

JUIN 2022

Authentic and unique discover the South differently

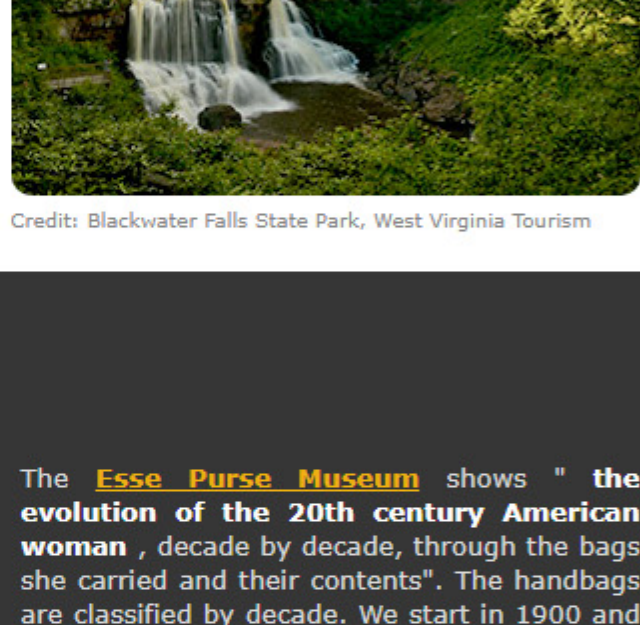
This month discover some places that make the southern United States a unique and authentic destination. **Arkansas** offers stunning mountain views and crystal clear rivers, earning it the nickname "the natural state." **Mist-shrouded marshes and gray Spanish moss falling from century-old trees contribute to Louisiana's** uniqueness. In **North Carolina**

, the coastal villages give a special charm to this superb coastline. From Edenton, the country's first colonial capital, to Beaufort, the coastal sanctuary of Blackbeard where his treasures are now kept at the Maritime Museum.

In **Kentucky** we find the determination of the jockeys who ride their magnificent thoroughbreds during the annual derby and the master distillers who produce 95% of the world's bourbon by hand.

Tennessee blends tradition and modernity in cities like Memphis, Nashville, Knoxville, and Chattanooga with Civil War sites, civil rights monuments, and iconic American music venues.

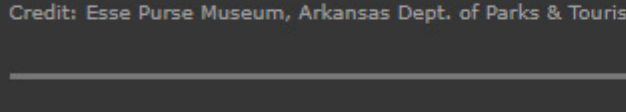
West Virginia is home to six national parks, 45 state parks, and is the only state in the region to be completely covered by the Appalachian Mountain Range; almost 75% of the state is covered in forest.



Credit: Blackwater Falls State Park, West Virginia Tourism

ARKANSAS

The **Esse Purse Museum** in **Little Rock** is one of two purse museums in the world. The other is in Seoul, South Korea, making Esse the only museum in the USA. The Seoul Museum is more fashion oriented while Esse tells the story of women through the handbag.



Credit: Esse Purse Museum, Arkansas Dept. of Parks & Tourism

The **Esse Purse Museum** shows "the evolution of the 20th century American woman", decade by decade, through the bags she carried and their contents". The handbags are classified by decade. We start in 1900 and advance to 1999. Each bag comes with information panels on which you can read the history of that time.

"Just like the essence of a woman that is not in her looks, height, shape or hair color, the essence of a woman's handbag is not in her style, its price, the creator's logo or in its color. The essence of both is constituted by the things they carry, material or immaterial, makeup and memories, driver's license and driving desires, the hairbrush hair and hope, wallet and wishes, lotion and love".

Esse Purse Museum

NORTH CAROLINA

Travelers looking for the best for their trip down South can find plenty of reasons to visit **North Carolina** :

Kitty Hawk Kites, on the **Outer Banks**, is the world's largest hang-gliding school and teaches people to soar about the winds that propelled the Wright Brothers into history with the first powered flight.

In **Raleigh**, the **NC Museum of Art** has created the nation's largest museum art park, a 66-hectare expanse with pathways that lead to garden areas and unexpected installations such as a camera obscura.

In **Smithfield**, the **Ava Gardner Museum** pays tribute to the local beauty who rose to film stardom. Its hundredth anniversary is the occasion of special events, including the Ava Gardner Festival in October.

Shelby's **Earl Scruggs Center** offers hands-on exhibits that reflect the life and times of the banjo master who helped define **bluegrass**.

