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NARRATED BY ROBERT REDFORD



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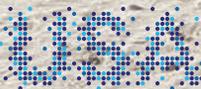
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PERFECT BEACH TOWNS

Where Top Chefs
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Great Nightlife Cities



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South Beach, Miami, Florida (Julien McRoberts)

Holidays on the Water

Beach bums of all stripes step onto the USA's sugar-soft sands. Whether you're into the rugged Pacific coastline, dreaming of a lakefront sojourn or prepared to party on a dazzling white beach, there's a stretch of shore waiting for you.

California

COASTAL ROAD TRIP

With more than 300 days of sunshine per year on average, Big Sur's captivating coastline draws visitors for its scenic views and outdoor adventures. With the Santa Lucia Mountains on one side and the Pacific Ocean on the other, Big Sur is ideal for a road trip, given the many scenic overlooks and access points to spectacular hiking.

Challenge yourself with a hike to Sykes Hot Springs, where you're rewarded with a relaxing soak surrounded by nature. In Garrapata State Park, a more family-friendly walk leads to a whale-watching beach that makes for a great photo op. Rock hounds can pick through the

treasures at Jade Cove, while surfers and anglers head to Sand Dollar Beach. Stay in a cabin in a redwood grove, unwinding by the fire pit at night.

By contrast, Orange County boasts 64 kilometres of coastline made famous by TV shows such as 'Laguna Beach' and 'The OC'. Head to popular Huntington Beach for water activities and to enjoy the pier's restaurants and bars. Newport Beach's Balboa Peninsula offers a ferry to its namesake island as well as the Wedge, a prime surfing spot. Spacious, family-friendly Corona del Mar Beach is the place for kite-flying and volleyball. In Laguna Beach, explore cove beaches, then hit the city's many art galleries.

VisitTheUSA.co.uk/California

Post Ranch Inn,
Big Sur, California

CONTINUED

Visit TheUSA.co.uk | 3



CHARLES L. HARRIS

BRYAN TUMLINSON

South Carolina

SOUTHERN CHARM

There's no better example of a well-mannered beach town than Hilton Head Island, where resorts rule, golf and tennis are a way of life and the beaches are flat enough to bike. Kayak through the marshes of Calibogue Sound or take a Gullah Heritage Tour and learn about the island's early inhabitants. Nosh on shrimp, grits and fish tacos at various cafés. Myrtle Beach is farther north along the coast of South Carolina and known for the 60-mile Grand Strand, a coastline bustling with hotels, piers and an iconic SkyWheel. Stroll through charming Murrells Inlet, a fishing village near two beaches: Garden City (great for families) and Huntington (known for romantic sunset walks). Don't leave without hitting the historic Bowery, a landmark music hall and museum, for live tunes and drinks.

VisitTheUSA.co.uk/SouthCarolina

Texas

ISLAND GETAWAY

From fishing in the morning to enjoying a sunset dinner sail on a catamaran, South Padre Island leaves no room for boredom. This island in south Texas offers nearly 34 miles of beaches on the shores of the Laguna Madre and the Gulf of Mexico.

Get to know the island on a Segway tour, play a round of golf at the South Padre Island Golf Club, and if you have children, plan a visit to Schlitterbahn Water Park, one of the largest water parks in the United States. Anglers love the fishing here; several local charters are happy to take you offshore to fish for snapper, tarpon, marlin and more. The island is also known as a top spot for windsurfing. In the evenings, enjoy live music at waterfront lounges and restaurants where fresh, local seafood and Texas-style barbecue dominate menus.

VisitTheUSA.co.uk/SouthPadreIsland

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RYAN GROSJEAN

Florida

GULF & OCEAN BEACHES

Anna Maria Island is a barrier isle on the Gulf of Mexico known for powdery beaches and a friendly, artistic community. You won't find chain restaurants, high-rises or a nightlife scene here. What you will find is a laid-back ambience and a bevy of water activities to choose from, including parasailing, fishing and wakeboarding. Locals love the quiet stretch of beach at Bean Point, where the sand is soft and the water clear. In town, Ginny's and Jane E's is a popular store and café beloved by locals and visitors alike. Explore the boutiques along Pine Avenue, one of the island's main thoroughfares connecting the gulf to the bay.

Farther South, Miami's South Beach looks like a movie set, so familiar are the Art Deco buildings flanking palm-lined Ocean Drive. Ride a jet ski, join a beach volleyball game or simply soak up the sun on one of the world's most famous beaches. Dine on authentic Latin and Caribbean cuisine, sip Cuban mojito cocktails and take in live shows at various nightclubs and theatres. Miami is the perfect marriage of urban excitement and beach escape.

VisitTheUSA.co.uk/Florida

Michigan

PENINSULA PANACHE

Many Lake Michigan beaches are part of Sleeping Bear Dunes National Lakeshore's 35 miles of immaculate coastline. No matter which shoreline you visit, you'll have no shortage of activities to choose from, including dune hiking, swimming, pier fishing, parasailing and combing the shore for a Petoskey stone, a type of fossilized coral unique to the area. Myriad beach towns along the peninsula offer offshore fun, too. In Grand Haven, try kite-surfing or hop on a pontoon boat for a relaxing cruise. Mackinac Island's Victorian setting and slower pace, where cars are banned and horse-drawn carriages are everywhere, has loads of charming appeal. Sail around the island's rocky shoreline, arrange a fishing charter or go kayaking on Lake Huron. A haven for foodies and culture junkies, Traverse City has 30 wineries and is neighbour to sweet Suttons Bay, with its quaint downtown. Hike nearby Empire's 400-foot beach bluff and be rewarded with spectacular views.

VisitTheUSA.co.uk/Michigan



BOB PESKORSE JR

Photos clockwise from top left: dinner reception in Hilton Head Island, South Carolina; Schlitterbahn Water Park, South Padre Island, Texas; bicycling on Anna Maria Island, Florida; sunset in Grand Haven, Michigan



Fuel Your

Dreams

Find out why California has the perfect climate for adventure.

With a landscape as diverse as it is vast, there's no better place to enjoy fresh air than California. Where else can you find an outdoor playground comprised of deserts, mountains, rivers, islands and the Pacific Ocean? From fun surf towns to large ski resorts and everything in between, if you love the outdoors, California is a must-visit.

★ Waterside Drives

One of the world's most celebrated coastal drives, California's classic **Highway One** connects the waterside cities of San Diego and San Francisco. Begin in **San Diego**, where you can explore the attractions throughout the city's nine arts districts. Enjoy fine dining and shopping in the coastal neighbourhood of **La Jolla**, where sea lions gather en masse to the delight of onlookers. Continue north to **Los Angeles** and its surrounding surf towns, including **Redondo Beach**. Walk on the pier for incredible sunset views or go kayaking, surfing or biking along the scenic coastline. From here, it's on to quaint and classy **Santa Barbara** and the surrounding wine country. Visit Hearst Castle, the Mediterranean masterpiece of former publishing giant William Randolph Hearst, as well as the beaches and

