



# AMERICANAFEST 2020

L A T E R A L

*Because I've always wanted to...*

# IN A NUTSHELL...

**NEW ORLEANS - MISSISSIPPI - ALABAMA- TENNESSEE**

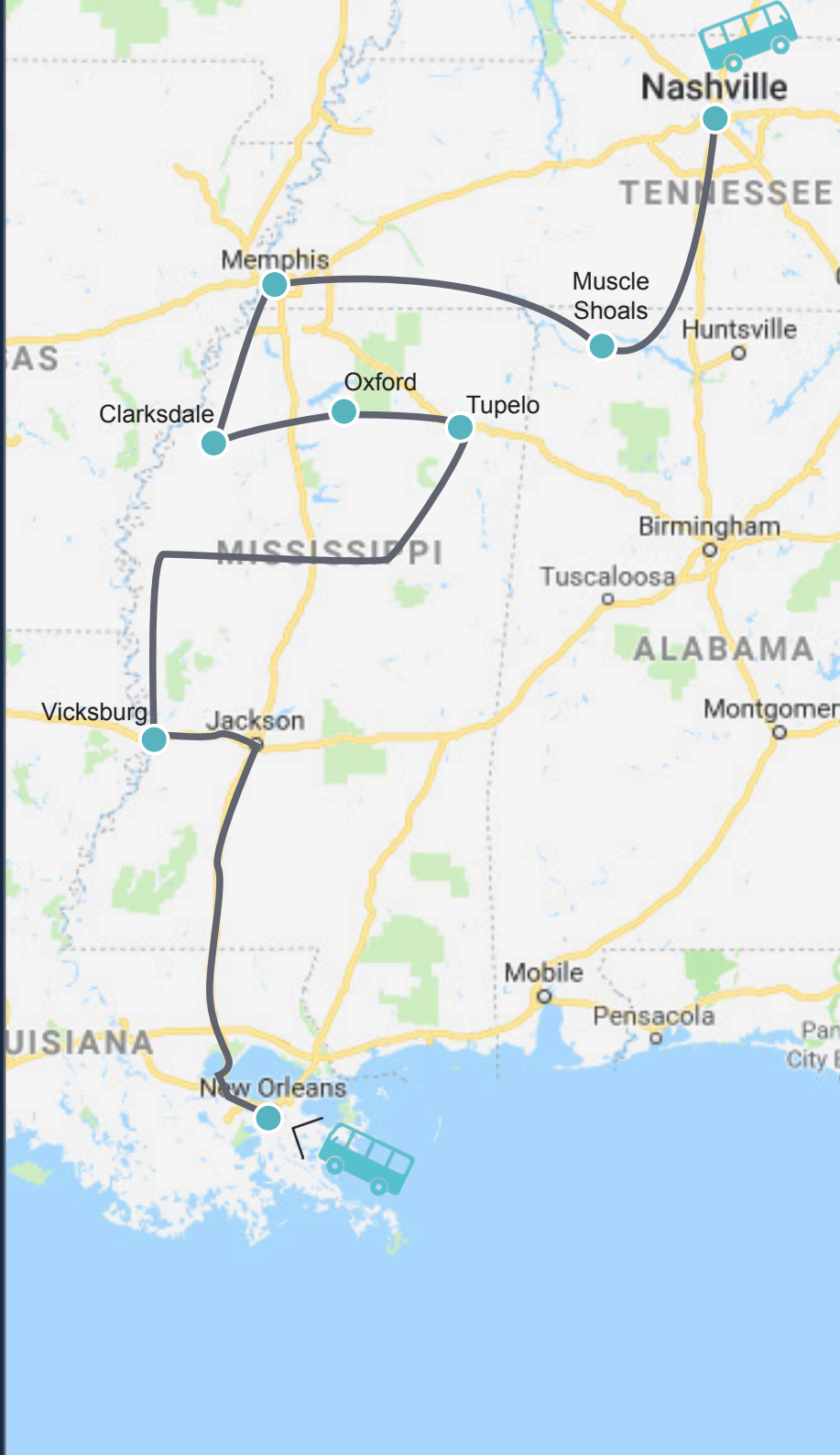
**TRAVEL PACKAGE:** 18D/17N AmericanaFest Package

**TRAVEL DATE:** Between 4th Sept - 21st Sept 2020

Come join the AmericanaFest Tour and Festival 2020!

Discover the roots to your rock 'n' roll. Explore the diversity of the deep south before attending the greatest little festival in America, held each year in Nashville, Tennessee. AmericanaFest, celebrating that eclectic mix of genres which has emerged over the years: gospel, blues, country, bluegrass, rock 'n' roll, funk and just rock. Americana!

