

## WELCOME TO ALABAMA!

From the mountains in the North to the wonderfully white sandy beaches in the South, in Alabama you can taste the enormous hospitality of the South everywhere. And all to the rhythm of the music, from country to blues to jazz. Alabama has also been an essential part of Civil Rights History and you can visit many iconic places that defined history here. But also focuses on the future in the U.S. Space and Rocket Center in Huntsville. And all that goes together with delicious food, from a genuine BBQ to real culinary delights. Vibrant cities and super attractions make it easy to stay here for a week.





## VIDEO

We start with a video that gives you a good picture of Alabama within 4 minutes ... Are you traveling virtually?





## HIT RECORDING CAPITOL OF THE WORLD

In the music triangle with Memphis and Nashville, the south of it is Muscle Shoals. This is where the famous Muscle Shoals Sound was born. The Swampers were two men who produced their own sound that connected different music streams and people. You can visit Fame Studios and the Muscle Shoals Sound Recording Studios here. Big stars like Aretha Franklin, The Rolling Stones, Lynyrd Skynyrd, Rod Stewart came here to record great hits in the 1960s. Wild Horses is even written on the toilet and it feels special to be here. Also, don't forget to visit the Alabama Music Hall of Fame.





## BIGGEST HISTORY OF BIRMINGHAM

Birmingham is Alabama's largest city, right in the center of the Civil Rights Movement. In the Civil Rights Institute you can impressively follow and experience all of history. The museum is located in the heart of the Birmingham Civil Rights District, designated a National Monument by Obama. Here is also the 16th Baptist Church, where you can attend a Sunday morning service and Kelly Ingram Park. Here is even a memorial of Anne Frank. But you can also enjoy the Barber Vintage Motorsports Museum where you can find the largest private collection of cars and motorcycles.







## JUKE JOINTS & FUN IN BIRMINGHAM

A must do is a visit to Gip's Place, one of the only surviving Juke Joints in the USA. Or enjoy the Birmingham Beer Trail. With Red Clay Tours you will be brought there and back for a fee, so that you can enjoy your own brought drinks. You pay \$10 entrance free and you give the music what you think it is worth. And then you have an unforgettable evening with locals.



## ROCKET CITY USA

Huntsville is a charming town in Northern Alabama and is the birthplace of the moon travels. Named one of 52 places to visit (one per week) in 2019 by New York Times. Werner von Braun developed the Saturn V rocket that formed the basis for the Apollo missions. The US Space & Rocket Center is the world's largest museum on the theme of space travel. You can admire an original Saturn V rocket and the capsule of the Apollo 16. In 2019, it will be the 50th anniversary of the Apollo 11. There are also many fun attractions for children.

### Space Camp

You will also find Space Camp on the grounds of US Space & Rocket Center. They offer multi-day educational programs for children, adults and families. It attracts visitors from all over the world who can train like an astronaut and have a lot of fun. The New York Times calls it the #1 Seriously Cool Summer Camp.



## CIVIL RIGHTS CIRCLE

We start in Montgomery, a real Southern city. It is the capital of Alabama on the Alabama River. Montgomery has by far the most historical sites associated with the Civil War and Civil Rights. This is where Martin Luther King preached, which led to the founding of the Civil Rights Movement in America. You can go to the Rosa Parks museum, the woman who refused to get up to go to the back of the bus. This led to a year-long boycott of the bus company. The Alabama State Capitol demonstrated for voting rights.

Selma is about 80 kilometers away. Known from the Selma to Montgomery Civil Rights March. A beautiful museum shows the entire history. Getting in the mood? Then watch the film Selma, highly recommended.







## RELAXING IN THE GULF OF MEXICO

Alabama has over 50 miles of white sand beach on the Gulf Shore and Orange Beach. This in combination with crystal clear water from the Gulf of Mexico. Visit the famous Flora-Bama Bar where live music is played daily. You can also recommend a visit to this coast with delicious fish restaurants, shopping malls and the Gulf State Park.




## FROM MOBILE TO BAYOU LA BATRE

Mobile is Alabama's oldest city and is a mix of French, Spanish, British, Creole and African cultures. The Old Town is reminiscent of New Orleans' French Quarter. Mobile also hosts the first Mardi Gras, the oldest carnival in the US.

A city to party. Bayou la Batre, known for the film Forrest Gump, is about 45 kilometers away from Mobile. This is also a nice authentic fishing town, which provides Mobile with delicious fresh seafood.





A nighttime aerial view of Birmingham, Alabama, showing a dense urban landscape with illuminated skyscrapers, streets, and a large parking lot in the foreground. A semi-transparent circular overlay on the left side contains text.

## THE WORLD GAMES IN BIRMINGHAM ALABAMA

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The World Games will be held in 2021 in Birmingham, Alabama. 3,600 athletes participate in 34 different sports. And not the obvious sports, but the non-Olympic sports such as bowling, karate, korfbal, squash and water skiing. Over 11 days one can see more than 100 countries actively engaged in various sports.



A golfer stands on a green, holding a flagstick, with a sunset sky and a lake in the background. A large white circle on the left contains text.

## WORLD CLASS GOLF IN ALABAMA

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The Robert Trent Jones Golf Trail attracts golfers from around the world. Designed by celebrated golf course architects, this trail offers 26 courses across Alabama. This trail has been voted one of the best public golf courses in the world by the New York Times.



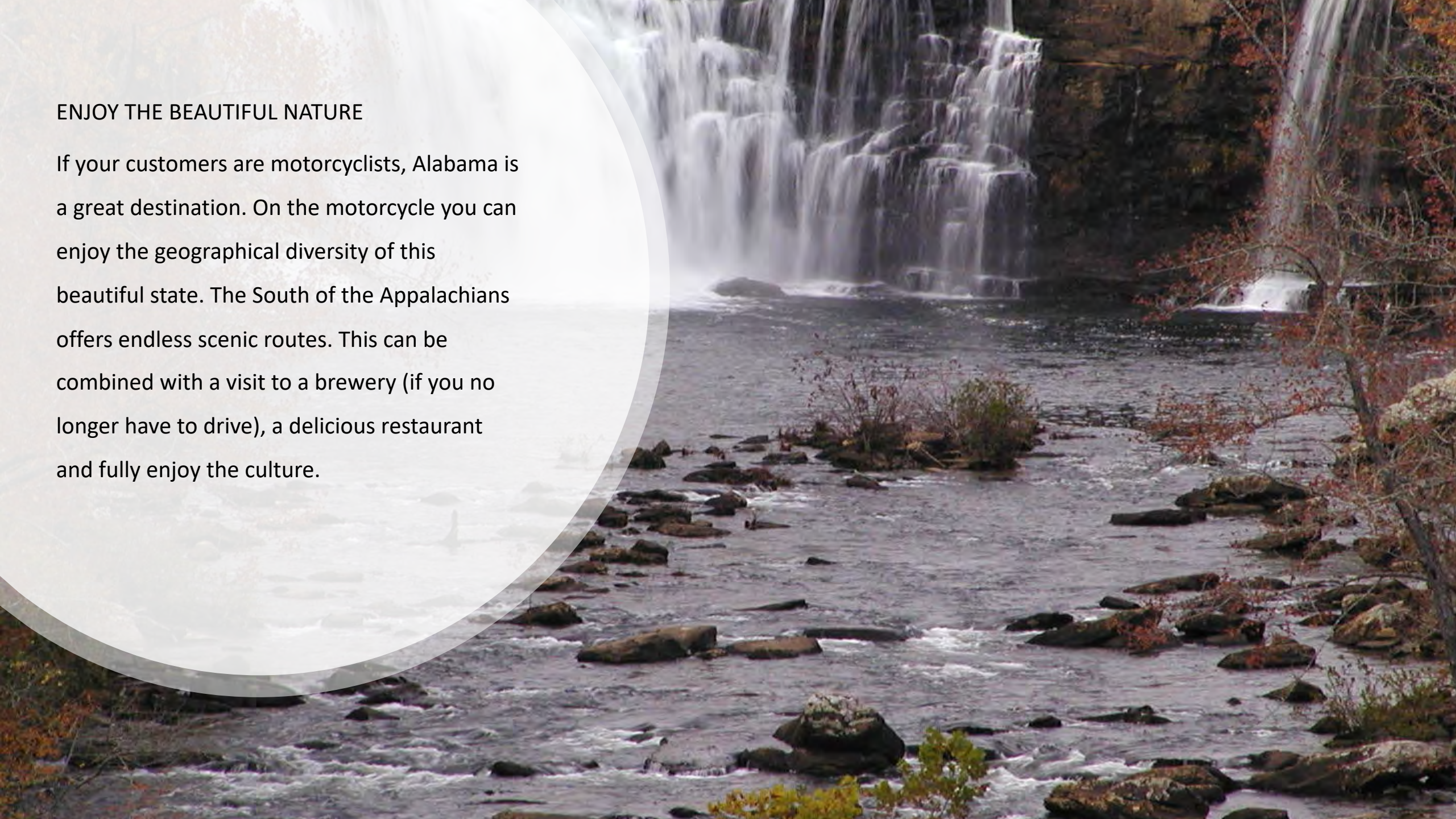
## IDEAL SPOT FOR TREASURERS & BARGAINERS

Scottsboro is the ideal place for treasure hunters and bargain hunters. All unclaimed items from 'lost & found' are sold in this department store. This way, these items can still find a grateful owner.



