



# Discover the Deep South

## 11 Night Self Drive Tour

Embark on a Deep South road trip through one of the most culturally rich and historically significant regions in the United States, on this 11 night self-drive tour.

From the soulful streets of New Orleans to the musical legacy of Memphis, and from the charming small towns of Mississippi to the vibrant energy of Nashville, this adventure takes you through landscapes steeped in tradition and stories. Along the way, you'll explore Civil Rights landmarks in Montgomery, savour distinctive Southern cuisine, and immerse yourself in the region's legendary music and hospitality. Whether you're drawn to the blues in Memphis, the bayous of Louisiana, or the antebellum architecture throughout the South, a Deep South road trip promises unforgettable moments and a deeper connection to the soul of America.

### Highlights:

- Dive into vibrant jazz, Creole cuisine, and the lively French Quarter in New Orleans
- Walk in the footsteps of Elvis Presley at the iconic Graceland Mansion in Memphis.
- Cruise the Great River Road and enjoy scenic drives along the Mississippi River with stops at historic plantations.
- Experience Nashville and immerse yourself in live country music and Southern hospitality
- Visit Montgomery's landmarks like the Rosa Parks Museum and the Alabama State Capitol.
- Savour Southern cuisine - indulge in legendary BBQ, fried chicken, and soul food across the region.

### What's included:

- Getting there: Return direct flights to Atlanta
- Transport: Car hire inclusive of zero excess and GPS
- Accommodation: 11 nights total duration (including one night on inbound flight) - 10 nights in various hotel accommodations
- Meals included: as per the meal plans available with the hotel when booking - most hotels will only offer on a room only or breakfast basis

### Not included:

- Any meals, drinks, tips, expenses of personal nature
- Anything not mentioned in the "What's Included" column

# Full Itinerary

## DAY 1 - UK TO ATLANTA

Fly to Atlanta, the birthplace of Martin Luther King, and home to the National Centre for Civil and Human Rights, and the World of Coca-Cola® Museum. On arrival, pick up your rental car and check in to your hotel for the evening.

ACCOMMODATION: 4\* Hotel Clermont, Atlanta or similar





## DAY 2 - ATLANTA TO CHATTANOOGA

Atlanta has something for everyone, this morning you may wish to explore the Martin Luther King Jr National Historic Park to learn about his childhood in Atlanta and his legacy. The Buckhead area is a shopaholic's paradise, be one with nature at the Atlanta Botanical Garden, or visit a museum dedicated to the well loved Coca-Cola®.

After lunch you will make your way towards Chattanooga, the drive will take you through the breathtaking southern Appalachian Mountains where you can also see the Blue Ridge Parkway in the distance. Stop enroute at the Tunnel Hill Heritage Centre and Museum to take a trip through history and learn about the Western & Atlantic Railroad Tunnel – the first major railroad in the South and first through the Appalachian Mountains when it was completed in 1850.

Finally, you'll arrive in Chattanooga, Tennessee, known for its outdoor activities, rich history, and vibrant downtown.

ACCOMMODATION: 3\* The Read House, Chattanooga or similar

DRIVING TIME: 2 hr / 118 mi



## DAY 3 – CHATTANOOGA TO NASHVILLE

Take the morning at leisure to explore Chattanooga. You may wish to explore nature or delve more into Civil War history at Lookout Mountain, stroll the Riverwalk, or cross the Walnut Street Bridge – one of the world's longest pedestrian bridges. Stop for lunch in the Bluff View Art District, an historic neighbourhood of art galleries and quaint cafes, perched on a bluff overlooking the river.

This afternoon you will drive to Nashville, where you can stop to see waterfalls at the Old Stone Fort State Archaeological Park near Manchester or visit a T-Rex skeleton and working palaeontology laboratory at the Earth Experience in Murfreesboro.

ACCOMMODATION: 4\* Hotel Fraye Nashville or similar

DRIVING TIME: 2 hr / 134 mi

## DAY 4 – NASHVILLE

Today you have a full day to explore Nashville, the Music City, where the likes of Elvis Presley and Dolly Parton recorded some of their biggest hits.