[americanamusic.org/about-americanafest](http://americanamusic.org/about-americanafest)



# YOUR TRAVEL DETAILS

**Warm up to AmericanaFest by joining us on a music and history tour which starts in New Orleans and winds its way up through the Mississippi Delta to Memphis and then on to Nashville. Discover the roots to your rock'n'roll. Highlights include:**



- Link the history of the United States (slavery, Civil War, and the Civil Rights movement) to the development of its music
- Explore historical New Orleans, home of gumbo, birthplace of Dixie and Jazz and with its vibrant music scene and unique architecture
- Absorb the sobering vistas of the Delta, birthplace of the blues
- Stay at Hopson's plantation, the site of the first mechanised cotton picking, which drove the African-Americans to migrate north to Chicago
- Explore Elvis' Tupelo birthplace and Graceland in Memphis
- Sing gospel with Bishop Al Green at his church
- Visit museums and iconic music venues (Bourbon Street, Beale Street, Broadway, Civil Rights Museum, Country Music Hall of Fame, BB King Museum; Delta Blues Museum)
- Meet a Swamper in Muscle Shoals and tour the famous studio
- Warm up for AmericanaFest with a visit to Jack Daniels
- Mix with artists (Kiwi and international) at Americanafest
- Attend the Americanafest Honors & Awards Ceremony at the historical Ryman theatre
- Enjoy the Festival, with over 300 artists performing at 50 intimate venues across Nashville, most of which are walking distance from your hotel
- In short, two weeks of non-stop music, history and fun!!





# YOUR ITINERARY



## 04/09: ARRIVE IN NEW ORLEANS

### Welcome!

- o Check in to the Hampton Inn & Suites Hotel
- o Drinks and tour briefing early evening (timing to be notified)
- o Dinner at hotel or nearby
- o Overnight in French Quarter

On arrival in New Orleans transfer to the Hampton Inn & Suites Hotel located in New Orleans French Quarter, just a few blocks from Bourbon and French Streets.

6 pm - Group gathers in hotel for welcome drinks followed by dinner nearby the hotel. Get to know everyone. Some of us might venture out after dinner to Bourbon St, or French Street where the real music is.....

## 05/09: ALL ABOARD THE SS NATCHEZ!

### Explore the oldest Creole neighbourhood in the city

- o Breakfast + Brunch
- o Two hour steamboat cruise + Coach available
- o Visit Treme and Magazine Street
- o Overnight in French Quarter

At 9 am we depart from the hotel for the Mississippi River and a two hour cruise on the steamboat SS Natchez. Your first glimpse of the Mississippi, a gentle way to ease into the tour.

After the cruise we'll drive to the Court of the Two Sisters for a Creole brunch/lunch, with live Jazz.

This afternoon we explore the city's Treme District, then Magazine Street. Treme is the oldest African-American and Creole neighbourhood in the city. At its heart, Louis Armstrong Park includes the much older Congo Square which was one of the







few places where African-American slaves were able to gather and play their music which was banned on most plantations. The preservation and development of the African-American music played here helped lay the foundation for the unique American art form, Jazz. Magazine Street is regarded as the best shopping in New Orleans. It features some of the finest antique stores, art galleries, craft shops, boutiques, restaurants and cafés.

“the African American music played here helped lay the foundation for the unique American art form, Jazz.”







## 06/09: EXPLORE THE LEGENDARY FRENCH QUARTER

### *Walking tour followed by a free & easy day*

- o Breakfast
- o Morning French Quarter walking tour
- o Evening Maison Bourbon jazz performance
- o Overnight in French Quarter

This morning we'll take a guided walking tour of the legendary French Quarter, home of Caribbean-Colonial architecture and many buildings from the period of Spanish rule from the 1700s. Admire the intricate wrought iron galleries, courtyards, balconies and verandahs.

If you want lunch we can visit the casual Central Grocery, famous for its "muffuletta" sandwiches. The afternoon is free but your guide will help you with suggestions of things to do. Maybe just have a jet-lag nap and build for a night of jazz.

Recommended dining is at Bistreaux at the Bank - fine dining served within an historic old building. After dinner, we'll take our seats at the famous Maison Bourbon for a performance of traditional New Orleans jazz.