## ENJOY THE BEAUTIFUL NATURE

If your customers are motorcyclists, Alabama is a great destination. On the motorcycle you can enjoy the geographical diversity of this beautiful state. The South of the Appalachians offers endless scenic routes. This can be combined with a visit to a brewery (if you no longer have to drive), a delicious restaurant and fully enjoy the culture.







## HOW YOU COME IN ALABAMA

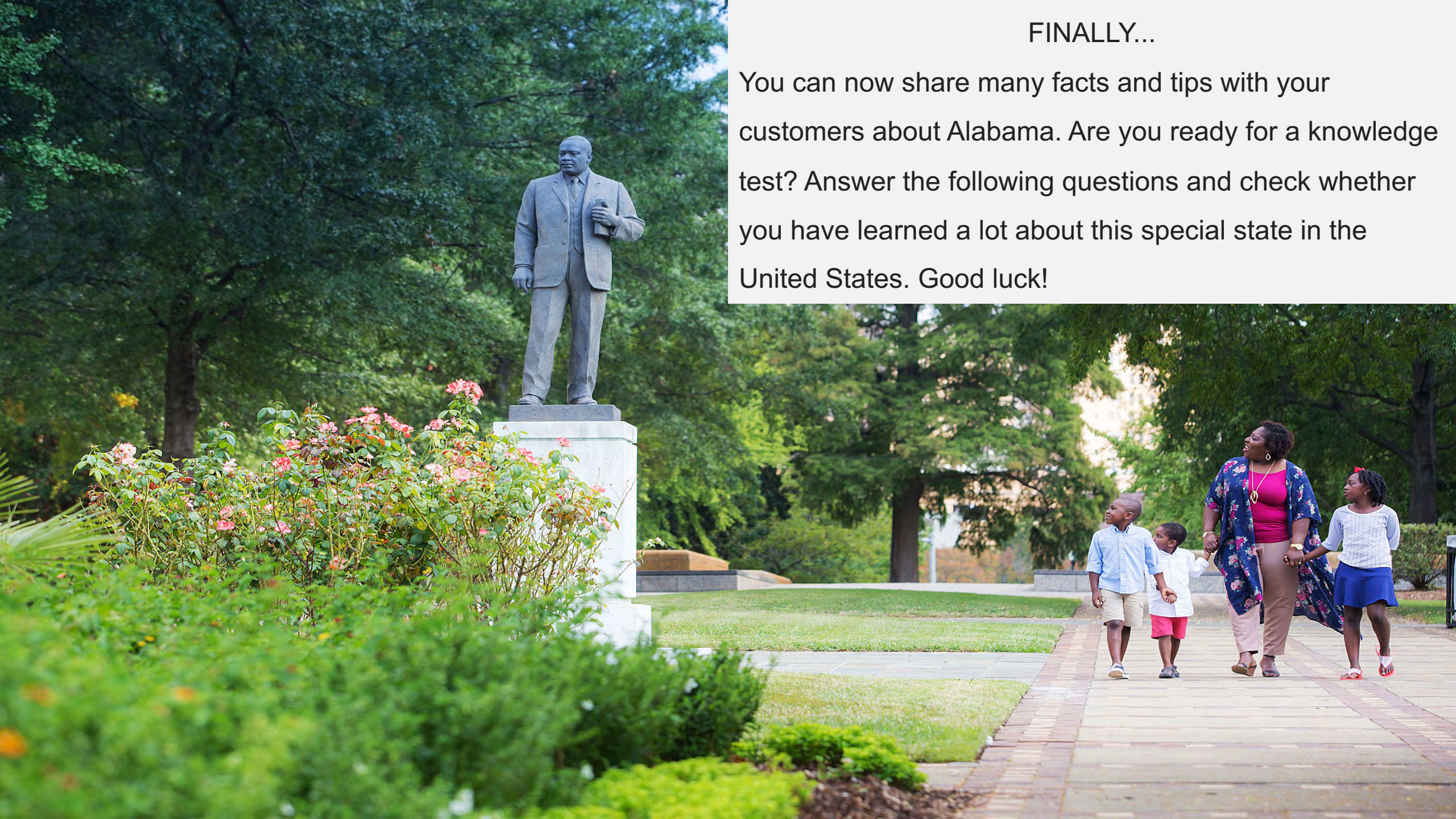
Alabama is centrally located in the South of the USA and therefore a short distance from many iconic cities in the region. Alabama can be perfectly combined with a tour that starts in Nashville, Memphis and ends in New Orleans or vice versa.

You'll be in Alabama via Atlanta in Georgia. Birmingham is only 237 kilometers west. New Orleans to Mobile is about the same distance, as is Nashville to Muscle Shoals. From the International airports you can also easily start your trip in Alabama. Birmingham and Montgomery also have airports you can fly to.

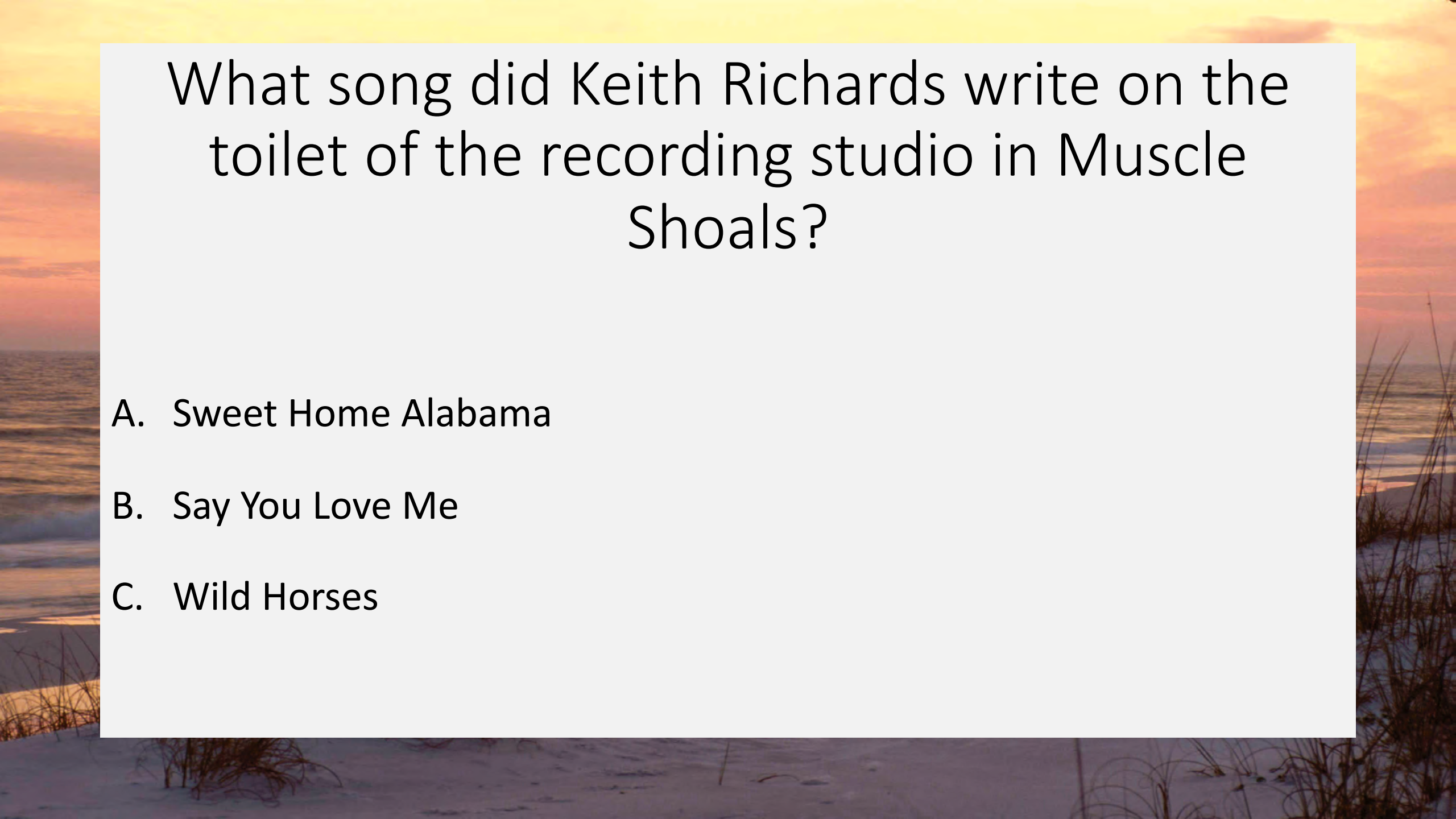


FINALLY...