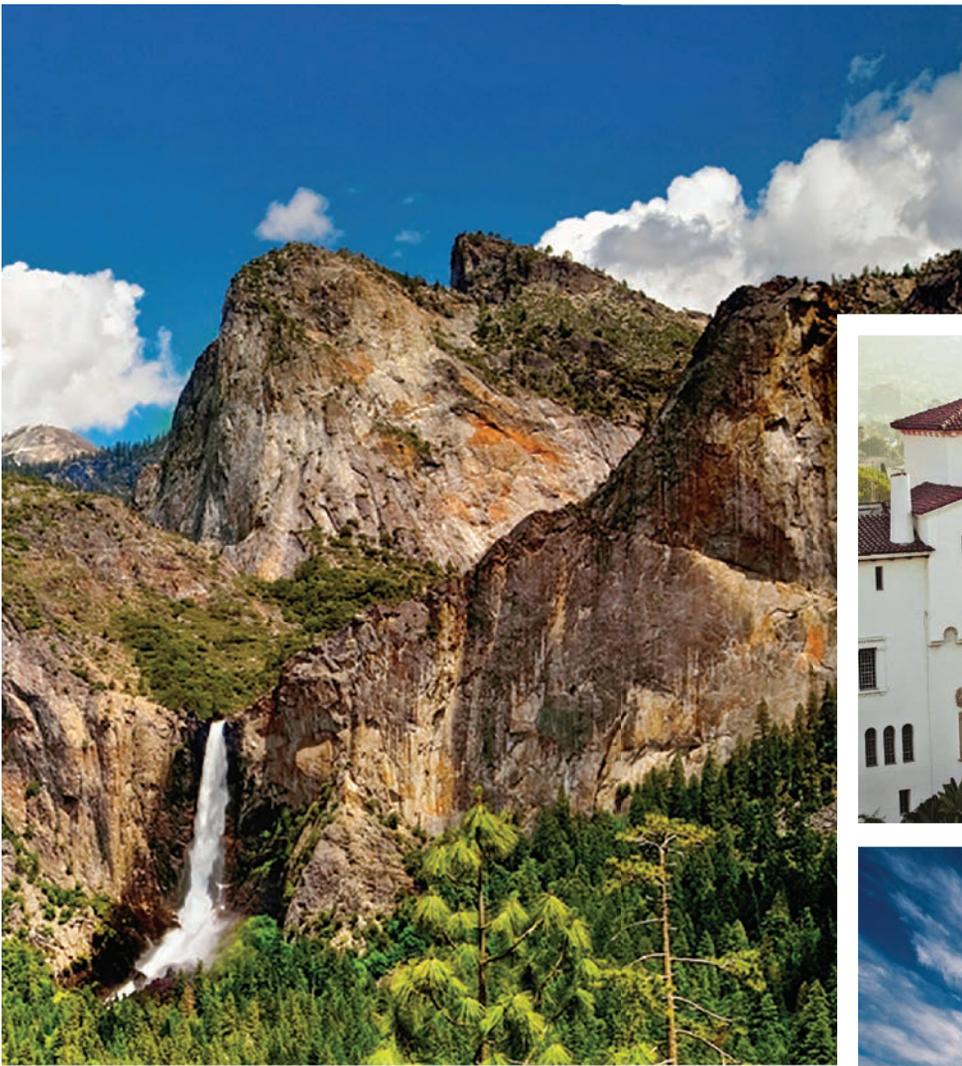
attractions in seaside towns such as **Pismo Beach**, **Carmel**, **Monterey** and **Santa Cruz**. Wrap your trip with a trolley ride through **San Francisco**, one of the USA's most colourful and culturally significant cities.

★ Natural Treasures

California is home to more national parks, monuments and historic sites than any other state. Framed by the Sierra Nevada Mountains, **Yosemite National Park** in northern California is beloved for its majestic waterfalls and towering sequoia trees. One of the most photographed locations in Yosemite, **Tuolumne Meadows** is a pristine expanse bound by high granite domes along the Tuolumne River. Hiking trails lead to roaring waterfalls and commanding vistas. By contrast, **Joshua Tree National Park** in southern California sits at the crossroads of the Mojave and Colorado deserts. Enjoy glowing sunsets and star-filled nights at this extraordinary place named for its unique trees. Whether you're a rugged mountaineer or more of a hiker and beachgoer, California has a natural treasure that's perfect for you.

★ Earthly Delights

From the snow-capped heights of **Mount Shasta** in northern California to Amboy Crater in the **Mojave Desert** farther south, California's volcanic



past invites you to descend into a lava tube, climb to a crater rim or soak in a naturally heated spring. Locals love **Mono Lake Tufa State Natural Reserve**, near Yosemite National Park, for its Mars-like landscape and 1,000-year-old lake that's 2.5 times saltier than the ocean. Expansive views of the Sierra Nevada Mountains to one side and the desert to the other make this one of California's most amazing attractions. Western gulls and other sea birds make this a perfect spot for bird watching.

★ Skiing and Surfing

One of California's most attractive characteristics is that you can ski and surf in the same day. Imagine beginning the day with a ski or snowboard run at **Big Bear Lake**, a resort in the San Bernardino Mountains just two hours from Los Angeles. This alpine hub is beloved for its towering peaks and lush pine forests as well as its vast lake, which morphs into a hub of water activities during the warmer months. After lunch, make your way to **Venice Beach, Malibu** or any of the other top surfing spots near **Los Angeles**, where you can catch the sunset and waves at the same time.

Find out why California has the perfect climate for adventure at VisitCalifornia.co.uk

Photos clockwise from top left: Yosemite Valley, Yosemite National Park; Santa Barbara; Windansea Beach, San Diego; Big Bear Mountain, Big Bear Lake

THEME PARK THRILLS

Get ready for the ultimate Hollywood experience at California's Universal Studios HollywoodSM

Rides, shows, attractions – if you love movies and television, Universal Studios HollywoodSM is perfect for you. Go behind the scenes in the world's largest working movie studio during the renowned **Studio Tour**, guided via video by none other than comedian Jimmy Fallon, star of NBC's 'The Tonight Show Starring Jimmy Fallon'. Sneak a peek at authentic sets, including blockbusters like *The War of the Worlds* and Universal Pictures' *King Kong*, and ride along with the all-star cast from the hit movies on an exhilarating high-speed chase at **Fast & Furious-Supercharged**. Featuring the film's original cast, the 3D-HD ride provides pulse-pounding thrills.

Snow-capped roofs and cobblestone streets characterise the whimsical look and feel of the new **The Wizarding World of Harry Potter™**. Hogsmeade™ radiates the vitality of a quaint village, with merchants hard at work, a train conductor welcoming arrivals and a pub packed with hungry patrons. Rides such as *Harry Potter and the Forbidden Journey™*, and Universal Studios HollywoodSM's first outdoor roller coaster, *Flight of the Hippogriff™*, bring guests face to face with Harry Potter™ and his pals.

For special effects with a side of comedy, the **Despicable Me Minion Mayhem** attraction transports guests to Gru's iconic house and lab.

Enter the post-apocalyptic world of AMC's '**The Walking Dead**' in an all-new year-round daytime attraction. Follow in the footsteps of the human survivors as you battle your way through nightmarish iconic landscapes that bring the most popular cable TV show in history to life!

If you're looking for action-packed fun, look no further than Universal Studios HollywoodSM.

UniversalStudiosHollywood.com



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FOOD & DRINK ESCAPES

ISTOCK/JIMFENG

Six of the USA's top chefs share what makes the restaurants in their regions stand out among the best - plus, where they enjoy eating and drinking on their days off.



Keuka Lake, New York



NORTHEAST

Chef: **DEREK WAGNER**

*Chef/Owner of Nicks on Broadway
Providence, Rhode Island*

"Seafood has such a sense of place - and ours is gorgeous."

Favourite place to dine on great food with a great view:

"If I have to pick just one, it's to see my friend Perry Raso at Matunuck Oyster Bar in South Kingstown, Rhode Island. Perry is an oyster farmer, farmer and restaurant owner. His spot is so indicative of coastal Rhode Island. Sitting on the restaurant's deck, overlooking the water, eating shellfish that just came out of the water with a cold glass of Muscadet or a crisp beer - there's nothing like it."

Best street food experience:

"One that made me think about 'quick food' in a new light was my friend Matt Gennuso's Wurst Truck. He would sell handmade sausages and homemade condiments on fresh-baked breads. He's since retired the truck and opened a Wurst Kitchen at his restaurant Chez Pascal in Providence, Rhode Island."

NicksOnBroadway.com



SOUTHEAST

Chef: **NICK WALLACE**

*Executive Chef/Culinary Curator at the
Mississippi Museum of Art
Jackson, Mississippi*

"Our farms connect us with the soul of the South."

Why the Southeast is an exciting place to be a chef:

"Of all places in the USA, the Southeast wears the crown of comfort food and hospitality. It's welcoming and best appreciated in the company of family and friends. Food is the glue that binds all of the wonderful things about the Southeast. Everything you get is fresh: seafood from the Gulf of Mexico, catfish from the Mississippi Delta and beef from northern Tennessee."

The real meaning of farm-to-table:

"We turned an empty lot in downtown Jackson, Mississippi, into Payton CityFarm and Learning Garden, filled with lemongrass, lettuce, turnips and collard greens, arugula, peppers... School kids come, and I use the cucumbers and peppers in dishes like fried chicken. I put the chicken in an ice bath of pickling liquid and preserve it for 48 to 72 hours. It's deep-fried and served with peppers infused with Mississippi honey."

NickWallaceCulinary.com



MIDWEST

Chef: **CELINA TIO**

*Chef/Owner of Celina Tio Restaurants
(Julian, The Belfry)
Kansas City, Missouri*

"There are true artisans of every kind here sharing their passions."

A perfect day in Kansas City:

"Go to a Kansas City Royals baseball game. The team really encompasses what's great about KC: perseverance and loyalty. I would also tour our local brewery, Boulevard Brewing Co., and enjoy some live music... we have an unbelievable local music scene. I'd go to one of our art museums - The Nelson-Atkins is world-class. And, if the timing was right, I'd go to the First Friday Art Walk in the Crossroads Arts District. Thousands of people come out once a month to attend openings at dozens of galleries."

Favourite dining spot:

"Green Dirt Farm's Farm Table Dinner series in nearby Weston, Missouri: Small dinners at one long table in an old barn. Different chefs come in and create the dinners using the farm's lamb and sheep's milk cheeses."