## 07/09: ARRIVE IN MISSISSIPPI

### *Delve into the history of Vicksburg*

- o Breakfast
- o Guided tour of Vicksburg National Military Park
- o Overnight in Vicksburg, Mississippi

Around 9am we board our deluxe coach and head off for Vicksburg. On arrival we check in at Corners Mansion. Overlooking the Mississippi and Yazoo rivers, the town of Vicksburg is strategically located on a high bluff. It has a long history but is best known as the site of the second most significant battle of the Civil War (after Gettysburg). General Ulysses S Grant besieged the city for nearly two months until its surrender in July 1863. This assured the Union Army of control of the Mississippi River, and hastened the end of the conflict.

After a casual lunch in Vicksburg's historic down-town, we'll take a guided driving tour of the National Military Park. This provides an opportunity to reflect on the impact of the Civil War on the South and on American music. Also see the USS Cairo, one of the famous "Ironclads" which revolutionised naval warfare.

Later in the afternoon, we'll call in at the highly regarded Attic Gallery which showcases the art and craft of the Mississippi Delta. Dinner suggestion is Rusty's Riverfront Grill and then in the evening wander the town. There are several good music clubs in the central Vicksburg, home of famed blues musician Willie Dixon.





## 08/09: WALK IN ELVIS' SHOES

### *It's a wonderful life*

- o Breakfast
- o Tour Elvis Presley Birthplace & Museum in Tupelo.
- o Transfer to Graduate Hotel
- o Overnight in Oxford, Mississippi

At 9 am we are on the bus and off along the Natchez Trace Parkway towards Tupelo.

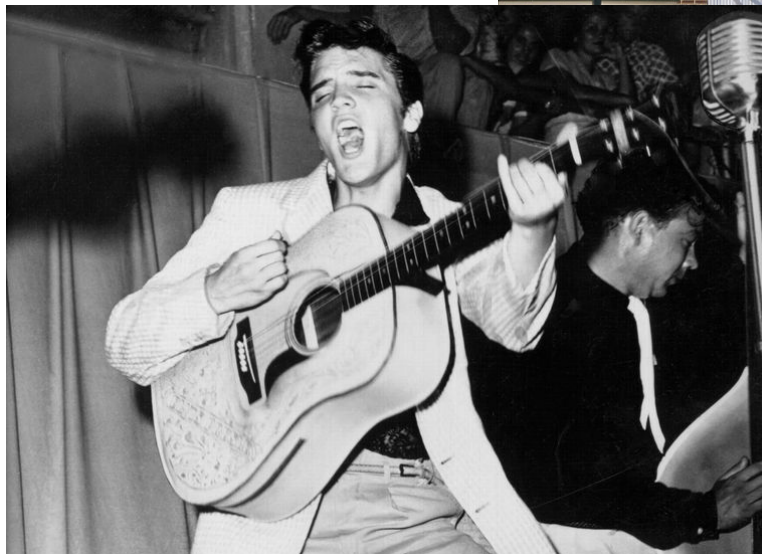
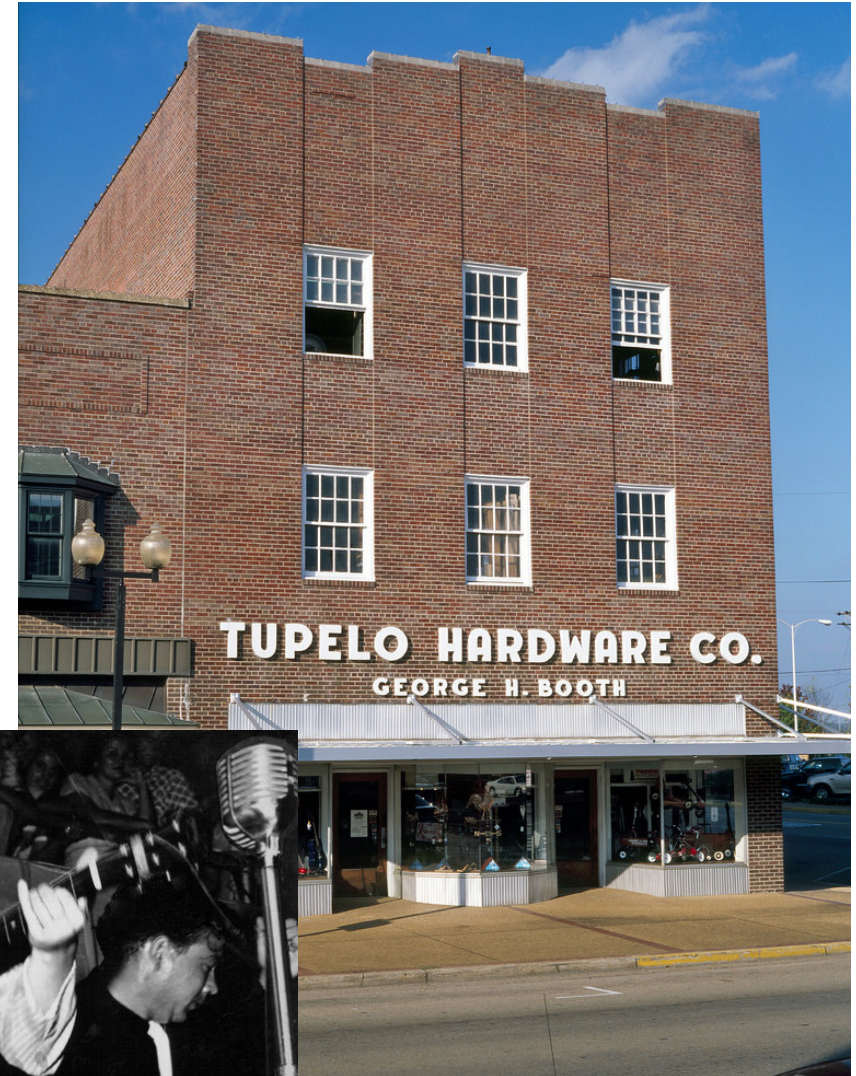
In Tupelo we visit the Elvis Presley Birthplace Museum. We're on the wrong side of the tracks, but that's where we find the two-room shack where Elvis lived as a boy, and the small chapel where he attended church and first listened to and sang Southern Baptist music.