You can now share many facts and tips with your customers about Alabama. Are you ready for a knowledge test? Answer the following questions and check whether you have learned a lot about this special state in the United States. Good luck!



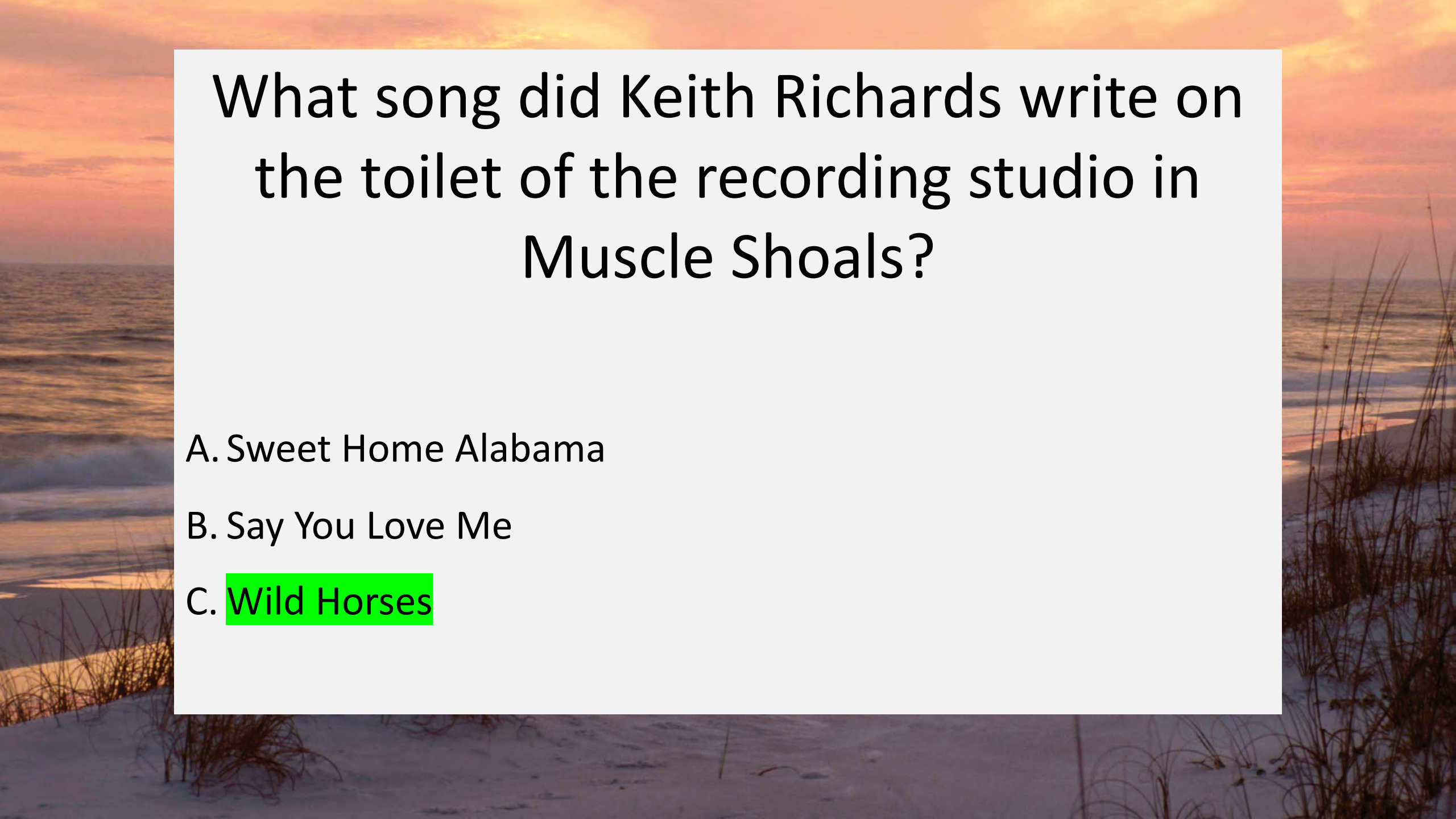




What song did Keith Richards write on the toilet of the recording studio in Muscle Shoals?

- A. Sweet Home Alabama
- B. Say You Love Me
- C. Wild Horses



A background image of a beach at sunset. The sky is a mix of orange, yellow, and pink. The ocean has gentle waves. In the foreground, there are sand dunes with some dry, tall grass.