Motorsports enthusiasts can get up close to the "King" at the **Richard Petty Museum** in Randleman and the **NASCAR Hall of Fame** in **Charlotte**, where dozens of famous drivers are part of the immersive experience.



Credit: Ava Gardner Museum, Visit North Carolina

KENTUCKY

Kentucky is world famous for its **bourbon** and its **horses**, but did you know it's also the land of **Cornets**, **caves**, sports heroes and so much more?



Credit: National Corvette Museum, Kentucky Tourism

Head to **Bowling Green** to visit the **National Corvette Museum**, home to America's Sports Cars and featuring more than 70 Corvettes, from classics to prototypes!

Learn about the Corvette's history, take a photo, test drive the racing simulator and venture into **NCM Motorsports Park** for a spin.

Kentucky is also home to several sports heroes. Discover **Louisville** and "The Greatest" at the **Muhammad Ali Center**. Down the street along **Museum Row**, you can see the world's largest bat and take a tour of the **Louisville Slugger Museum & Factory** to see how the famous bats are made. Then visit the **Kentucky Derby Museum** at Churchill Downs to learn about the history of horse racing.

For more information, visit www.kentuckytourism.com

LOUISIANA

Authentic Cajun and Creole cuisine can only be found in Louisiana.

A beignet is a fried dough topped with powdered sugar. You can also find them stuffed with savory or sweet ingredients. You can taste them at **Café Du Monde** in New Orleans.

Gumbo is **made** with rice, roux, seafood, or chicken and sausage, along with a combination of onions, peppers, and celery called "trinity", and often okra. You can taste them at **Rocky and Carlo's** in Chalmette.

L'etouffee is a dish of rice smothered in a stew of roux, crawfish or shrimp, herbs and vegetables. You can sample them along the **Bayou Country Crawfish Trail** in the Houma region. **Cracklins**

are small bites of fried pork with crispy skin, tender fat and meat seasoned with Cajun spices. Enjoy them at **The Best Stop** near Lafayette.

Jambalaya is a **spicy** rice dish containing chicken, sausage and trinity. Try them at **The Jambalaya Shoppe** in Gonzales, the Jambalaya capital of the world. **Natchitoches Meat Pie**

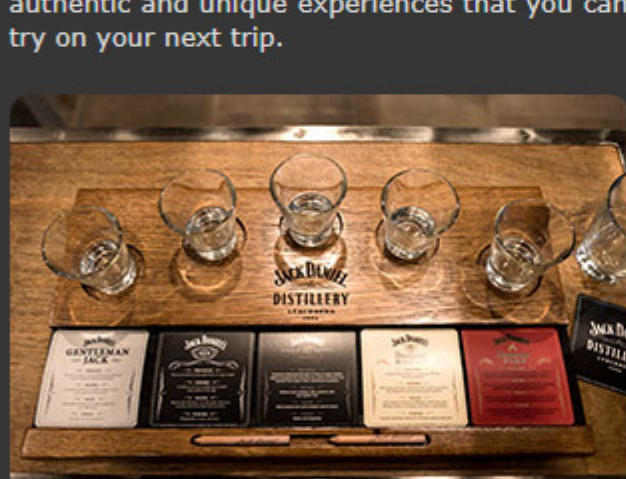
is a deep-fried pocket filled with ground meat and seasonings. Sample them at **Lapsone's Meat Pie Restaurant**. **Shreveport-Style Stuffed Shrimp** are succulent shrimp stuffed with fiery Creole dressing and fried. Enjoy them at **Orlandeaux's**.



Credit: Beignet, photo credit Louisiana Office of Tourism

TENNESSEE

From Jack Daniel's Whiskey to the World's Largest MoonPie, World BBQ Championships and live music in a cave, Tennessee is full of authentic and unique experiences that you can try on your next trip.



Credit: Lynchburg Jack Daniel Distillery

Jack Daniel's Whiskey in **Lynchburg**: The nation's oldest distillery, Jack Daniel's Tennessee whiskey makes the perfect party favor whether it's Tennessee Honey, Single Barrel Select or Jack Daniel's Old No. 7. A Jack's bottle is sure to warm the heart, offer a bit of history, and deliver a big dose of Made in Tennessee craftsmanship with every sip.

World Championship Barbecue Cooking Contest in **Memphis**: Teams representing the best masters of the art of barbecue and compete for the title of world champion in the Memphis World Championship Barbecue Cooking Contest, recognized by USA Today as the "most prestigious barbecue competition". The contest consists of categories like ribs, pork shoulder, whole pork and hot wings.