We'll also stop in at the **Tupelo Hardware Store**. In 1946, Elvis and his mother went to Tupelo Hardware where Elvis wanted to purchase a .22 caliber rifle. Gladys persuaded him to look at a guitar, which store employees allowed him to try it out. His mother bought it for him and the rest is history.

We'll eat lunch on the road. On arrival in Oxford, we will check into the Graduate Hotel, not far from "Ole Miss" and located on Oxford's "The Square". It's also near Square Books, regarded as one of America's great independent book stores.

For dinner we recommend the Snack Bar Restaurant which features Southern style seafood.

Afterwards there are several small music clubs on or near The Square - Proud Larrys hosts good bands.





## 09/09: HIGH LITERATURE AND DIRTY COTTON

### *And a pivotal moment in the Civil Rights Movement*

- Breakfast
- Tour William Faulkner's home
- Drive through Ole Miss
- Overnight in Clarksdale, Mississippi

After breakfast we'll go and visit Rowan Oak, a fine example of anti-bellum (pre Civil War) architecture and also the home of William Faulkner, where he wrote his Pulitzer Prize winning works in the 1950s and early 60s. Rowan Oak now belongs to the University of Mississippi ("Ole Miss") also famous for a pivotal moment in the American Civil Rights movement, in 1962, when, during the so-called Battle of Oxford, riots broke out as segregationists protested against the enrolment of James Meredith, an African American former Sergeant in the US Airforce. Ultimately, under President Kennedy's orders, 31,000 National Guardsmen were called out to ensure the enrolment took place. We'll drive through the grounds of Ole Miss.

Then off we go down into the Mississippi Delta, with its rich alluvial soils ideal for the planting of cotton and corn, yet ironically epitomising the phrase "dirt poor".

We cruise into Clarksdale, where Highway 61 intersects with 49, one of the many prospects for the infamous Crossroads where Robert Johnson sold his soul to the devil in exchange for a remarkable transformation in his guitar picking

style. After lunch one of the local guides will walk us through Clarksdale, now just a remnant of its heyday in the 1930s through 50s as the epicentre of the Delta Blues.

“with its rich alluvial  
soils ideal for the  
planting of cotton and  
corn, yet ironically  
epitomising the phrase  
**dirt poor**”

We check in to the famous **Shack-up Inn\***, a cluster of old sharecropper huts transformed into motel units around the original Hopson Plantation cotton gin. It was here that in 1944 the first International Harvester cotton picking machine was introduced, slashing the cost of picking the crop and replacing man with machine. The subsequent migration of the displaced African American workforce northwards can be seen as igniting the Urban Blues, notably in Chicago.

In the evening we recommend Levons for dinner, an upmarket local restaurant owned and operated by an Australian couple. You might even find New Zealand lamb on the menu.

*\*Subject to availability. Alternative accommodation available*







## 10/09: MISSISSIPPI BLUES TRAIL

*Be amongst the greats!*

- o Breakfast
- o Private tour with guide
- o Overnight in Clarksdale, Mississippi

Today we meet a local legend, who will guide us around the Mississippi Blues Trail, visiting museums and towns where the blues greats started their lives ever so humbly. John Lee Hooker, Ike Turner, Muddy Waters, Pops Staples, Sam Cooke, Son House are just a few of the famous names born in the Delta, and whose birth markers are scattered along the roadsides and in the small towns. Not to mention BB King, and arguably the first of the Delta Bluesmen, Charley Patton, whose voice emerges eerily from the remaining buildings at Dockery Farm. We'll drive past another famous farm, Parchman, but you can't go in, unless you're thrown in. And we'll visit the old Tutwiler station, where W.C. Handy first heard the Blues.