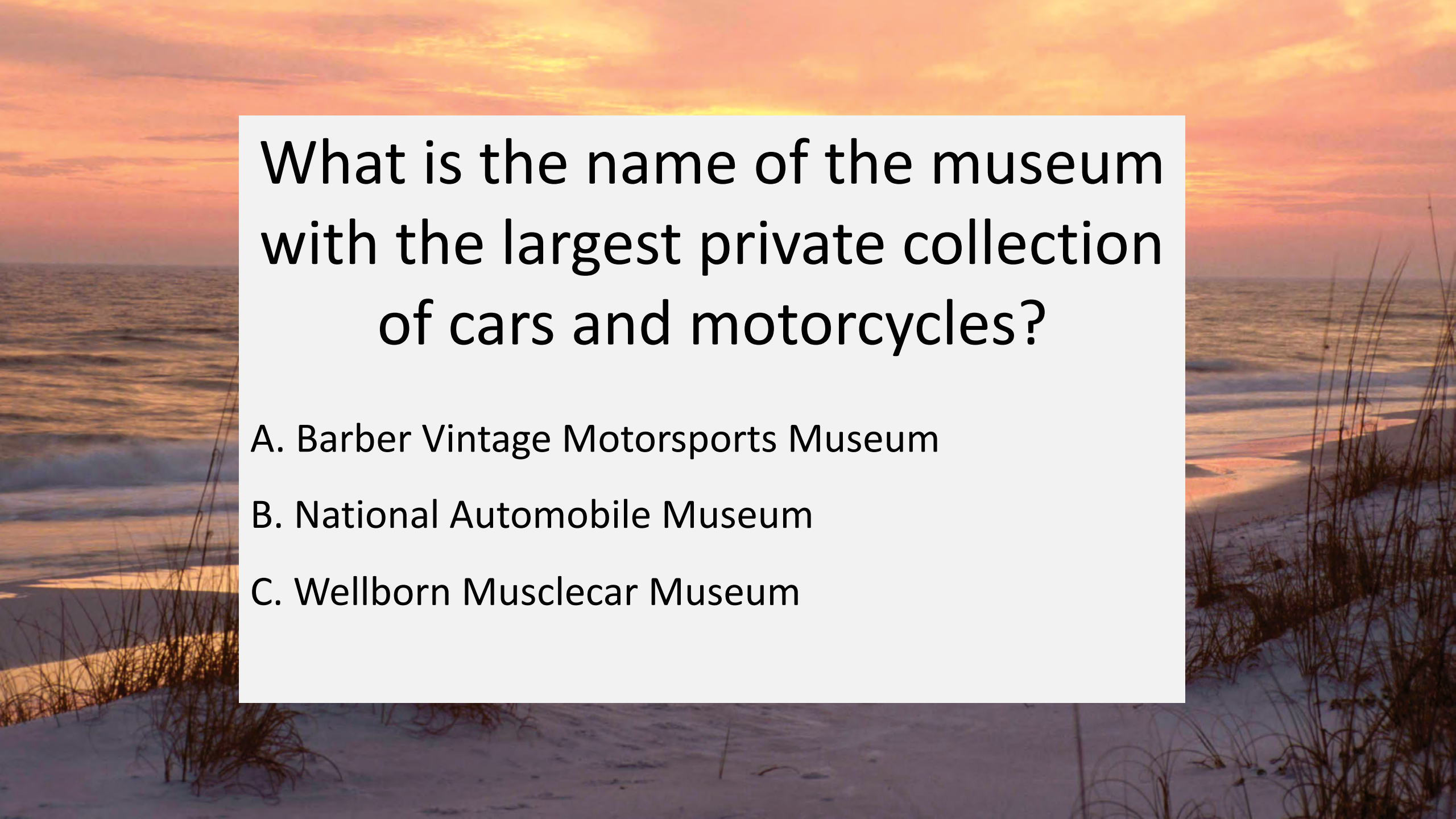
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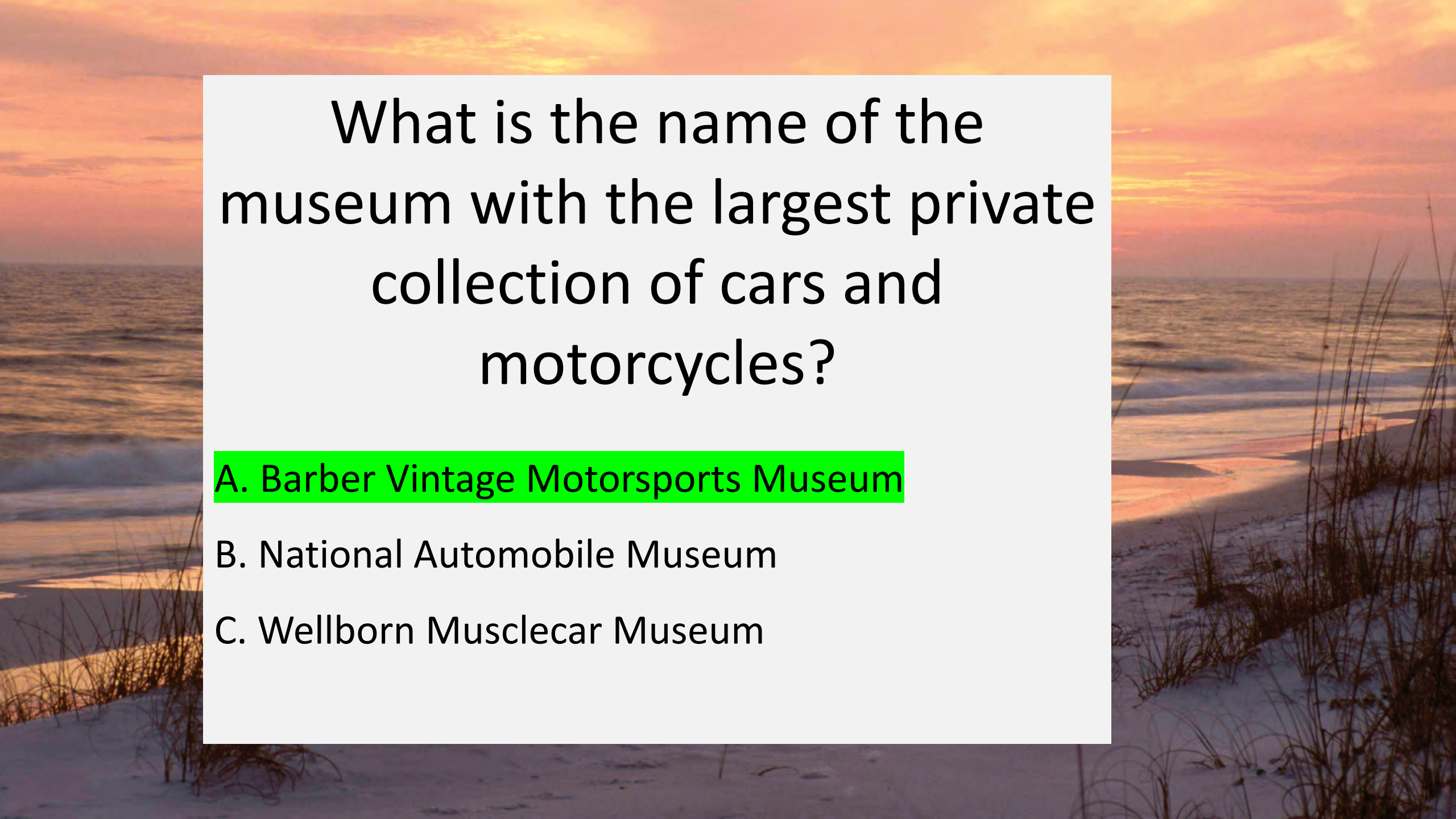




What is the name of the museum  
with the largest private collection  
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- A. Barber Vintage Motorsports Museum
- B. National Automobile Museum
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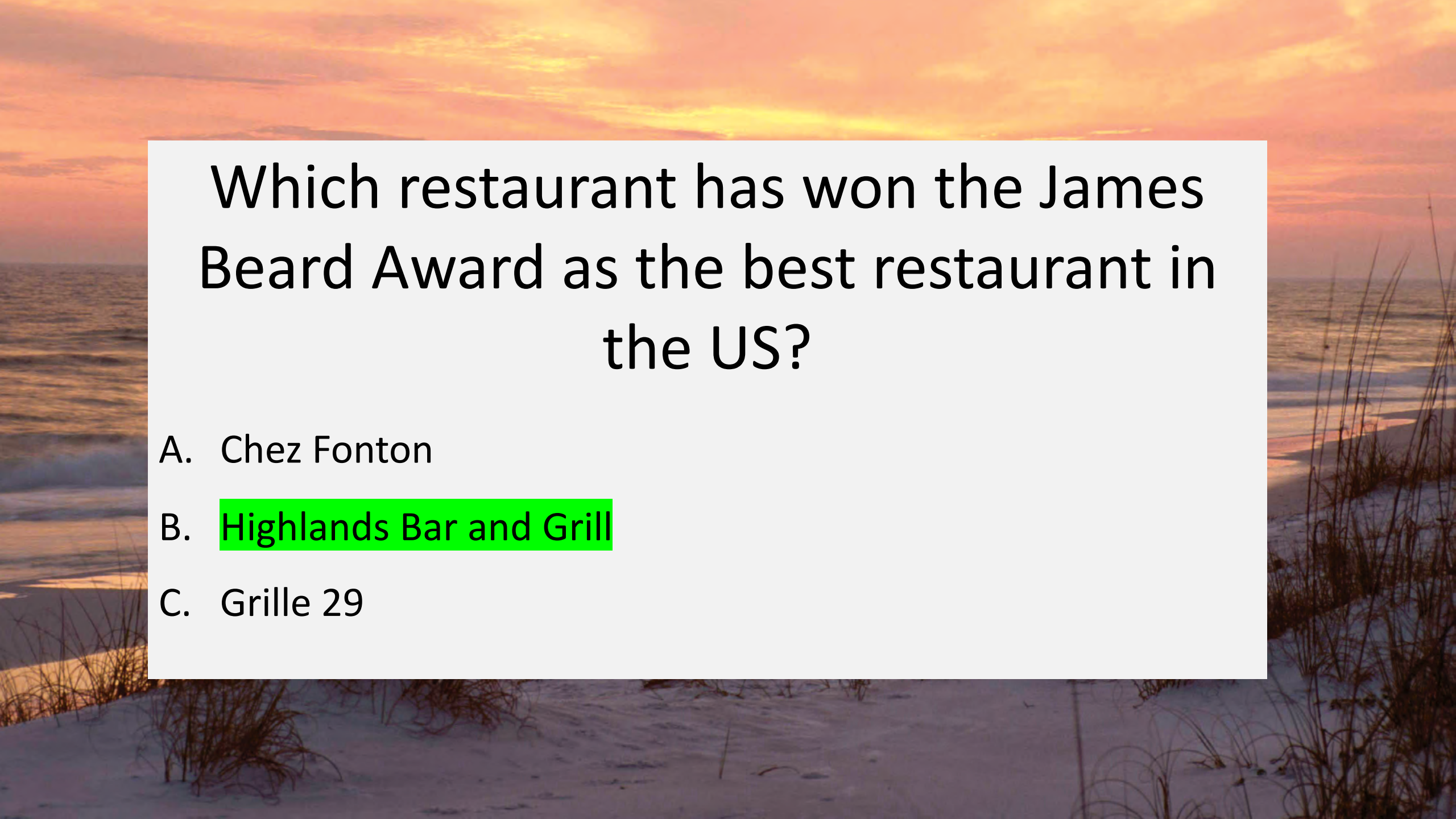




Which restaurant has won the  
James Beard Award as the best  
restaurant in the US?