CelinaTio.com

Homemade pasta with vegetables

Fresh salmon steaks

ISTOCK/TELEGINATANIA

ISTOCK/TOM BAKER



SOUTHWEST

WEST

PACIFIC

Chef: **CHARLEEN BADMAN**

Chef: **ALEX SEIDEL**

Chef: **MARIA HINES**

*Chef/Co-owner of FnB
Scottsdale, Arizona*

*Executive Chef and Proprietor of Fruition
Restaurant, Fruition Farms and Mercantile
Denver, Colorado*

*Chef/Owner of Maria Hines Restaurants
(Tilth, Golden Beetle, Agrodolce)
Seattle, Washington*

“The local food market is strong here.”

“People here are interested in how their food is sourced.”

“The food of our region is wild, earthy and fresh.”

A foodie’s perfect day in Scottsdale:

Why the West is an exciting place to be a chef:

A foodie’s perfect day in Seattle:

“If it’s Saturday, Singh Farms is the first stop. It’s an amusement park for foodies... a farmers’ market with produce grown right on the compound, but there are chefs cooking, too. One weekend, Robert McGrath, a James Beard Foundation awardee for “Best Chef in America: Southwest,” cooked a whole pig. There’s a juice bar with fresh-squeezed juices, a coffee guy and local bakers bring breads and pastries. Dan Medlen fires pizzas in his wood-burning oven.

“We’re in a high mountain desert that hasn’t always been the best place for agriculture. But we’ve accepted that as a challenge. The people moving here are interested in how their food is sourced and produced and that’s pushed the envelope for chefs in our region to be responsible.”

“I love the bounty of local food in Seattle. Go to the local farmers’ markets, drink coffee from a local roaster, walk through Golden Gardens Park and eat at a chef-owned restaurant. For a farm-to-table experience, dine at Tilth, Lark or Terra Plata. I also love to take friends from out of town to Pike Place Market. Just over an hour’s drive from Seattle in northwest Washington, Skagit Valley is my favourite place to visit because of all the beautiful farmland.”

“After, we’d tour the Musical Instrument Museum and grab lunch at the museum café. They go out of their way to buy local. Then we’d go to Taliesin West, Frank Lloyd Wright’s desert home. It’s something everyone who comes to Phoenix should see.”

What sets the chefs in the West apart from the rest?

What diners can look forward to:

“We’d finish up at Pizzeria Bianco, eating the country’s best pizza.”

“As a chef, you’re most intrigued about your ingredients and the more you understand them, the more you can utilize them the way they’re meant to be. Buying my farm was all about the continuing education that revolved around my daily food life. My chefs go to the farm, plant seeds, water, pick, package and deliver produce back to the restaurant. We’re very hands-on and take things at an organic level.”

“We have close access to incredible wild foods, seafood and biodiverse farms. Every traveller to the region should eat salmon, but my most memorable experience is eating sea urchin right out of Pacific Northwest waters, and eating raspberries right off the bush.”

FNBRestaurant.com

MercantileDenver.com

MariaHinesRestaurants.com

For more great food and drink destinations, visit Flavours.VisitTheUSA.com

MINNESOTA



EXPLORE MINNESOTA

With its lakes and rivers, big cities and small towns, Minnesota offers a diverse array of experiences. Pop culture icons from the past and present have made the state home. Tour Paisley Park, Prince's former home and recording studio. Visit Bob Dylan's old stomping grounds. Spend an evening at the Dakota Jazz Club & Restaurant with its lineup of international jazz artists and local talent. More must-sees include the Walker Art Center in Minneapolis, the Minnesota Marine Museum in Winona and the Commonwealth Theater in Lanesboro. Music lovers will love the Bayfront Blues Festival in Duluth on the shores of Lake Superior. Golfers, too, have plenty to choose from, including 19 resorts and more than 500 courses - many of them more affordable than their more Southern counterparts.

Start planning your Minnesota holiday at exploreminnesota.com/golf



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Conveniently located just five minutes from the Minneapolis/St. Paul International Airport, Mall of America® is the largest shopping and entertainment destination in the United States, offering 520 stores, 50 restaurants, an array of family attractions and over 400 annual events.

Each year, more than 40 million travellers visit the mall, enjoying world-class shopping for leading designers such as Burberry, Michael Kors, Hugo Boss and Lacoste at affordable prices - and with no sales tax on clothing and shoes. What's more, two deluxe hotels are located inside the Mall - Radisson Blu and JW Marriott.

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Visit www.MallofAmerica.com for more details.





DISCOVER

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Just right.

SouthCarolinaUSA.co.uk



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Old World Charm in the New World

With its renowned restaurant scene, exquisitely preserved architectural treasures, and soul-stirring coastal landscapes, it is no surprise that **Charleston, South Carolina** is one of the most inspiring travel destinations in America.

Connected to nearly every international gateway that gives you access to Charleston from virtually every city in the United Kingdom. Getting here has never been easier.

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HILTON HEAD ISLAND

South Carolina



HOLIDAY ISLE

Find out why *Travel + Leisure* magazine designated Hilton Head Island the #1 island in the continental U.S. and #8 among the world's best.

It's a playground for families.

From natural and historical adventures to interactive museums and pirate cruises, there are plenty of family activities.

It's a natural hub of activities.

The breathtaking coastal scenery includes 12 miles of beaches as well as fresh and saltwater marshes canopied with live oak trees. Choose from

24 world-class golf courses, or take a boat or kayak out for a day of fun on the water.

Lowcountry dining is one of a kind.

Feast on fresh seafood at dockside restaurants or dine by candlelight at fine island restaurants. Indulge in local Lowcountry favourites such as Gullah rice, gumbo, and peach cobbler, or enjoy a bucket of peel-and-eat shrimp on a beach picnic.

It's shopping heaven.

Whether you're seeking a great bargain, designer brands or unique souvenirs, you're sure to find treasures at one of more than 200 Hilton Head Island outlets and stores.

It boasts a vibrant arts

community. Discover galleries, museums, and live theatrical and musical entertainment from traditional to contemporary.

Start planning your Island holiday at HiltonHeadIsland.org/uk



FROM THE MOUNTAINS TO THE SEA

Discover a state with both small-town charm and urban adventures.

★ GREAT GOLF

Travellers can choose from more than 400 golf courses in North Carolina – whether on the coast, in the mountains, or somewhere in between. Standouts include Pinehurst No. 2, a legendary course that has hosted the men’s and ladies’ U.S. Open as well as other major championships. This area alone has 40 world-class courses within a 15-mile radius!

★ IN THE MOUNTAINS

Hiking and biking trails, rivers, lakes and hundreds of waterfalls invite travellers to explore North Carolina’s mountain landscape. Great Smoky Mountains National Park is home to elk and black bears as well as rare salamanders and blue fireflies. The Blue Ridge Parkway is famous for its scenic overlooks and mountain towns filled with folk arts and crafts, old-time fiddle and banjo music, and gem mining.

★ ON THE COAST

Revisit the place where the English established their first American colony, where the infamous pirate Blackbeard sailed, and where the Wright Brothers made history with the first powered flight. Herds of wild horses, descended from Colonial Spanish mustangs, roam the beaches of Corolla and Shackleford Banks. Hang gliding, kite-boarding and paddleboarding are popular activities along the coast.

★ A TOP SPOT FOR FOODIES

North Carolina’s most celebrated culinary tradition is barbecue – specifically pork that has been slowly smoked over wood until tender. Old-fashioned barbecue restaurants operate the same way they have for generations while modern chefs prepare creative side dishes.

★ A LEADER IN CRAFT BEER

With more than 150 breweries – more than any other state in the South – North Carolina covers the spectrum of beer craftsmanship. Beyond brewery tours and taproom tastings, beer lovers often find a selection of North Carolina beer on tap at popular restaurants.

Find a full spectrum of fun at VisitNC.com



Discover New England

Comprising a group of six states – Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont – New England is the birthplace of America, and thus overflowing with historic and cultural attractions. Fly into Boston, the gateway to the region and one of the USA's most dynamic cities. From there, you're bound only by time as you discover scenic drives, white sand beaches and outdoor adventures, including sailing, paddling and skiing. Wherever you end up, you'll find award-winning cuisine from chefs committed to locally sourced seafood and produce.