Catch a show at Opryland, the iconic Ryman Auditorium, the Bluebird Café, or one of the famous honky-tonks along Broadway, such as Tootsie's Orchid Lounge. Immerse yourself in the city's rich history at the Country Music Hall of Fame and Bicentennial Mall State Park and honour the legacy of the "Man in Black" at the Johnny Cash Museum.

ACCOMMODATION: 4\* Hotel Fraye Nashville or similar



### Optional Excursions:

- Nashville Old Town Trolley Hop-on Hop-Off Tour (not available Tuesdays): offers a lively and informative Hop On Hop Off ride through the city's most iconic sights, narrated by entertaining and knowledgeable guides.
- Country Music Hall of Fame: a must for all fans of country and western music, in a state of the art building shaped like a classic Cadillac tail-fin completely dedicated to music.
- The Soul of Music City Night Tour (adults 18+ only): enjoy an exciting evening through Nashville on an Old Town Trolley, filled with music, history and fun and a close-up view of some of the most legendary spots in town.

## DAY 5 - NASHVILLE TO MEMPHIS

Today you will leave the Country Music Capital behind, and head towards Memphis, the home of soul music, and the King of Rock and Roll Elvis Presley.

Stop for lunch in Jackson, where you can also visit Casey Jones Home and Railroad Museum, or Rusty's TV and Movie Car Museum – featuring more than 50 screen-famous cars and vans. In Brownsville you can visit the Tina Turner Museum, with lots of memorabilia on display as well as insights into what school used to be like for African American children.

Arrive in Memphis, check into your hotel and then explore the nightlife on Beale Street this evening.

ACCOMMODATION: 3\* Hotel Hu, Memphis or similar

DRIVING TIME: 3 hr / 212 mi





## DAY 6 – MEMPHIS

A day in Memphis is a vibrant blend of music, history, and Southern culture. Start your morning with a visit to Graceland, the iconic home of Elvis Presley, where you can explore the King of Rock 'n' Roll's life and legacy – make sure to prebook your tickets with us.

For lunch, indulge in some world-famous Memphis barbecue and in the afternoon, visit the National Civil Rights Museum at the Lorraine Motel, where Dr. Martin Luther King Jr. was assassinated, offering a powerful and moving experience.

As the evening approaches, take a stroll along the Mississippi River at Tom Lee Park or catch a riverboat cruise. End your day with live music and a cocktail on Beale Street, soaking in the soulful atmosphere of Memphis.

ACCOMMODATION: 3\* Hotel Hu, Memphis or similar



### Optional Excursions:

- Graceland Tour: Step inside Graceland Mansion and follow in the same steps as Elvis himself as you enjoy an audio-guided tour featuring commentary and stories by Elvis and his daughter Lisa Marie.
- Memphis Rock n Soul Museum & Memphis Music Hall of Fame Combo Ticket: a comprehensive journey through Memphis' music history, and discover never before seen personal belongings and artifacts from the official Hall of Fame inductees.

## DAY 7 – MEMPHIS TO NATCHEZ

Drive from Memphis to Natchez along the Great River Road, offering a picturesque and immersive journey through the Mississippi Delta's rich cultural and natural landscape.

Stop in towns like Greenville to experience local history and cuisine, and visit Vicksburg to explore its Civil War battlefields and historic sites.

Continue south, enjoying views of the Mississippi River and its surrounding wetlands. The drive offers a serene escape, with scenic river views and charming small towns along the way. Arriving in Natchez, you'll find yourself in a city celebrated for its antebellum mansions and historic charm. Stroll through its well-preserved neighbourhoods, visit grand estates like Longwood, and savour Southern dishes at local restaurants.

ACCOMMODATION: 4\* Monmouth Historic Inn & Gardens, Natchez or similar

DRIVING TIME: 5 hr / 294 mi (via Great River Road)



## DAY 8 – NATCHEZ TO NEW ORLEANS

Continue on the Great River Road, winding through rolling hills and along the Mississippi River. The route takes you past historic plantations, such as Rosedown and Oak Alley, where you can stop to explore grand antebellum homes and gardens that echo the region's storied past.