- A. Chez Fonton
- B. Highlands Bar and Grill
- C. Grille 29





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# Where is the US Space & Rocket Center located?

- A. Birmingham
- B. Huntsville
- C. Montgomery





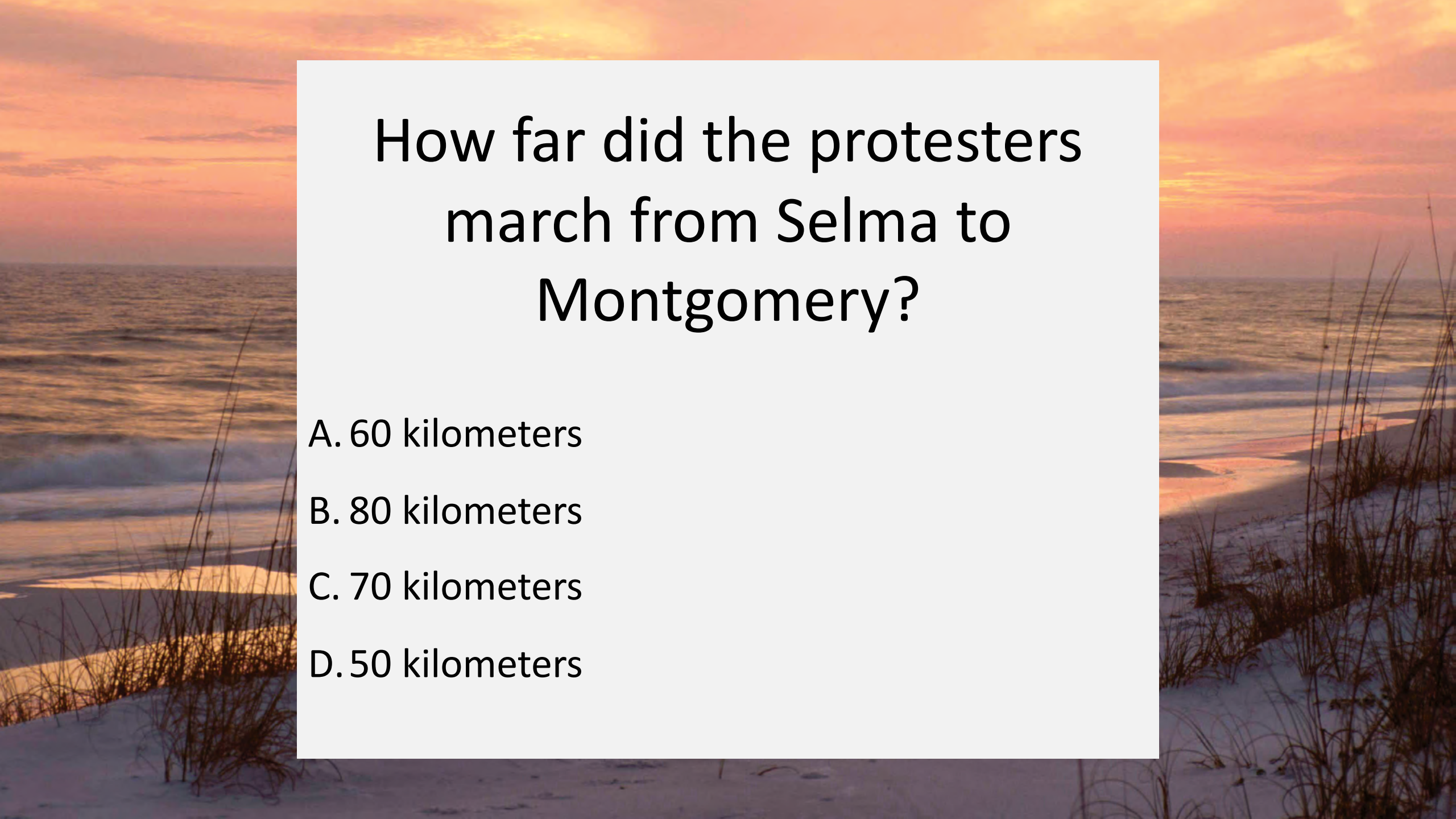
# Where is the US Space & Rocket Center located?

A. Birmingham

B. Huntsville

C. Montgomery

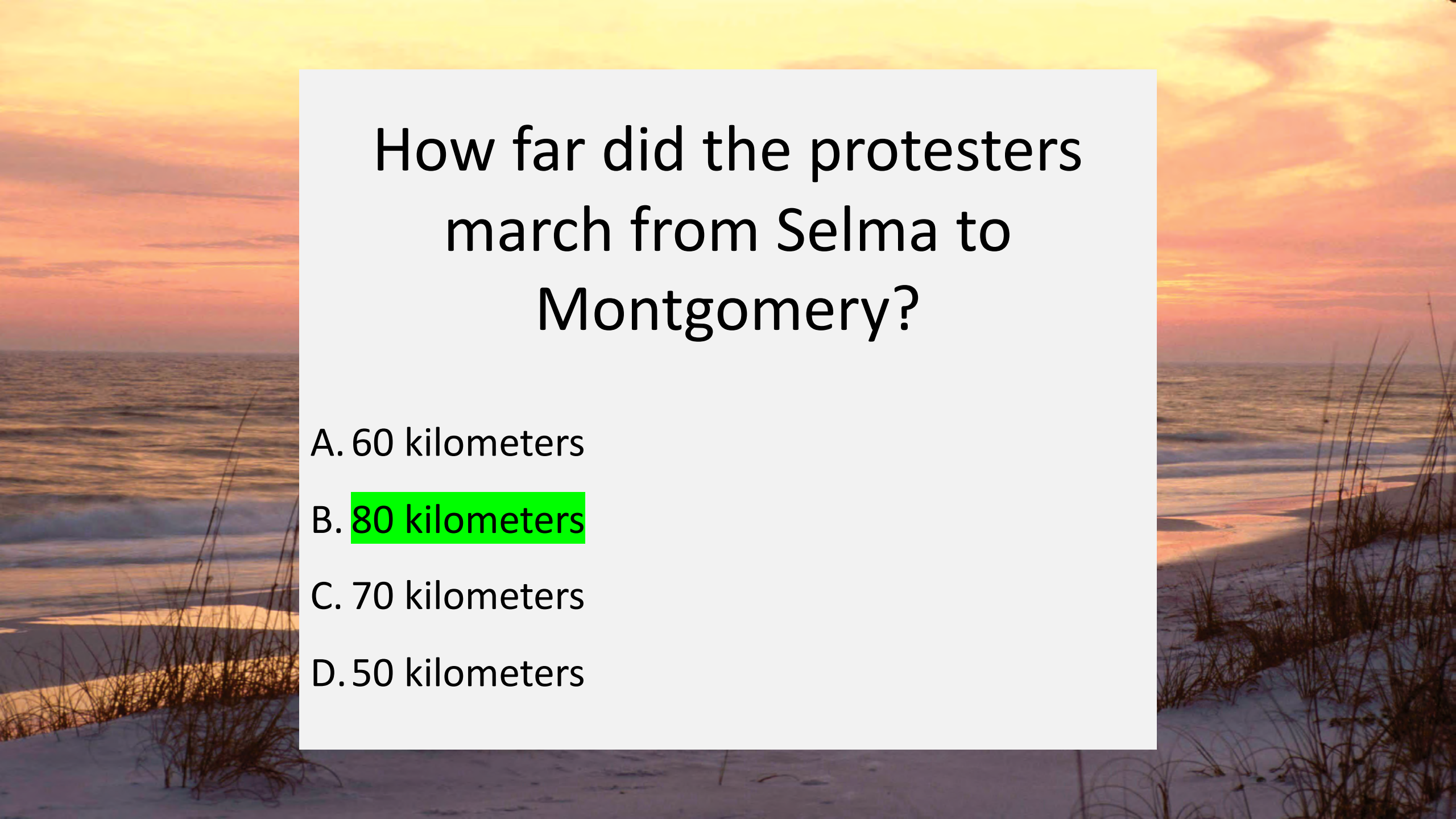




How far did the protesters  
march from Selma to  
Montgomery?