Start planning your trip at DiscoverNewEngland.org





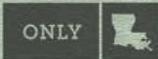
LOUISIANA OUTDOOR GUIDE / TIP # 05: -----



SYDNEY / LOUISIANA
KAYAK GUIDE

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CAJUN COUNTRY

Uncover the authentic spirit of Lake Charles, Louisiana

This dynamic southwest Louisiana city teems with world-class amenities, including golf, spas, myriad dining and shopping options, and top-notch gaming at your choice of four casino resorts. Discover more than 400 bird species while exploring the scenic Creole Nature Trail All-American Road, one of only 43 such scenic byways in the USA. Catch your own shrimp and blue crabs and dig into a bowl of gumbo or a basket of fresh shrimp – savory Cajun cuisine and fresh Louisiana seafood are on virtually every menu throughout Lake Charles. Marvel at intricate Mardi Gras costumes during one of the state's most family-friendly celebrations or year-round at the Mardi Gras Museum of Imperial Calcasieu. Just 2.5 hours from Houston, Texas, a major gateway for international flights, Lake Charles is so easy to access and there is so much to experience, you'll want to come back again and again.

Discover more authentic Cajun experiences at VisitLakeCharles.org





Southern Comfort

Discover cultural and natural treasures on any of these scenic Southern road trips.

Photos clockwise from top left: Lake Charles, Louisiana; modern cuisine in Charleston, South Carolina; U.S. Space & Rocket Center, Huntsville, Alabama; live music in Nashville, Tennessee

1 COASTAL CAROLINAS TRIP

One of the best ways to experience the beautiful coastline of both North and South Carolina is by driving Highway 17 through small towns filled with hidden gems. Fly into Raleigh-Durham International Airport and drive two hours east to Washington, North Carolina, to begin your coastal trip. Wander the downtown district of this historic town, founded in 1776, and explore the exhibits and films at the North Carolina Estuarium, the second-largest estuary in North America. Thirty minutes south in New Bern, stop at Moore's Barbecue for quintessential North Carolina-style meat slow-cooked over oak coals, enjoy gorgeous gardens at Tryon Palace and visit the Birthplace of Pepsi attraction. Farther south is Wilmington, the setting for two best-selling novels and movies from Nicholas Sparks: *'The Longest Ride'* and *'The Choice.'* Must-sees include the historic Bellamy Mansion and the *USS North Carolina Battleship*. Crossing into South Carolina, Pawley's Island has gorgeous beaches. Its Georgetown Waterfront downtown is home to many eclectic shops. As you continue driving, plan a stop at Mount Pleasant's Boone Hall Plantation & Gardens, where movie stars Blake Lively and Ryan Reynolds married. Just across a bridge, Charleston is

the oldest city in the state and one of the prettiest. Stroll the Battery, a landmark promenade and seawall, and shop and dine in the city's historic district, known for its manicured, courtyard gardens and antiques stores. Wrap up your coastal trip in Hilton Head Island, where 24 world-class golf courses, fine restaurants and tranquil, picturesque beaches await.

2 FOOD + CULTURE IN LOUISIANA

Louisiana is a special place where cultures have mingled for centuries; where locals honour those influences with a kaleidoscope of food, music and celebrations.

Fly into New Orleans, a city that knows how to have a good time. As soon as you enter the French Quarter, the historic centre of this famous city on the Mississippi River, you'll become entranced by the architecture, Cajun cuisine and lively music coming from restaurants and street corners. Stroll Jackson Square, the French Market and enjoy beignets and café au lait at Café du Monde before continuing to Baton Rouge, a smaller but equally historic city. You'll find art galleries, restaurants and a bit of both inside the Shaw Center for the Arts, known for its live performances and exhibits. Indulge in more Cajun



next-generation space vehicles such as Sierra Nevada's Dream Chaser. Farther south is Birmingham, where you'll find a cluster of courses on the Robert Trent Jones Golf Trail. Discover the moving exhibits at the Civil Rights Institute, and enjoy sophisticated takes on Southern dishes at several restaurants whose chefs are James Beard award winners. End your trip with a visit to Alabama's stunning seashore. With 32 miles of white-sand beaches, the coastal towns of Gulf Shores and Orange Beach offer turquoise Gulf of Mexico waters, seafood shacks and water sports.

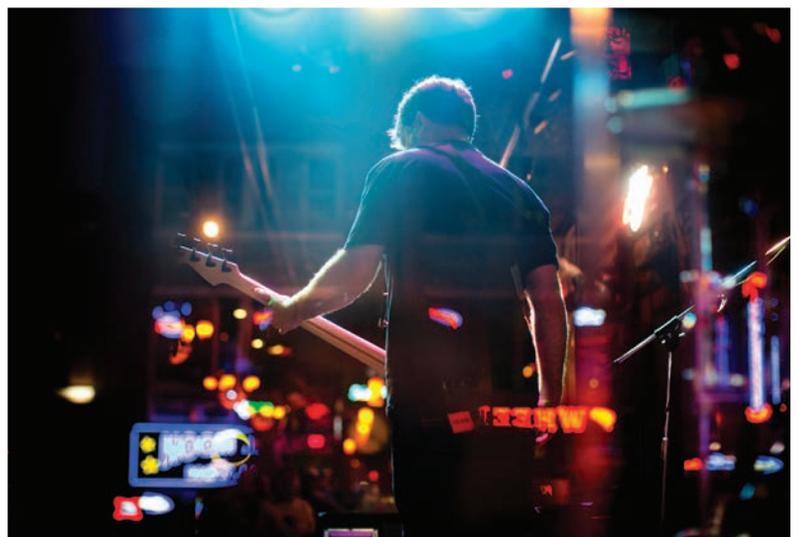
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cooking and craft beer at myriad restaurants. Wrap your road trip with a visit to Lake Charles. This vibrant city is home to an interesting mix of casinos, nature trails, Creole culture, Victorian architecture and more.

HISTORY + MUSIC IN TENNESSEE AND ALABAMA

Fly into Nashville, known as 'Music City' and home of the Country Music Hall of Fame. Catch greats such as Luke Bryan and Carrie Underwood perform on iconic stages at the Ryman Auditorium and the Grand Ole Opry House. Walk down Broadway with its rows of bars featuring live music by rising stars. Enjoy delicious Southern favourites, such as chicken and biscuits, and visit the historic Belle Meade Plantation just outside town before continuing another two hours southeast to Chattanooga. Explore the Tennessee Aquarium as well as the quaint downtown district nestled on the banks of the Tennessee River. Take in the majestic mountaintops at Lookout Mountain, where you can start your day with a guided cave tour to see the world's tallest underground waterfall at Ruby Falls. Drive south to Huntsville, Alabama, and visit the U.S. Space & Rocket Center, home to America's first satellite and





TENNESSEE

THE SOUNDTRACK OF AMERICA

Whether in exciting urban hubs or charming small towns, Tennessee offers authentic American experiences.

Tennessee's beauty is unparalleled, especially in the USA's most visited national park, Great Smoky Mountains, and the scenic rivers that sculpt the landscape. Its creative spirit is infused into every sip of Jack Daniel's oak-barrel-aged amber gold and every bite of Memphis barbecue. In Nashville, 'hot chicken' is on menus everywhere, and throughout the state food festivals are plentiful.

