert



Exterior Of Graceland Mansion ©Andrea Zucker



Graceland ©Alex Shansky



Sun Studio Exterior ©Brand USA



National Civil Rights Museum Balcony ©Raphael Tenschert

down the Blues Highway and find out how it all began.

[www.bbkingmuseum.org](http://www.bbkingmuseum.org)

### 5 - Sun Studio:

It has been said that "If music was a religion, then Memphis would be Jerusalem and Sun Studio its most holy shrine."

In 1954, an unknown Elvis Presley, grabbed a mic and sang his heart out making Sun the most famous recording studio in the world. Take a guided tour through the birthplace of rock 'n' roll where you will experience outtakes from recording sessions, touch Elvis' first microphone and hear the real story of the studio that launched the careers of not only Elvis Presley, but Johnny Cash, Jerry Lee Lewis, Carl Perkins, B.B. King, Roy Orbison, Charlie Rich and many others that signed with the Sun label.

Sam Phillips opened Sun Studio in 1950 with the goal of capturing the pure, raw energy of Beale Street. It produced the first rock 'n' roll single: Jackie Brenston and His Delta Cats' version of "Rocket 88" in 1951 and continues as an active recording business for many notable artists including U2, Def Leppard, Tom Petty, John Mellencamp, Paul Simon, Margo Price and many more.

Tours are given at the bottom half of every hour. While you're waiting, enjoy an old fashioned soda in the cafe or browse their incredible gift shop for Sun recordings, books, concert posters and other Sun memorabilia. For your convenience, there is a free shuttle to and from Graceland, the Rock 'n' Soul Museum and Sun Studio.

[www.sunstudio.com](http://www.sunstudio.com)

### 6 - The National Civil Rights Museum:

The National Civil Rights Museum, located at the historic Lorraine Motel where civil rights leader Dr. Martin Luther King, Jr. was assassinated, gives a comprehensive overview of the American Civil Rights Movement from slavery to the present.

Since the Museum opened in 1991, millions of visitors from around the world have come, including more than 90,000 student visits annually. Serving as the new public square, the Museum is steadfast in its mission to chronicle the American civil rights movement, examine today's global civil and human rights issues, provoke thoughtful debate and serve as a catalyst for positive social change.

Through its interactive and immersive historical and contemporary exhibits from slavery to Black Power, from voting rights to immigration, from Jim Crow to Dr. King's last days at the Lorraine Motel, the museum examines civil and human rights issues (then and now).

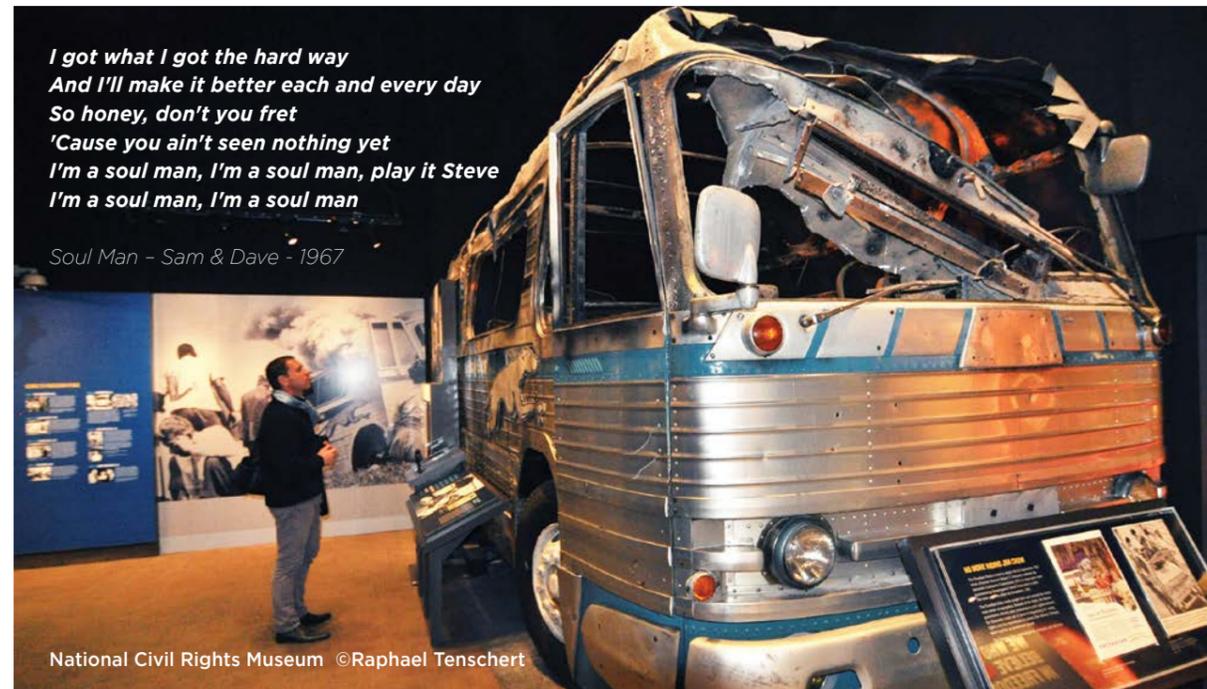
It is a TripAdvisor Travellers' Choice Top 5% U.S. Museum; USA Today's Top 10 Best American Iconic Attractions; Top 10 Best Historical Spots in the U.S. by TLC's Family Travel; Must See by the Age of 15 by Budget Travel and Kids; Top 10 American Treasures by USA Today; and Best Memphis Attraction by The Commercial Appeal and the Memphis Business Journal.