- A. 60 kilometers
- B. 80 kilometers
- C. 70 kilometers
- D. 50 kilometers

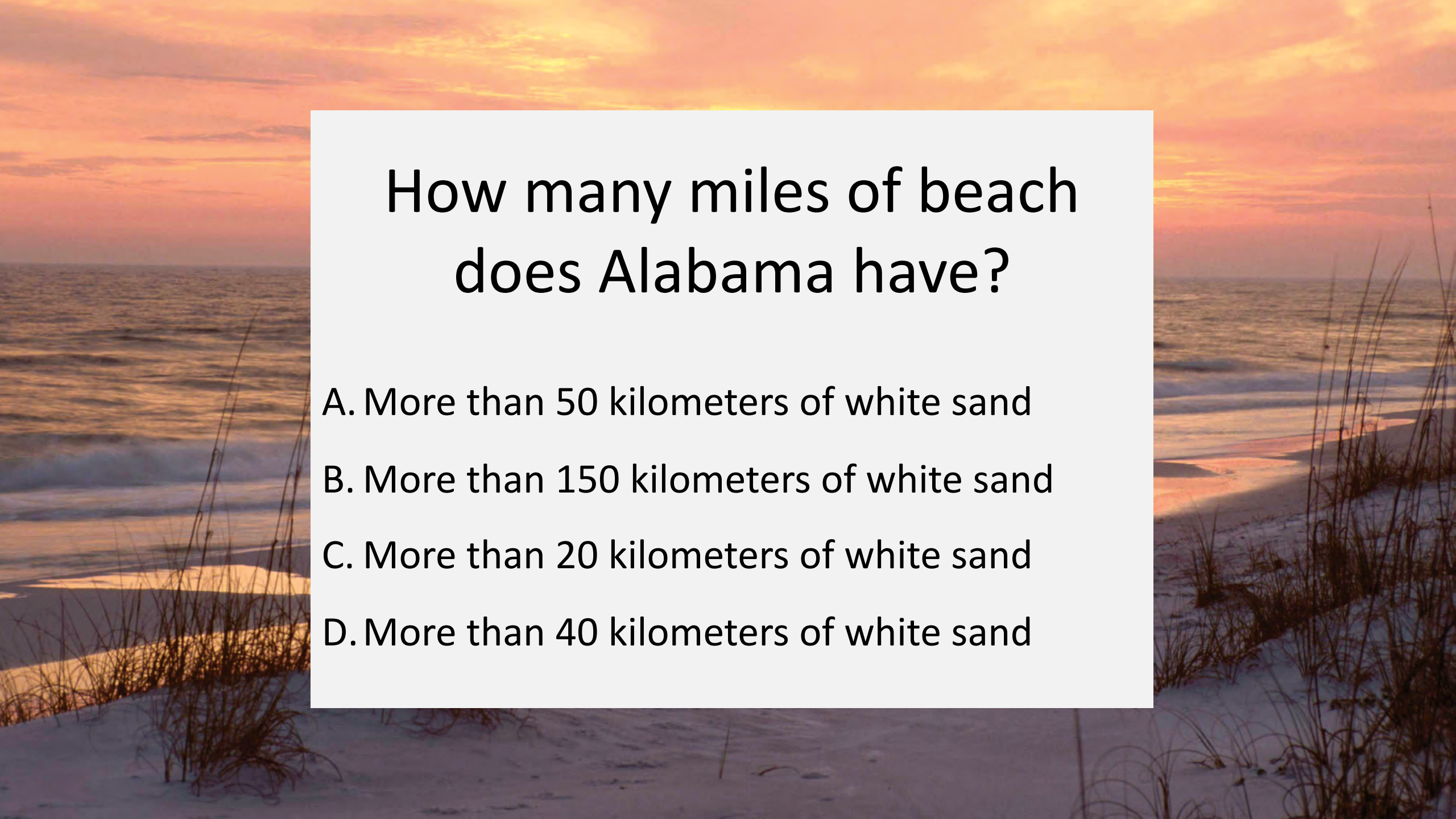




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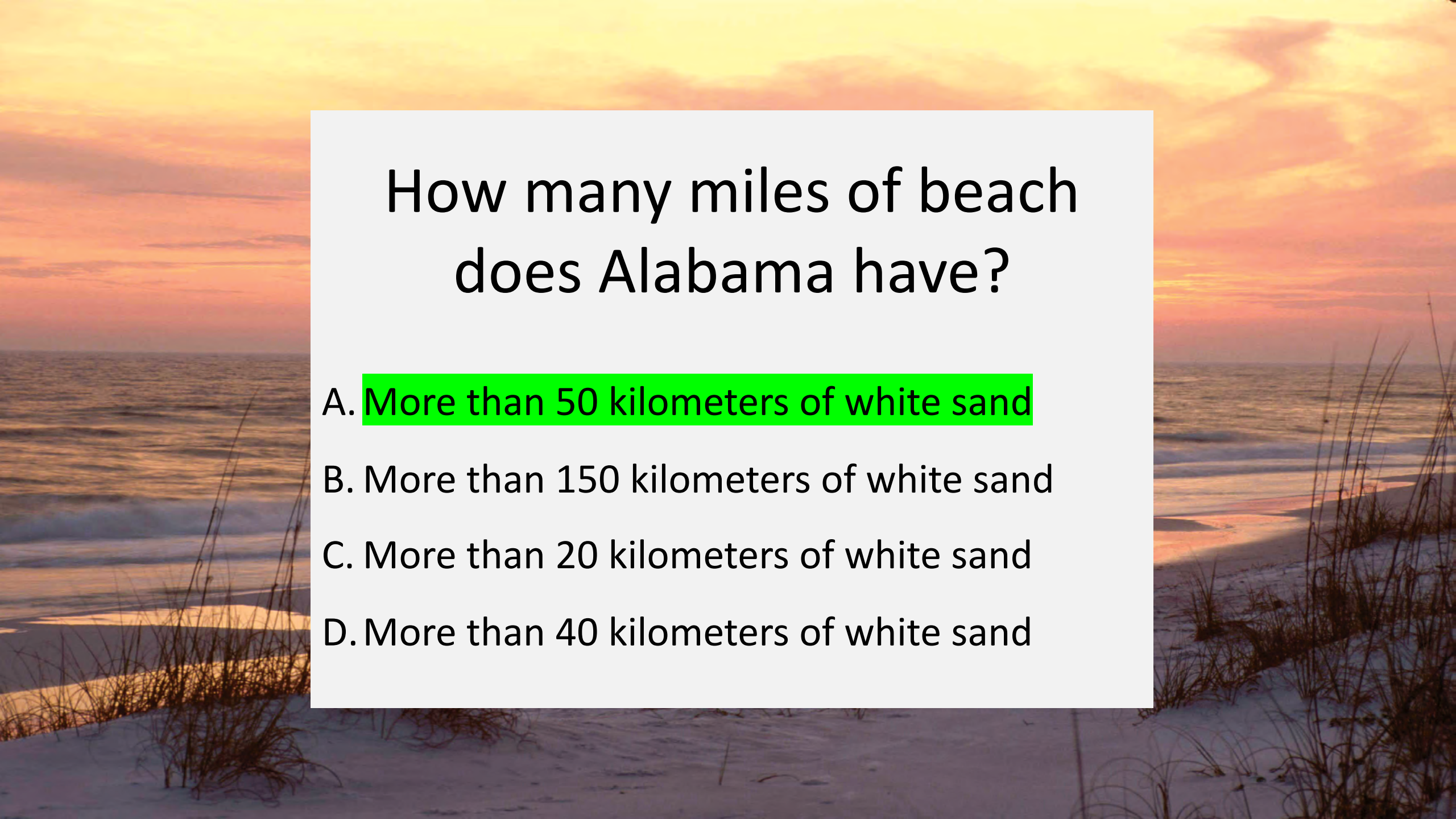




# How many miles of beach does Alabama have?

- A. More than 50 kilometers of white sand
- B. More than 150 kilometers of white sand
- C. More than 20 kilometers of white sand
- D. More than 40 kilometers of white sand





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A background image of a beach at sunset. The sky is filled with orange and yellow clouds. The ocean is visible in the middle ground, and the foreground shows white sand dunes with some dry grass. A large white rectangular box is centered over the image, containing text.