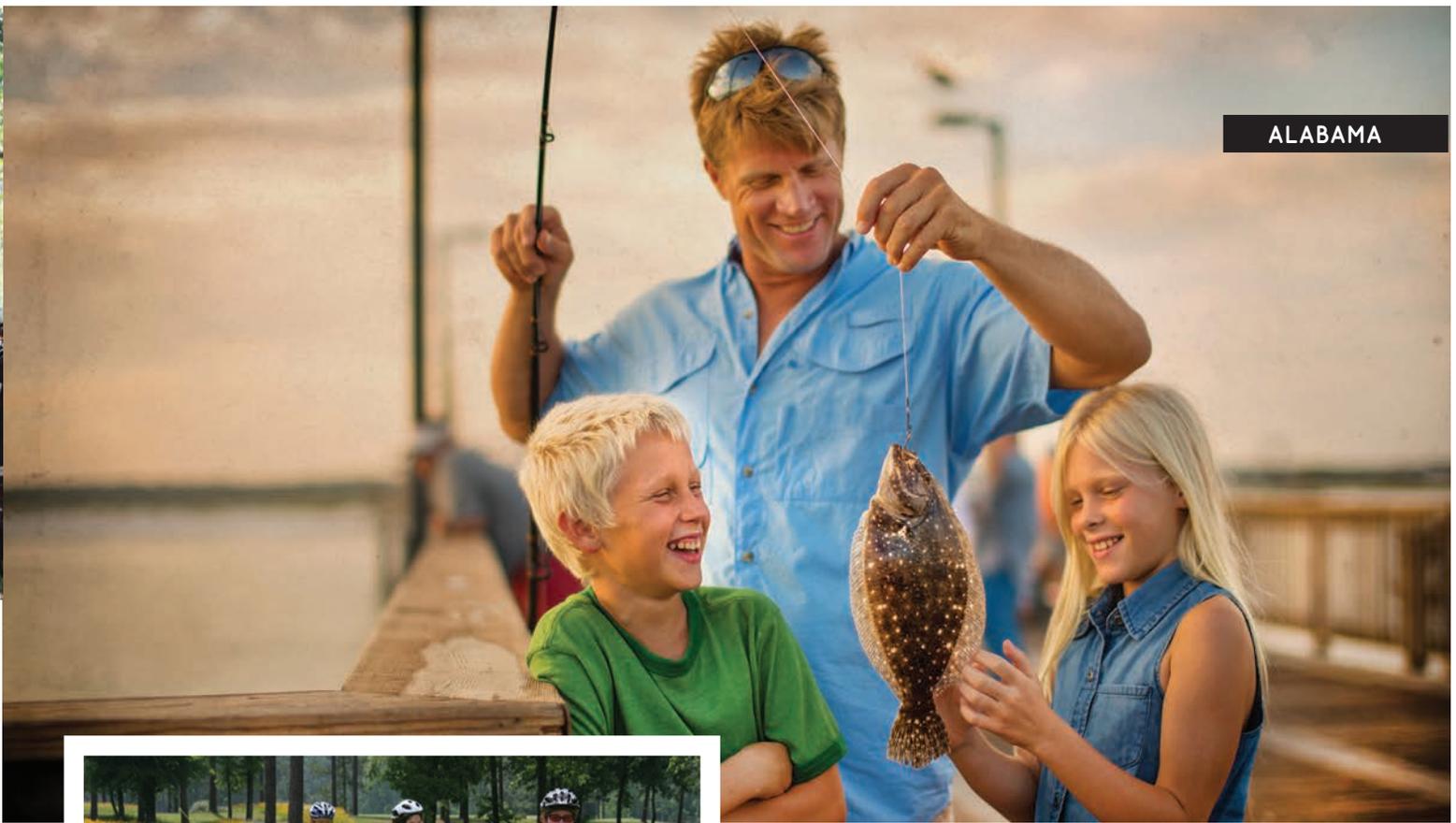
When it comes to music, Tennessee brings the foot-tapping, soul-saving kind – the Blues, Bluegrass, Country, Rock 'n' Roll, and everything in between.

Pay homage to Elvis at Graceland in Memphis and channel the Blues on Memphis' iconic Beale Street. Celebrate Country music at Nashville's Country Music Hall of Fame and Museum, and at the Grand Ole Opry.

Discover Tennessee's heritage in the Great Smoky Arts and Crafts Community in Gatlinburg, at Stones River National Battlefield in Murfreesboro, and Shiloh's National Military Park. More iconic attractions include Rock City and Ruby Falls in Chattanooga, Memphis' National Civil Rights Museum and Titanic Pigeon Forge.

Start making memories at tnvacation.com

The SOUNDTRACK of AMERICA
MADE IN
TENNESSEE
☆☆☆



HEART AND SOUL

Explore the USA's Deep South

'Sweet Home Alabama' is more than a song. It's a celebration of treasures, from the white sandy beaches in Gulf Shores to the historic attractions in Birmingham and Montgomery, and the world's largest spaceflight museum in Huntsville. Visit famous recording studios and live dance halls in Muscle Shoals and find out why Rolling Stones guitarist Keith Richards called this town "Rock 'n Roll heaven."

Explore pretty beach towns where you can swim in the warm Gulf of Mexico water, join a dolphin tour and indulge in fresh seafood and delicious barbecue. In Alabama you'll find Southern culture and hospitality at every turn.

Start planning your trip to Alabama
at [VisitTheUSA.co.uk/Alabama](https://www.VisitTheUSA.co.uk/Alabama)

Sweet Home
Alabama

ENTERTAINMENT TONIGHT

**These four cities
are tops for dining,
nightlife, and live
music and theatre.**

GLITZ & GLAMOUR

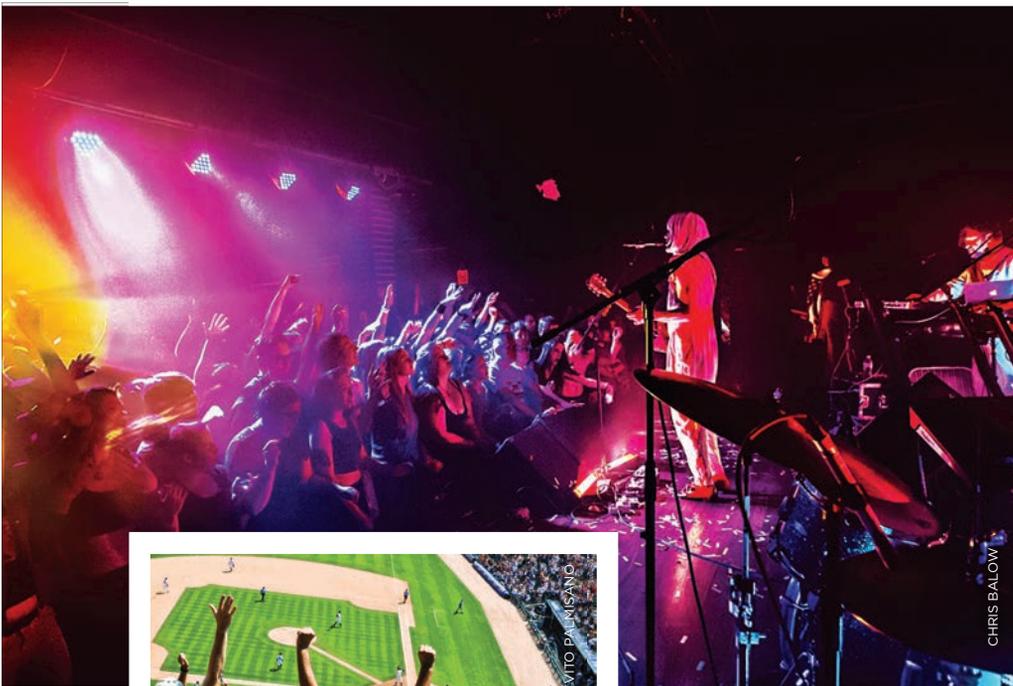
Las Vegas, Nevada

Las Vegas has one of the largest collections of entertainment venues of any city in the USA. Catch Celine Dion at Caesars Palace, Jennifer Lopez at Planet Hollywood, a performance of *Le Rêve - The Dream* at the Wynn, and magicians Penn and Teller at the Rio. Take in a game of roulette or poker at the casinos that light up the night sky but never seem to sleep. For a bit of free entertainment, experience the iconic dancing Fountains of Bellagio. From steaks to sushi and everything in between, dining is as much a part of the entertainment as anything else Las Vegas has to offer. The city is home to more celebrity chef-driven restaurants than anywhere else in the USA. Pace yourself, and don't overlook the smaller, less showy establishments. This is a city where people come to eat and play, so even the low-profile restaurants step up their game.

VisitTheUSA.co.uk/LasVegas



JULIE QUARRY / ALAMY / STOCK PHOTO



Photos clockwise from far left: The Fountains of Bellagio, Las Vegas, Nevada; the Majestic Theater, Detroit, Michigan; Port Fonda restaurant, Kansas City, Missouri; Comerica Park, Detroit, Michigan



CHRIS BALOW

MAGICAL MOTOWN

Detroit, Michigan

The hometown of Madonna and Eminem has a reputation as a thrumming hub of entertainment. Detroit came of age during the height of the 1920s Art Deco design period, which has been preserved perfectly in the city's theatre district, the second-largest in the USA. Enjoy a show at iconic performance halls such as the Majestic, the Fillmore Detroit and the Music Hall Center for the Performing Arts, or visit the beloved downtown Jazz club Cliff Bell's. Music lovers can't leave without a visit to Hitsville, the headquarters for Motown Records and the Motown Museum, home to studios used by stars such as the Jackson 5. Art lovers will love the Detroit Institute of Arts, which houses one of the most significant art collections in the USA, while sports fans can walk down the tunnel to the field during a tour of Ford Field, where the Detroit Lions play, as well as at the Tigers' stadium, Comerica Park, where fans can sit in the dugout and explore V.I.P. party suites.

VisitTheUSA.co.uk/Detroit

JAZZ NOTES

Kansas City, Missouri

Known for Jazz, barbecue and fountains, Kansas City is a creative community that prides itself on good times and friendly, fun-loving people. The city's cool, cultural vibe is inspired by a thriving arts scene, one-of-a-kind museums and fantastic shopping. Credited with giving birth to Jazz, Kansas City's rich musical heritage can be heard regularly at more than 40 local clubs. This also happens to be one of the barbecue capitals of the USA with more than 100 barbecue restaurants from legends such as Gates and Bryant's to smaller, local favourites. Explore music and sports history at the American Jazz Museum and the Negro Leagues Baseball Museum, or take in a Kansas City Chiefs football game. Enjoy over 200 fountains - more than any other city - that gave the city its nickname, City of Fountains. Shop at the Country Club Plaza, the USA's first outdoor shopping district designed for the automobile in 1922. Art lovers have over 60 galleries to explore. Visit on the first Friday of the month and enjoy one of the largest art walks in the country as shops and galleries stay open late.