As you drive deeper into Louisiana, the landscape changes to swamps and bayous, with Spanish moss draped over ancient oak trees. Stop in Baton Rouge, Louisiana's capital, to visit the Old State Capitol or enjoy Cajun cuisine at a local eatery.

Arriving in New Orleans, you're greeted by the vibrant energy of jazz music, French Quarter charm, and rich Creole culture.

ACCOMMODATION: 4\* Troubadour Hotel New Orleans or similar

DRIVING TIME: 3 hr / 172 mi



## DAY 9 – NEW ORLEANS

Begin your morning with beignets and café au lait in the French Quarter, surrounded by the aroma of fresh coffee and the lively buzz of street performers. Stroll through Jackson Square, admiring the St. Louis Cathedral and local artists showcasing their work.

Spend the late morning exploring the historic French Quarter, with its charming Creole architecture, or visit the Garden District to see grand mansions and lush gardens. For lunch, dive into a po'boy or gumbo at a classic spot like Mother's Restaurant.

In the afternoon, take a steamboat cruise along the Mississippi River, or explore the National WWII Museum for a deep dive into history. As evening falls, head to Frenchmen Street for live jazz, and finish the day with a dinner of Creole cuisine, immersing yourself in the soulful spirit of New Orleans.

ACCOMMODATION: 4\* Troubadour Hotel New Orleans or similar



### Optional excursions:

- French Quarter Food Tour: Experience the rich flavours that make New Orleans a top foodie destination. From iconic spots to hidden gems, you'll leave with a full stomach, a smile, and a deeper appreciation of how the city's food, culture, and history are intertwined.

- Evening Jazz Cruise: Take in all the beauty and romance of the New Orleans skyline aboard a jazz cruise on an authentic New Orleans steamboat.



## DAY 10 - NEW ORLEANS TO MONTGOMERY

After breakfast, you will leave New Orleans, passing through Louisiana's swamps and wetlands, where Spanish moss hangs from ancient oaks. Crossing into Mississippi, stop in Biloxi to enjoy Gulf Coast beaches and historic lighthouses.

Stop for lunch in Mobile, Alabama, a city known for its rich maritime history and charming antebellum architecture. Then continue to Montgomery, the capital of Alabama, where you'll be immersed in Civil Rights history, with key landmarks like the Rosa Parks Museum and the Alabama State Capitol.

ACCOMMODATION: 4\* Doubletree by Hilton Montgomery or similar

DRIVING TIME: 4.5 hr / 309 mi



## DAY 11 – MONTGOMERY TO ATLANTA INTERNATIONAL AIRPORT

Today is the last day of your Deep South holiday and will see you driving back towards Atlanta.

You may wish to stop for lunch in Auburn, home to Auburn University where you can explore the picturesque campus or grab a bite at a local eatery.

Then head directly to Atlanta International Airport to drop your rental car off and board your flight back to the UK.

DRIVING TIME: 2 hr / 151 mi

## DAY 12 – ARRIVAL IN THE UK

Your overnight flight arrives back in the UK for you to make your journey home.

# FAQs

## BEST TIME TO VISIT

The Deep South generally has mild temperatures year-round, with the best time to travel being in the Spring and Autumn, to avoid the possibility of extreme heat in the Summer. You may wish to plan your holiday around any of the following festivals and events: New Orleans Mardi Gras (February), New Orleans Jazz & Heritage Festival (April/May), CMA Music Festival (June) and Elvis Week in Memphis (August)

## CAR HIRE

Please note to rent a car the lead driver must have a credit card on their name. Debit cards are only accepted in some cases. Please ensure a GPS and zero excess is included in the car rental, as well as multiple drivers, full tank of petrol should you wish to benefit from this.

## MAPS

Your car hire will have a GPS included so you can find your way; physical driving instructions are not included, to give you the flexibility to stop and change route at any time.

## ALTERNATIVE ROUTE

You may also wish to travel the Deep South as a one-way journey from Nashville to New Orleans, the airports that service these cities offer direct flights to the UK. Keep in mind there may be a one-way rental fee charged which can be advised at the time of booking.