# Which Mardi Gras is older? New Orleans or Mobile's?

A. Mobile

B. New Orleans



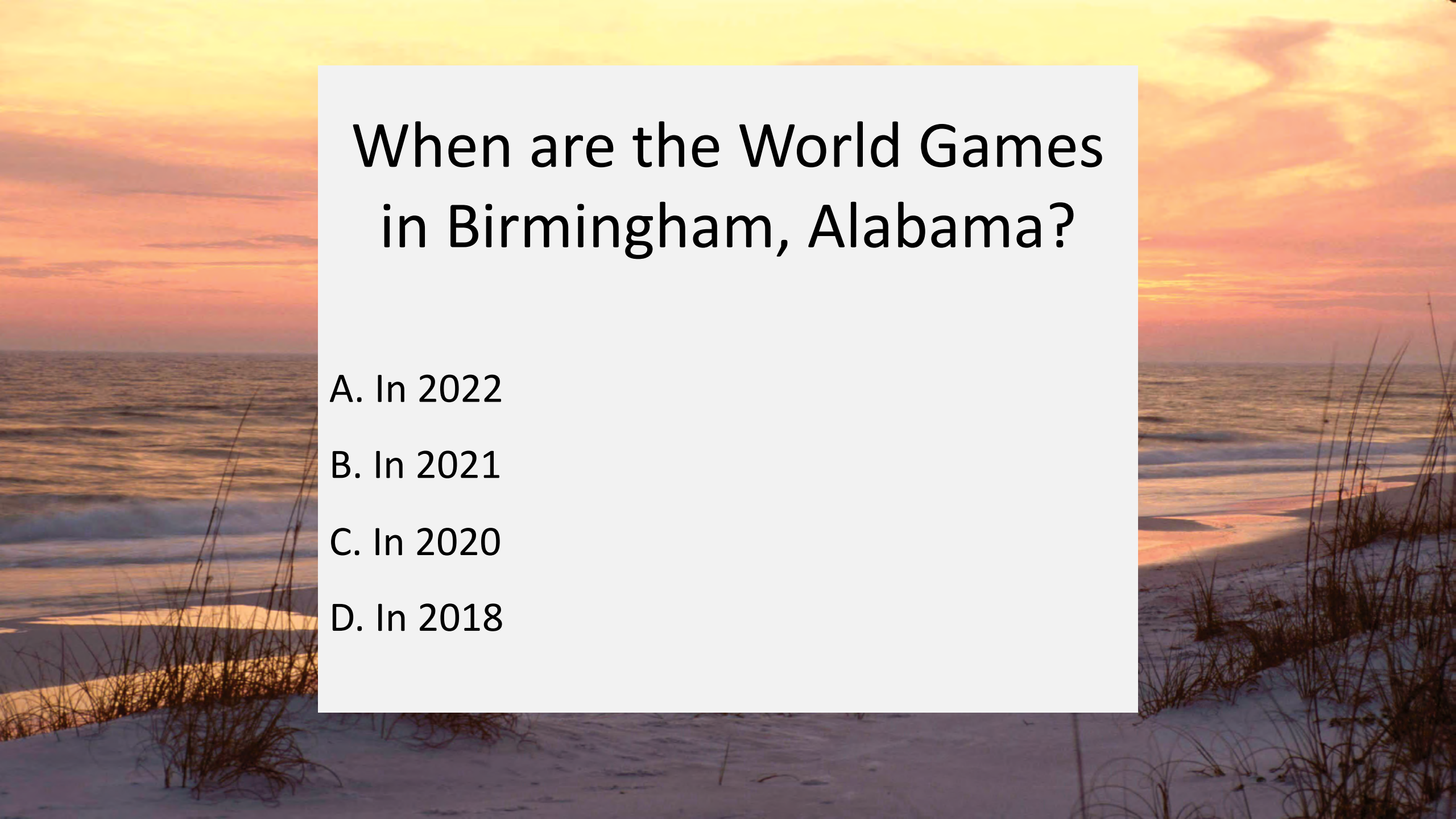
A background image of a beach at sunset. The sky is a mix of orange, yellow, and pink. The ocean is visible in the distance with gentle waves. In the foreground, there are sand dunes with sparse, dry grass. A large white rectangular box is centered over the image, containing text.

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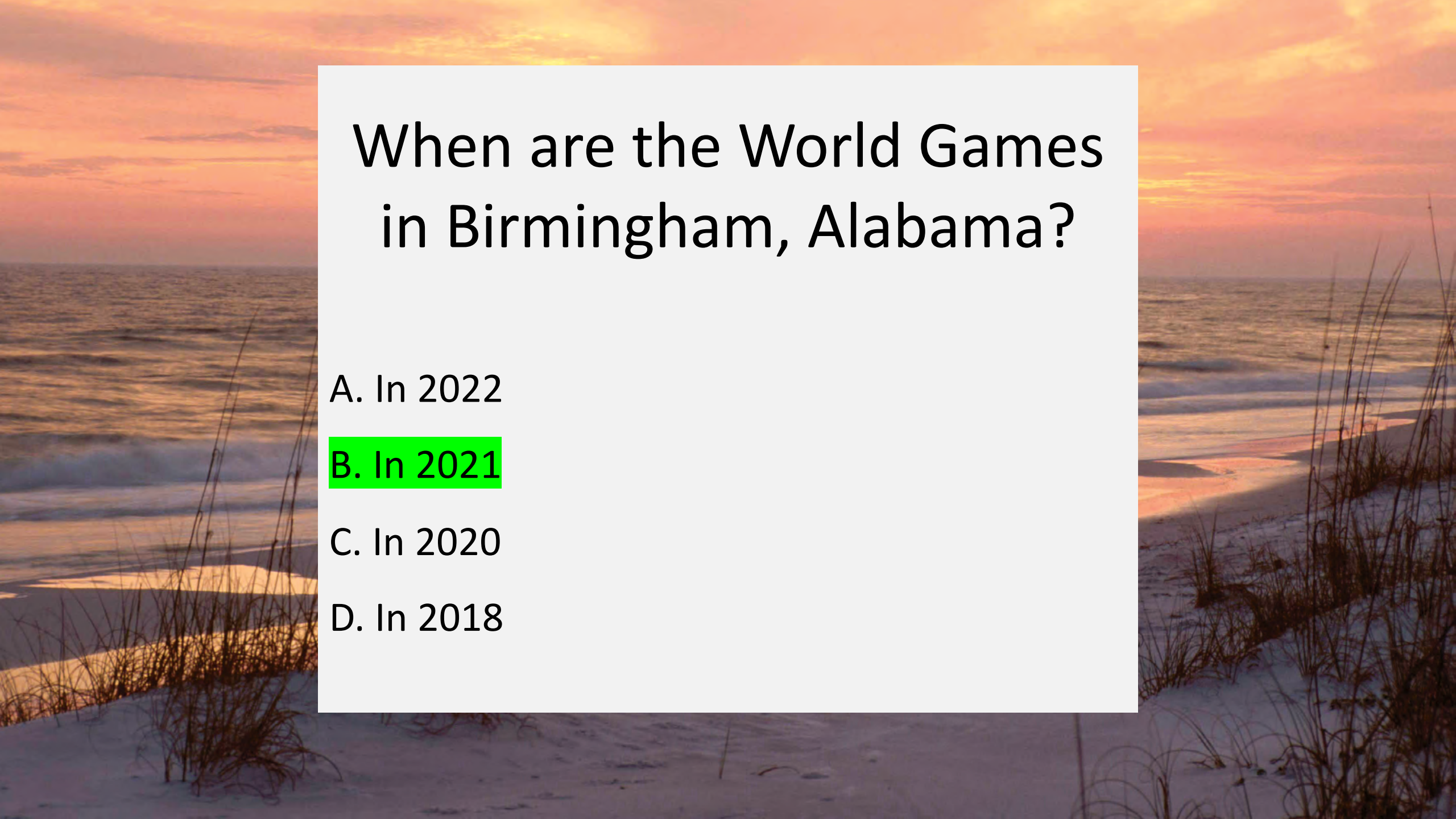