VisitTheUSA.co.uk/KansasCity

TAP YOUR FEET

Memphis, Tennessee

Follow the neon lights and brass notes to the birthplace of Elvis Presley and Justin Timberlake. The city's historic Beale Street is the epicentre of live music. Watch a show at the iconic B.B. King's Blues Club, or join the locals at smaller venues such as Hi-Tone Cafe and Young Avenue Deli. Rock 'n Roll fans will love a tour of Graceland, Elvis' family home. Indulge in mouth-watering barbecue and soul food. Visit a food truck festival, enjoy craft beer at local breweries and enjoy the award-winning cuisine of Andrew Ticer and Michael Hudman of Hog & Hominy and Kelly English of Restaurant Iris, all of them James Beard Award semi-finalists.

VisitTheUSA.co.uk/Memphis



MONTANA

Big Sky Country



Discover natural wonders and national treasures in Montana.

With scenic lands and wildlife spread over more than 38 million hectares (an area larger than Germany), Montana is one of America's greatest unspoiled treasures. Two national parks anchor the state: Glacier to the northwest and Yellowstone to the south. Between them there are many more natural wonders to explore, including 15 wilderness areas and several national and state forests. Glacier National Park's 52-mile Going-to-the-Sun Road crosses the Continental Divide at Logan Pass, where you can enjoy breath-taking views and have the opportunity to see wildlife along the way.

The great variety of activities in Montana will surprise you. Follow the Montana Dinosaur Trail, a network of 14 sites featuring some of the world's greatest paleontology finds set amongst vast plains and rugged badlands. Visit Little Bighorn Battlefield National Monument, the site of Lt. Colonel George Armstrong Custer's Last Stand as he battled the Sioux and Cheyenne under the leadership of Sitting Bull. History lovers will also enjoy the ghost towns that hint at the Gold Rush, while outdoor enthusiasts won't be able to resist rafting and hiking on numerous lakes, rivers and trails.

Start planning your Montana holiday at visitmt.com

MONTANA

Welcome to the World of **Portland**

Starting in May 2017, you can fly into Oregon's largest city via nonstop seasonal service from London on Delta Air Lines, in partnership with Virgin Atlantic. Here, you'll enjoy delicious third-wave coffee, quirky doughnuts and scenic gardens. Visitors can taste local food at any of Portland's staggering array of food carts, or sit down to a slower meal at one of the city's acclaimed farm-to-table restaurants. For a post-bite refresher, Portland is also home to more craft breweries than any other city on the planet, earning it the nickname 'Beervana.' The city also boasts a growing number of urban wineries, distilleries and cideries. Portland's short blocks and public transit

make it quick and easy to explore the city's museums, gardens and shops, where everything from designer brands to handcrafted souvenirs are sold (there's no sales tax in Oregon). Must-sees include Powell's Books, the largest independent new and used bookstore in the world, the Portland Japanese Gardens and the International Rose Test Garden.

Portland is also the gateway to regional adventure. Within a 90-minute drive, visitors can ski on Mt. Hood, hike a myriad of waterfalls, paddle rivers and pristine lakes, windsurf on the Columbia River and go zip-lining.

Find out why Portland is happening now at TravelPortland.com

Discover a new side of **New York**

From the thrill of horseback riding on Long Island's sandy beaches to the tranquillity of the Adirondack Mountains, New York is full of treasures. Only here can you glide over the 'Grand Canyon of the East', Letchworth State Park, on a hot-air balloon ride and explore the awesome spectacle that is Niagara Falls. Stroll riverside villages filled with antiques shops and culinary delights. For the ultimate road trip, drive the scenic roads of the Hudson Valley, stopping to tour historic estates like the Vanderbilt Mansion and Franklin Delano Roosevelt's home at Hyde Park. Whatever you choose to do, New York always surprises.

Start planning your New York getaway at iloveny.com



LIFE
UTAH
ELEVATED

MOAB

Red Rock Adventure

The only Utah city nestled on the Colorado River, Moab is the perfect home base to experience two national parks - Arches and Canyonlands - in one amazing destination. Moab's famous mountain biking trails wind through some of the most extraordinary red rock scenery in the Southwest - but that's not the only way to see it all. Rafting, kayaking, canoeing and paddle boarding in the cool waters of the Colorado River are also tops. Road trippers can enjoy three scenic byways dotted with stunning viewpoints and photo spots. Friendly locals and an eclectic collection of shops, galleries, restaurants and microbreweries make the resort town of Moab one of the most sought-after destinations in the American Southwest.

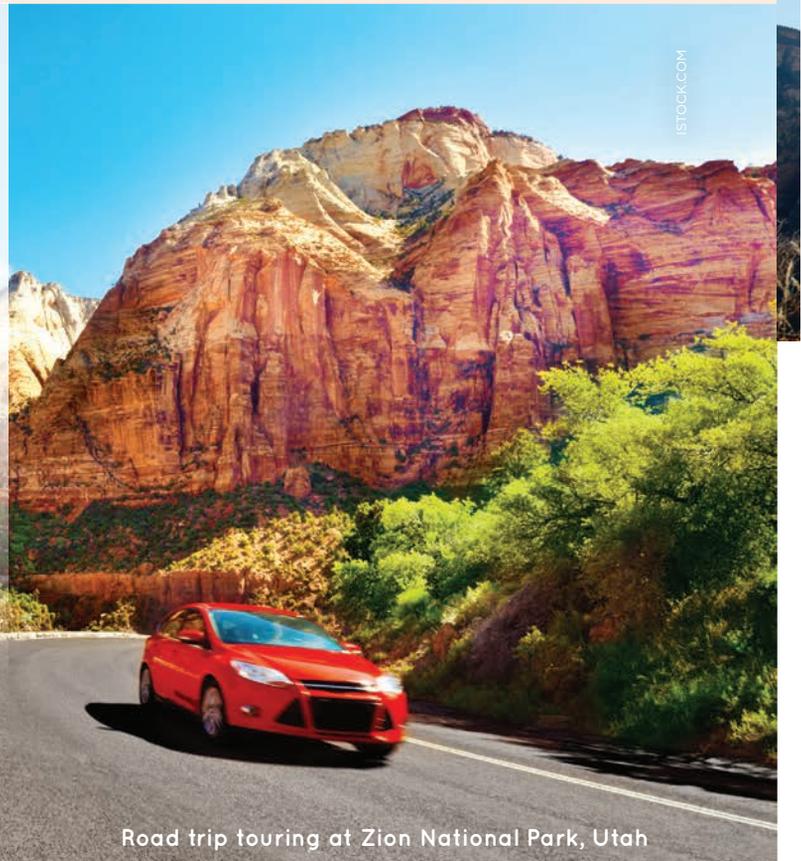
Discover two parks in one amazing destination at DiscoverMoab.com.

Take off on a **ROAD TRIP**

Discover the USA from the freedom of the open road - with you in the driver's seat. A road trip is a great way to experience extraordinary vistas, charming small towns and hidden gems.

Plan your next road trip and explore unique USA landscapes.

VisitTheUSA.co/uk/roadtrips



Road trip touring at Zion National Park, Utah

ISTOCK.COM



ZION NATIONAL PARK

Where the Desert Meets the Mountains

An expanse of towering sandstone monoliths, mysterious slot canyons and hanging gardens, Zion National Park's red rocks and alpine mountains create a stunning display of geological beauty. Enjoy hiking and biking a different route each day, or try your hand at canyoneering or rock climbing. The town of Springdale is nestled in Zion Canyon and adjacent to the park; this charming town offers great lodging, restaurants, art galleries and outfitters – everything to make your visit to Zion an unforgettable experience!

Revive your spirit at VisitZionCanyon.com

BRYCE CANYON COUNTRY

Awe-Inspiring Beauty

Home of the largest collection of hoodoos in the world at Bryce Canyon National Park, Bryce Canyon Country has an abundance of natural attractions. Enjoy unique red rock hiking and slot canyon trails alongside Bryce Canyon's wildlife. Take on the great outdoors with fishing, canyoneering, mountain biking, horseback riding and more. Visit during Bryce Canyon's Winter Festival (Feb. 18-20) and try watercolour painting, archery clinics and Western dance lessons.