Plan at least two hour for the self-guided museum experience. The museum is closed every Tuesday.

[www.civilrightsmuseum.org](http://www.civilrightsmuseum.org)



Lorraine Motel Sign ©Raphael Tenschert



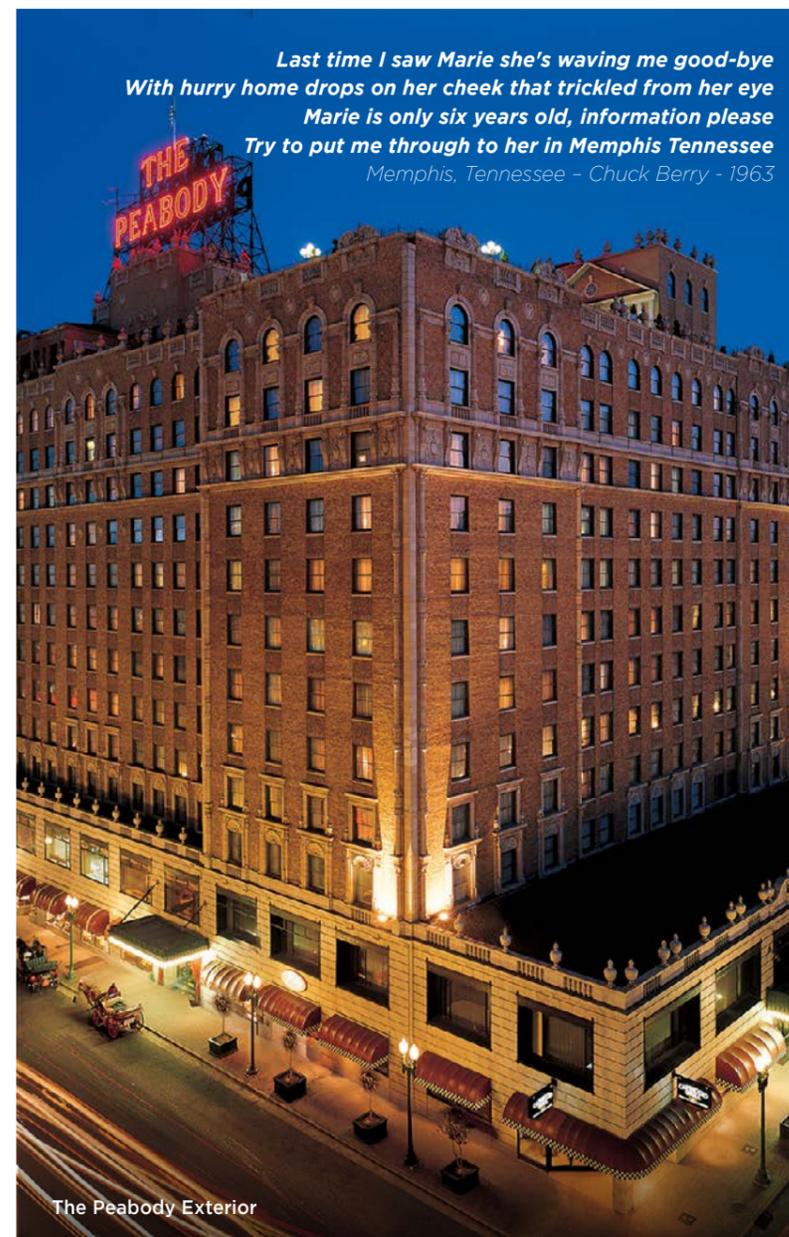
*I got what I got the hard way  
And I'll make it better each and every day  
So honey, don't you fret  
'Cause you ain't seen nothing yet  
I'm a soul man, I'm a soul man, play it Steve  
I'm a soul man, I'm a soul man*

Soul Man - Sam & Dave - 1967

National Civil Rights Museum ©Raphael Tenschert



The Peabody Lobby From Mezzanine



*Last time I saw Marie she's waving me good-bye  
With hurry home drops on her cheek that trickled from her eye  
Marie is only six years old, information please  
Try to put me through to her in Memphis Tennessee  
Memphis, Tennessee - Chuck Berry - 1963*

The Peabody Exterior

**STAYING:**

Whether you're on a musical pilgrimage to iconic Beale Street, exploring the legacies of Civil Rights icons, rolling down the Mighty Mississippi or checking out the sumptuous food and drink scene, there's a Memphis hotel within steps of your key points of interest. From chic boutique hotels in reimagined historic spaces to brand names you know and love, find the right hotel in the right neighbourhood for your Memphis itinerary.