# When are the World Games in Birmingham, Alabama?

- A. In 2022
- B. In 2021
- C. In 2020
- D. In 2018





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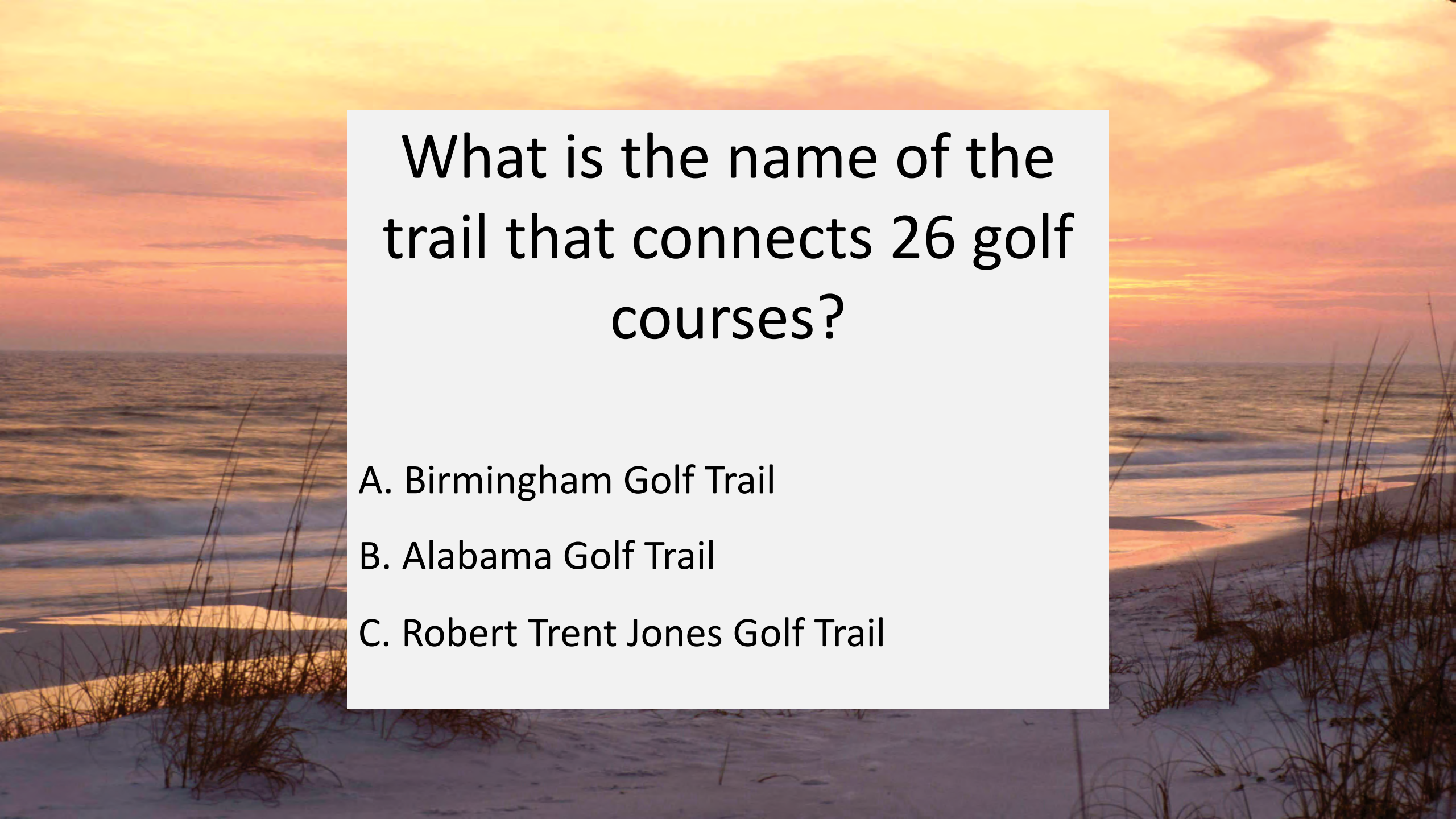
A. In 2022

**B. In 2021**

C. In 2020

D. In 2018

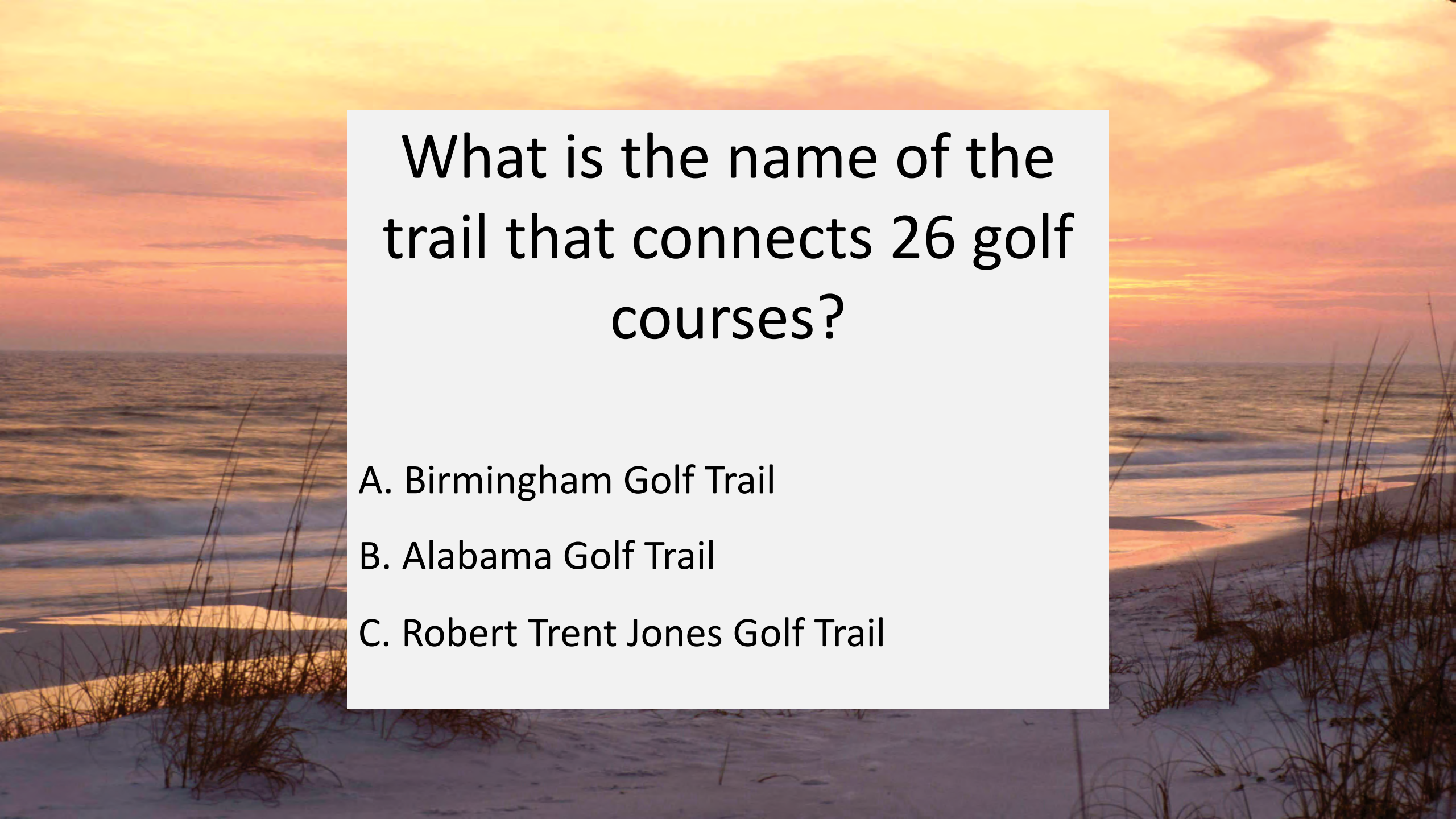




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B. Alabama Golf Trail

C. Robert Trent Jones Golf Trail





# Where can you buy lost items?

- A. Scottsboro
- B. Montgomery
- C. Birmingham





# Where can you buy lost items?

- A. **Scottsboro**
- B. Montgomery
- C. Birmingham





# Which mountain range borders Alabama?

- A. Appalachian
- B. Sierra Nevada
- C. St. Elias





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# How far is Atlanta to Birmingham?

- A. 237 kilometers east
- B. 237 kilometers west
- C. 137 kilometers east
- D. 137 kilometers west





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