WEST VIRGINIA

Each of our small mountain towns will make you feel at home. The town of Davis may be small, but it's perfectly located on the edge of the **Monongahela National Forest**. Nestled in the heart of the Canaan Valley, Davis is a stone's throw from the great outdoors.

A paradise awaits at **Blackwater Falls State Park**, named for the amber waters of Blackwater Falls, a 17-meter waterfall tinged with the tannic acid of fallen hemlock and red spruce needles.

Stay at the newly renovated lodge at **Blackwater Falls State Park** in an intimate and comfortable room at the **Bright Morning Inn** or **Billy Motel**.

A few miles away, often referred to as the "twin town" of Davis, is the artsy town of Thomas. It is known for its larger than life art scene, with its galleries and exhibitions.

If you've never been to the Purple Fiddle, you definitely need to add it to your to do list.

White Sulphur Springs is a little paradise located in the New River / Greenbrier Valley tourist region.

The opening of the **Schoolhouse Hotel** is yet another reason to plan a trip to West Virginia this year. Formerly known as the historic White Sulphur Springs School, this space has been transformed into a boutique hotel. This hotel is set to become the world's first fully accessible property, where every guest room and public space provides comfortable access for all.

In addition to your relaxing stay in the brand new establishment in the region, you can take part in many activities in the surrounding area.

DID YOU KNOW ?

ARKANSAS

At **The Esse Purse Museum**, each panel and display case offers an atmospheric insight into the history of the time. For example, for the case highlighting the first decade, 1910-1919, you will find that "Although American women did not gain their federal franchise until 1920, the teenage years of this century were in many ways as tumultuous as the teenage years in a modern household. As women speak Out more and more about their rights and, curiously, handbags are at the heart of the debate. The suffragettes, in their demand for equal rights with men, pleaded for the right to have pockets in their clothes; for the suffragettes, handbags were oppressive and limited physical freedom. Most women, however, had grown to love their handbags for the convenience they offered and the independence they represented, and the movement "Ban the bag!" went like a bomb."



Credit: Esse Purse Museum, Arkansas Dept. of Parks & Tourism

NORTH CAROLINA

In **Asheville**, is the **Biltmore Estate**, spanning 3,200 acres, is home to the largest house in America (with 250 rooms). Explore the estate through a variety of activities ranging from horseback riding to rafting. Discover the village of **Antler Hill**, home to Biltmore Winery, the **most visited winery in the country** and connecting the estate's present and past. Finally, enjoy a luxurious getaway at the 4-star **Inn on Biltmore Estate**.



Credit: Biltmore Estate, Visit North Carolina

KENTUCKY

In downtown **Horse Cave**, take an underground adventure to **Hidden River Cave** and the **American Cave Museum**. Journey into the depths of the cave, cross the longest underground swing bridge in the world and discover sites never seen since 1943. And you can't miss the longest cave system in the world: **Mammoth Cave National Park**!



Credit: Mammoth Cave National Park, Kentucky Tourism

LOUISIANA

King Cake is a round, sweet dough shaped into an oval, decorated with purple, green, and gold icing and sugar crystals. These are the official colors of **Mardi Gras**. According to carnival historians, these colors represent justice, faith and power respectively.

The King cake is more a "bread" than a cake. Be careful: the plastic baby is "hidden" in each King cake; it is about celebrating the feast of the epiphany, when Jesus showed himself for the first time to the three wise men and to the whole world. If you are the lucky one who finds the baby (the bean) in your slice, you provide the next King Cake of **Baton Rouge**.



Credit: Randazzos KingCake, Louisiana Office of Tourism

TENNESSEE

The Caverns at **Pelham** is yet another reason to plan a trip to West Virginia this year. Formerly known as the historic White Sulphur Springs School, this space has been transformed into a boutique hotel. This hotel is set to become the world's first fully accessible property, where every guest room and public space provides comfortable access for all.



Credit: The Caverns photo by Kat Brown, Tennessee Dept. of Tourist Development

WEST VIRGINIA

The **Greenbrier River Trail**, which was once a rail line, now offers 125 km of stunning views as it passes through small towns, bridges and tunnels. Treat yourself to a spa treatment or halotherapy at **The Salt Cave & Spa**. You will receive good care for your health and your general well-being.

RESOURCES

B2C website: travelsouth.visittheusa.com/fr-fr

B2B website: industry.travelsouthusa.com

Tools for professionals: industry.travelsouthusa.com/travel-professionals



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