**1 - The Peabody Memphis:**

Legendary for its charm, elegance and gracious Southern hospitality, The Peabody Memphis has been made world-famous for its five resident Mallard ducks, who march daily through the Grand Lobby at 11 a.m. and 5 p.m.

Built in 1869, the luxurious downtown hotel is on the National Register of Historic Places and continues to carry the distinction as the 'South's Grand Hotel'. Just in time for its 150th anniversary in 2019, The Peabody Memphis completed a renovation of all 464 guestrooms and suites.

Included in the multi-million dollar project were updated 'soft goods' and new bathrooms. The new decor mixes traditional with modern, creating a look of timeless elegance. Soft, calming neutrals and rich textures are accented by custom paint colours and commissioned wall art that subtly pay tribute to Memphis, The Blues, Mississippi River sunsets...and the Peabody Ducks.

Want to know more about the Peabody Memphis? Daily hotel history tours are available immediately following the morning Duck March and will be led by the Peabody Duckmaster. The hour-long tour gives you inside information and includes spots like the Grand Lobby, Chez Philippe, Lanskys, Rooftop/Duck Palace, Skyway and the Peabody Memorabilia Museum. Reservations are recommended as space is limited.

[www.peabodymemphis.com](http://www.peabodymemphis.com)



The Central Station Hotel Exterior

## 2 - The Central Station Hotel:

The Central Station Curio is more than just a hotel as it serves as the living room of South Main. It's a bourbon with friends, it's the song that makes you close your eyes and sing along, it's a cosy bed after a long business trip.

The Central Station is a living, breathing reflection of the South Main community. The trains that ran through Central Station brought goods, the river's current brought people, but the music coursing through Memphis brought spirit. The Central Station hasn't forgotten that.

Central Station offers 123 guest rooms including 9 Suites. The oversized rooms showcase timeless decor with subtle touches of Central Station's history with the modern comforts discerning travellers have come to expect. The historic Central Station Hotel houses a chef driven restaurant and bar, a craft cocktail lobby bar, a 6,400-square-foot ballroom and 4,000 square feet of non-restaurant retail space - along with the Amtrak station.

The Central Station Hotel offers an engaging and relaxed environment perfectly suited for work, socialising or a relaxing respite from a hectic life.

[www.centralstationmemphis.com](http://www.centralstationmemphis.com)



The Memphian Hotel Exterior ©Alex Shansky

## 3 - The Memphian:

Take a few steps off the beaten path and head to Overton Square for an experience that redefines the standard of southern hospitality. You can expect the unexpected at The Memphian and there's always a good time to be had by all.

At The Memphian, walk the line between off-beat and elevated to give you a genuine taste of Midtown's unconventional personality, truly capturing the free-spirit of the storied art district in which it sits.

Inspired by things that have come before without sacrificing forward-looking vision, The Memphian's curated spaces make you feel right at home. As a member of the Marriott Tribute Portfolio, they pride themselves on a relaxed, lived-in atmosphere that welcomes you to the neighbourhood and ensures the heart of Memphis remains with you long after you check out.

[www.thememphian.com](http://www.thememphian.com)

## 4 - The Hyatt Centric:

The Hyatt Centric, Beale Street is located at the corner of Beale & Front Streets and is the only hotel located on World Famous Beale Street. With sweeping views of the Memphis Skyline or the Mississippi River, the Hyatt



The Memphian Hotel Lobby ©Alex Shansky

Centric will be the perfect home base as you explore all Memphis has to offer.

After an amazing day of discovery in 'Bluff City', relax in a private cabana on the expansive outdoor pool deck, enjoy the Latin Inspired cuisine at CIMAS or grab a nightcap at the rooftop lounge, Beck & Call.

Take in unobstructed views of the light show on the Hernando de Soto Bridge. Additionally, with approximately 9,000 square feet of unique indoor and outdoor meeting and event space, it's the perfect choice for your next meeting or event.

[www.hyatt.com](http://www.hyatt.com)

#### 5 - The Guest House at Graceland:

Located on a beautifully landscaped property, just a few steps from the gates of Graceland, this unique accommodation is inspired by the same warm hospitality that Elvis always showed his guests.