Begin your trip at BryceCanyonCountry.com



KANAB

Nature All to Yourself

Filled with its own famous landmarks as well as stunning spaces still largely unexplored, Kanab, Utah, is also the gateway to dozens more scenic wonders, including Zion National Park, Bryce Canyon National Park, the Grand Canyon and Lake Powell. The best part? It's spectacular any time of year! There's also plenty of lodging, dining and shopping, so you can avoid crowds and explore attractions at your own pace.

Find your perfect place to relax at VisitSouthernUtah.com

SALT LAKE

Ski City

Known as America's Ski City, Salt Lake is home to four world-class resorts — Alta, Brighton, Snowbird and Solitude — just a 40-minute drive from Salt Lake City International Airport. It combines the amenities of an exciting urban centre with world-class skiing and snowboarding featuring Utah's 'Greatest Snow On Earth.' Salt Lake boasts a wide range of hotels and restaurants as well as several museums and a lively nightlife featuring an exploding music scene.

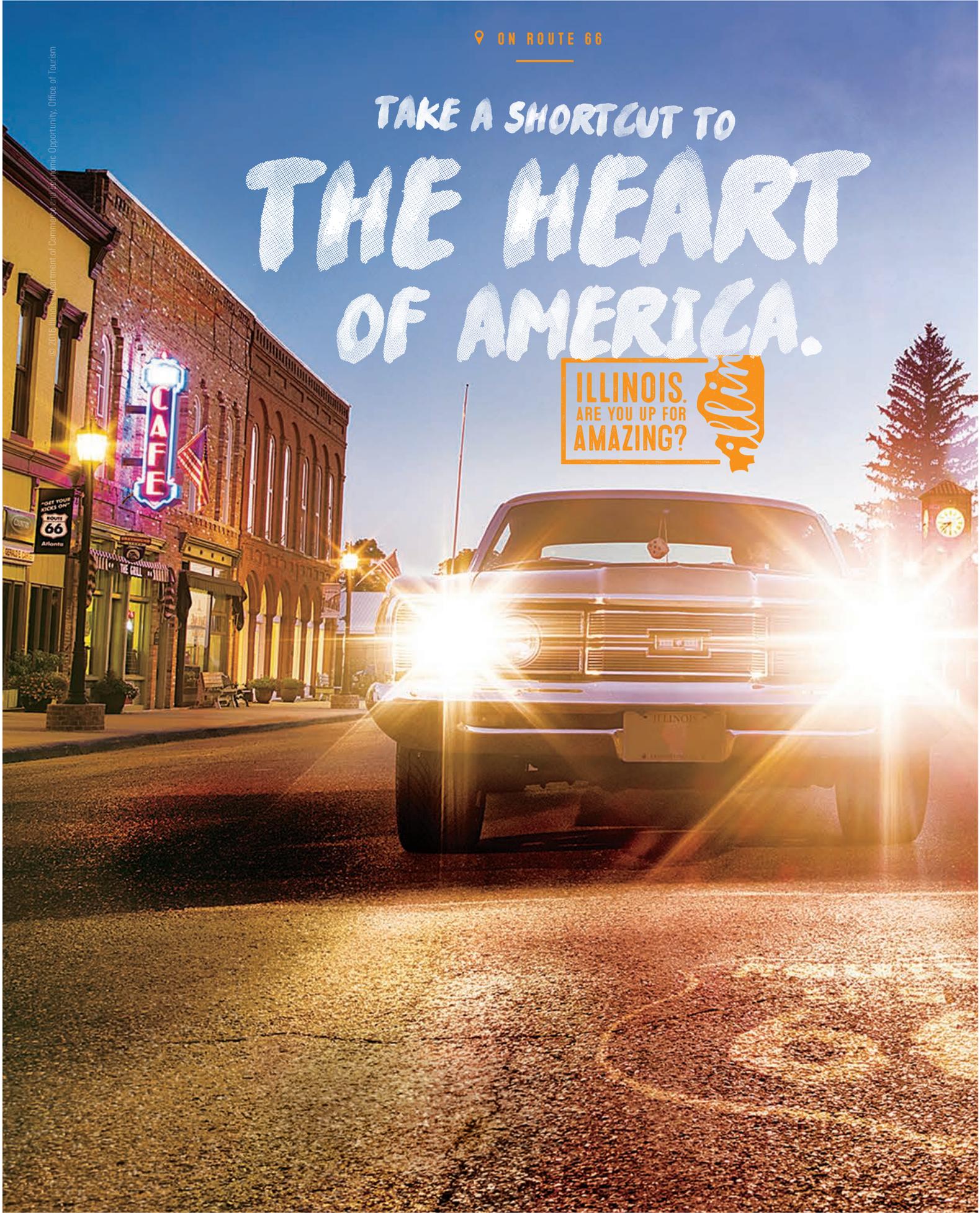
Ski more, do more and save more at SkiCity.com

Photos clockwise from top left: mountain biking in Moab; Zion National Park; Red Rock Canyon Scenic Drive; Brighton Ski Resort in Ski City; hiking in Kanab

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SEE MORE TRIP IDEAS AT ENJOYILLINOIS.COM

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URBAN PLAYGROUND

Chicago is a lively, exciting city filled with art, culture and good food – the recipe for a perfect holiday.

Shop the Magnificent Mile – This 13-block stretch of Michigan Avenue is filled with hundreds of merchants, including designer labels and major retail chains, three indoor vertical malls, one of which is the iconic Water Tower Place.

Taste Culinary Excellence – From celebrity chefs to a diverse ethnic food scene that ranges from Chicago-style deep dish pizza to Michelin-starred restaurants, Chicago's countless options have earned the city its reputation as foodie heaven.

Dive into a Museum – Chicago is home to 60 museums and 90 art galleries. Explore every corner of the Art Institute, home of the largest collection of Impressionist and Post-Impressionist paintings outside of the Louvre in Paris; peruse one of the largest collections of natural history exhibits at the Field Museum, and ponder the universe at the Adler Planetarium.

Uncover New Neighbourhoods – Chicago's 77 vibrant neighbourhoods provide plenty of places to eat, shop and relax. Visit Wicker Park/Bucktown, Logan Square or Pilsen for street art and more cultural pursuits as well as delicious cuisine. Wander through the Lincoln Park Zoo or take in over 25 miles of gorgeous lakefront.

Experience Millennium Park – Enjoy a picnic on the grass and observe the movement of the city, view breath-taking outdoor art such as the *Cloud Gate* sculpture, or enjoy an open-air concert at Millennium Park, a complex nestled within the downtown skyline.



Stroll the Chicago Riverwalk – As the birthplace of the skyscraper, Chicago is itself a museum of modern design and rich architectural history, offering 8,000+ architectural tours each year. The Riverwalk winds through the city and provides a great vantage point for taking in historical landmarks and skyline views. Grab a bite to eat overlooking the water, then meander along until you reach historic Navy Pier.

Cheer Your Favourite Sports Team – Wrigley Field is the second-oldest ballpark in Major League Baseball and home to the Chicago Cubs, 2016 World Series Champions. But Chicago actually has seven professional sports teams across five leagues, so there's always a game you can enjoy live. Settle into your seat with an iconic Chicago hot dog and take in the energy of the city's diehard sports fans.

[Plan your trip today](#)

CHICAGO

CHOOSECHICAGO.COM

SPRINGFIELD

History buffs love this central Illinois city, the state's capital, which is home to iconic Route 66 stops such as the Cozy Dog Drive-In and the Route 66 Drive-In Theater. Springfield was also home to 16th President Abraham Lincoln and has more historic Lincoln sites than anywhere else in the USA. Explore the Abraham Lincoln Presidential Museum, the Lincoln Home National Historic Site and the Lincoln Tomb. Enjoy farm-to-table cuisine and shop in local boutiques.

Plan your legendary visit at VisitSpringfieldIllinois.com



ILLINOIS



ALTON

Follow the journey of famed explorers Lewis & Clark on the Meeting of the Great Rivers Scenic Byway. Love canoeing, boating or fishing? Let the Mississippi River lure you into an outdoor adventure. Shop Alton's 'Antiques Row' and the surrounding communities for unique finds. Tee off on the greens at some of nearby St. Louis' best golf courses. In Alton, live music, cultural centres and casino gaming await.

Find your free visitors' guide at VisitAlton.com



GREAT RIVERS COUNTRY

Take off on an epic road trip on Illinois' Great River Road along the Mississippi River during the winter months and you'll sneak a peek at thousands of majestic bald eagles in migration. Begin in the town of Galena, where most Main Street storefronts haven't changed much since President Ulysses S. Grant lived here. Explore boutiques filled with Victorian-era treasures, old-fashioned soda fountains and quaint inns, and discover why this region has been called one of the friendliest in the USA.