From the southern colonial exterior to the specialty suites (many with designs overseen by Priscilla Presley), every aspect of The Guest House reflects Elvis' personal style and the unique character of Graceland.

The Guest House at Graceland is more than a full-service hotel. It's 450 spacious rooms and a range of contemporary facilities, including two restaurants, spaces for meetings and special events and a 464-seat theatre for live performances and movies. It's the gateway to your visit to Graceland and the perfect place to stay while discovering everything that Memphis has to offer. It's classic elegance and modern luxury...friendly, refined and uniquely Elvis.

[www.guesthousegraceland.com](http://www.guesthousegraceland.com)

#### DINING:

Eating in Memphis is an experience for the soul. The specialty may be barbecue (Memphis is home to more than 100 barbecue restaurants) but make no bones about it, dining out (or taking out!) in Memphis doesn't stop at BBQ.



*I'm going to Graceland  
Memphis Tennessee  
I'm going to Graceland  
Poorboys and Pilgrims with families  
And we are going to Graceland*

*And my travelling companions  
Are ghosts and empty sockets  
I'm looking at ghosts and empties  
But I've reason to believe  
We all will be received  
In Graceland*

*Graceland - Paul Simon - 1986*

The Hyatt Centric Exterior ©Christopher Villano

There is soul food, fine dining, twists on Southern classics, authentic Italian and Mexican cuisine, burgers, wings, vegan fare and so much more. Award-winning chefs and restaurateurs, brewers and distillers will welcome you with a dose of Southern hospitality every time.

**1 - Rendezvous:**

Not since Adam has a rib been this famous. In a town with over 100 barbecue shacks, you can expect Memphians to be BBQ snobs. But when you ask locals where to go for great ribs, you can expect to hear, 'Rendezvous'.

The Rendezvous has been serving up its unique style of barbecue since 1948 when the owner discovered a coal chute in the basement of his restaurant and decided to put his grilling skills to work. The rest is history.

Rendezvous is famous for its dry rub seasoning which makes them unique amongst other restaurants, which serve ribs mopped with barbecue sauce. It is located in Charlie Vergos' Rendezvous Alley located across the street from the Peabody Hotel. Just follow the sweet smoky smell to this barbecue anchor in downtown Memphis.

[www.hogsfly.com](http://www.hogsfly.com)

**2 - Tiger & Peacock:**

Located in The Memphian, grab a drink at rooftop bar The Tiger and Peacock while discovering Midtown's Overton Square Entertainment District rich arts and culture scene. This eclectic bar is an extension of Midtown's unique personality.

[www.thememphian.com](http://www.thememphian.com)

**3 - Bishop:**

Located in the Central Station Hotel, the food at Bishop showcases locally and regionally influenced Southern cuisine, featuring bold, contemporary flavours in a relaxed, yet attentive environment. Enjoy your meal paired with an extensive wine list that offers a selection of unique wines from smaller, family-owned wineries that deserve a place at your table.

[www.bishopmemphis.com](http://www.bishopmemphis.com)



Charlie Vergo's Rendezvous ©Sean Fisher



World Famous Rendezvous Pork ©Craig Thompson



Bishop ©Alex Shansky



The Four-Way Grill Food ©Alex Shansky

**4 - The Four-Way Grill:**

No trip to Memphis would be complete without paying a visit to Four Way Grill. Tucked in the Soulsville neighbourhood, this eatery has been serving it up since 1946 to locals and celebrities alike... including Dr. Martin Luther King Jr., B.B. King, Elvis, Alex Haley, Jesse Jackson, Aretha Franklin and more.

If the mere mention of fried catfish, cornbread and turnip greens, black-eyed peas or fried green tomatoes makes your mouth water, pull up a chair at Four Way. The list of favourites goes on for a mile and includes fried pork chops, meatloaf and green beans all rightly seasoned and served hot.

Make sure to save room for dessert because their sweet potato pie and peach cobbler shouldn't be missed. Of course, it wouldn't be complete without a tall glass of some of the best sweet tea around. The meals are generous and the price is modest. This meat and three will cost you about US\$10. You will most definitely feed your soul at Four Way where everything is cooked with love.

[www.thefourway901.com](http://www.thefourway901.com)

**5 - Pantà:**

Summer in Barcelona...a perfect getaway, with fine Spanish wines, magnificent art and architecture, coastal sojourns and bright, colourful late-night dining. It may be late autumn in Memphis, but those visions are more than a dream for celebrated Memphis chef, Kelly English.

This Catalan-inspired restaurant is a popping, vibrant creation that serves some of the best Spanish food and cocktails to be found in the Mid-South. Pantà is a sui generis collaboration of Memphis culture. 🇪🇸

[www.pantamemphis.com](http://www.pantamemphis.com)

[www.memphistravel.com](http://www.memphistravel.com)