Plan your riverside journey at GreatRiverRoad-Illinois.com

NO 50

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Plan your trip to Southwest Florida at FortMyers-Sanibel.com



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Amazing beaches just 90 minutes from Orlando

Delight in sunny weather, award-winning beaches – including perennial hot spot Clearwater Beach – and invigorating culture in this warm, laid-back destination. A string of small, charming beach communities is within easy reach of St. Petersburg, a vibrant, cultural city. Relax at a tiki bar overlooking the Gulf of Mexico, or find blissful solitude on the beaches of Honeymoon and Caladesi islands. Then discover St. Pete’s energetic downtown, with art galleries, theatres, taverns serving craft beer and the iconic Dalí Museum. Also enjoy fun festivals that take place year-round in the area’s 24 unique communities, from the Greek enclave of Tarpon Springs to the off-the-beaten-path beach town of Pass-a-Grille.

Start planning your beach holiday at VisitStPeteClearwater.com



DENVER, COLORADO

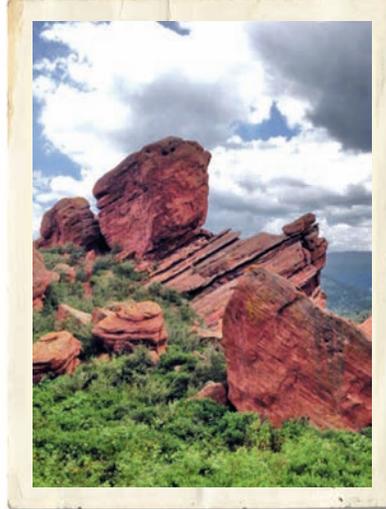
Check out five of the top reasons to visit Denver!



1

RED ROCKS PARK & AMPHITHEATRE.

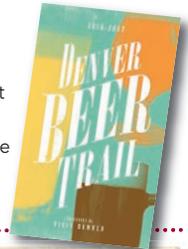
No music lover's bucket list is complete without experiencing a concert under the stars at the world-famous Red Rocks Amphitheatre; and, by day, visitors hike the park's scenic trails amidst ancient, giant boulders.



2

DENVER BEER TRAIL.

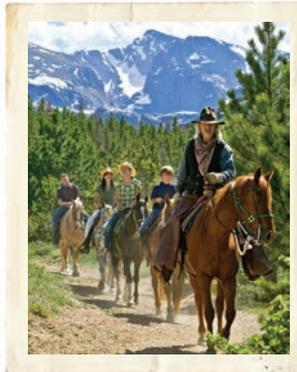
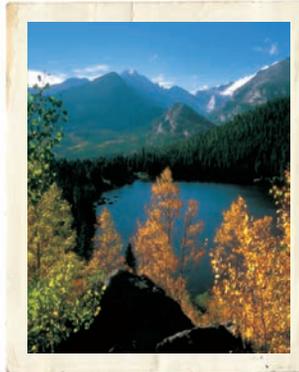
Sip one of the 200 craft beers brewed in Denver daily, and let the Denver Beer Trail be your guide to 30 of Denver's creative breweries, most located in the city's walkable downtown.



3

OUTDOOR ADVENTURES.

With 300 days of sunshine each year, there is no shortage of outdoor fun in The Mile High City. Grab a B-cycle to explore urban neighborhoods, or take a day trip to hike and enjoy the magnificent views in Rocky Mountain National Park.



ROCKMOUNT RANCH WEAR.

Shop for authentic Western shirts, boots and hats at this iconic store in downtown Denver, just like rock stars do. Learn about Papa Jack, grandfather of Rockmount's current owner, who invented the snap-button cowboy shirt.

4



5

LARIMER SQUARE & UNION STATION.

Denver's dining scene is heating up in places like Larimer Square where Victorian buildings are now home to boutique shops, wine bars and restaurants, or in historic Union Station which has become a hotspot for innovative cuisine and old-fashioned elegance.

Find all this and more at VISITDENVER.com

DENVER
The Mile High City

USA
VisitTheUSA.co.uk

MEET THE EXTRAORDINARY

Take a detour from the usual and experience a feeling that's 'Pure Michigan.'

Most people are surprised to learn that Michigan is home to more than 3,000 miles of sugar-sand beaches, and its breath-taking trails lead through 19 million acres of forest that brush the sky. The state's small towns welcome travellers warmly, while big cities stir imaginations. Michigan is nothing if not full of surprises.

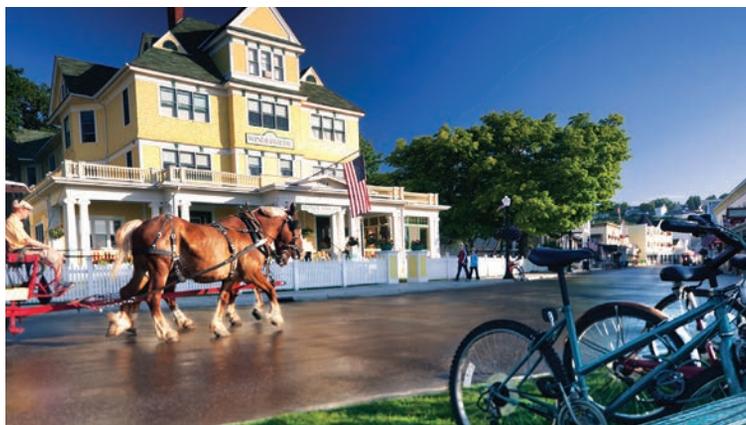
Fly into Detroit, Michigan's largest city, where a dynamic culinary and live music scene await. Events such as the Detroit Jazz Festival and the Detroit Auto Show lure thousands each year, but there's plenty to see and do any day of the year. Two extraordinary examples: The Detroit Institute of Arts and the Museum of Contemporary Art are both among the top cultural institutions in the USA. Whether in Detroit or exploring the state's small towns, shoppers enjoy discovering

hundreds of brand-name retailers, locally owned boutiques, antiques stores and art galleries.

From the Keweenaw Peninsula to the Sunrise Coast, Michigan also boasts 1,200 beaches to choose from, ensuring you'll find your perfect stretch of coastline. Its scenic trails cover more miles than any other state in the USA. Explore the upper and lower peninsulas' lush forests and gentle hills on foot or by bike. Anglers can experience some of the best freshwater fishing in the world as thousands of inland lakes return to open waters.

Enjoy the fresh air in small towns such as Traverse City, with its downtown shopping, beaches and wineries, and Mackinac Island, where you won't see chain hotels or cars, but you will surely encounter homemade treats and a slew of historical sites.

Your trip begins at Michigan.org



NEW in the USA

LOS ANGELES, California

Never has a trip to the bank been more thrilling. The SkySlide attraction, which opened in June at the downtown U.S. Bank Tower, sends brave people on a four-second ride down a glass tube 1,000 feet above the city. Too scared to slide? Take in the view from the observation deck.

VisitTheUSA.co.uk/LosAngeles

DENVER, Colorado



The new Denver Beer Trail includes more than 100 brewpubs, breweries and taprooms. Travellers can download an online map and take a self-guided tour - just maybe don't visit them all on the same day.

VisitTheUSA.co.uk/Denver

CHICAGO, Illinois

In celebration of its centennial, Navy Pier, a famous park and entertainment complex on Lake Michigan, has expanded its dining options and debuted a taller Ferris wheel. Four historic buildings restored as opulent hotels have also opened downtown: The LondonHouse is a 1923 Beaux Arts building; Kimpton's Gray is an ornate 1894 high-rise; Grupo Habita's The Robey was built in 1929; and The Hollander is a converted 1905 warehouse.

VisitTheUSA.co.uk/Chicago

Photos left to right: Top of U.S. Bank Tower, Los Angeles, California; Frozen Ever After ride at the Disney World Epcot park, Orlando, Florida

WASHINGTON, District of Columbia

The Smithsonian National Museum of African American History and Culture is the latest jewel to join the extraordinary collection of free museums along the National Mall. Interactive exhibits, films and close to 37,000 objects – many of them treasures donated by ordinary people – fill the museum's eight stories.

VisitTheUSA.co.uk/CapitalRegion

ORLANDO, Florida

Join Queen Elsa and more of your favourite 'Frozen' characters on a Norwegian boat ride through Arendelle on the new 'Frozen Ever After' ride at Walt Disney World's Epcot theme park.

VisitTheUSA.co.uk/Orlando



Justin Bieber at Prudential Center

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Each spring, Newark blooms with the largest collection of cherry blossoms in the nation.
- › **GET GAME**
Find thrills. Pro Sports and world-class events happening daily.

NewarkHappening.com/save



Supported by a grant from New Jersey Department of State, Division of Travel and Tourism.