That night, after dinner, you can explore the "juke" joints in Clarksdale such as Reds, or Morgan Freeman's Ground Zero.





## 11/09: THE CIVIL RIGHTS MUSEUM

### *This is the history behind the movement*

- Breakfast
- Check-in to the Holiday Inn Downtown, Memphis\*
- Tour the National Civil Rights Museum
- Overnight in Memphis, Tennessee

The first stop when the young bluesmen left the Delta was Memphis, and Beale Street became their home. W.C.Handy turned his orchestral talents to the Blues he had heard in Tutwiler, and wrote Memphis Blues on Beale Street. Then of course, came rock n roll, in the 50s, with Elvis, Jerry Lee, The Big O, Johnny Cash and Carl Perkins. And then came Soul, but funky soul, in the 60s, with Booker T and the MGs, Otis Redding, The Bar Kays and so the Memphis Sound was born.

Our visit to Memphis starts at the Civil Rights Museum, situated on the site of the Lorraine Motel, where 50 years ago Martin Luther King was shot on April 4th 1968. Enter the museum and easily spend 3 hours as the story of slavery, emancipation, Jim Crowe, and the Civil Rights struggles of the 50s and 60s unfolds. Sit on the bus with Rosa Parks, watch as the lunch bars in Nashville are desegregated, and follow the Freedom Riders across the Deep South. This is one of the finest museums anywhere in the world.

In the evening, wander down Beale Street and find some music everywhere.

*\*Upgrade to Peabody Hotel Available on request*





## 12/09: BEALE STREET BLUES

### *Where it all began...*

- o Breakfast
- o Tour Stax Museum, Royal Studios and Sun Studio
- o Afternoon High Tea at the Peabody (optional extra)
- o Overnight in Memphis, Tennessee

Today we start at the Stax Soul Museum, a rare oasis of integration in the early 60s. Booker T and the MGs were the House Band, and inside we'll follow the music and discover Isaac Hayes' gold Cadillac. We are also not far from Royal Studios, home of the legendary Memphis Hi Rhythm Section who were given a lifetime achievement award at Americanafest 2017. Also not far away is Ardent Studios, another iconic studio where Big Star recorded in the early 70s. When does it stop?

It doesn't. From here we go directly to Sun Studios, which still functions as a recording studio, but more as a shrine to Sam Phillips and his early mission to bring black music to the mainstream. This is where a young, shy Elvis cut his first recording, and, fooling around with the band, came up with his first big hit. And there's more..

Take a break from the barrage of historical images and reflections and take High Tea back at the Peabody Hotel, followed by some free time. Later that evening it's back to Beale Street and maybe some world class blues from BB King's house band. Don't spend all your money...



## 13/09: IT'S SUNDAY AND CHURCH DAY

### *Experience the Full Tabernacle Gospel Choir*

- o Breakfast + Lunch
- o Attend Al Green's Full Gospel Tabernacle church
- o Visit Graceland
- o Overnight in Memphis, Tennessee

.....Sunday morning, so we are going to church, and the preacher will be pleased to know that the Devil's Music hasn't exhausted your patronage and generosity. And this is not any church, it is Bishop Al Green's, with the Full Tabernacle Gospel Choir singing loud and proud. Bishop Green is there most Sundays..

We'll lunch on the bus, because just down the road is another church, of another kind, but no less spiritual in the context of the King of Rock 'n Roll. Ah, yes, you're going to Graceland, Graceland, Memphis Tennessee, completing a trilogy of Elvis venues which started a few days ago in Tupelo.

Redemption indeed.....



## 14/09: MUSCLE SHOALS

### ***Sweet Home Alabama***

- o Breakfast at hotel
- o Tour Muscle Shoals Sound Studio
- o Visit W C Handy's birthplace
- o Overnight in Florence, Alabama

At 9 am we depart Memphis for the three-hour journey to Muscle Shoals, Alabama. Check into the Marriott Shoals Hotel in Florence, one of the cluster of towns that make up Muscle Shoals.

After lunch we'll visit the Muscle Shoals' recording studio. This began as a bleak concrete block building in Sheffield, another of the Shoals towns. It was converted into a recording studio in 1969

when a group of session musicians, the Muscle Shoals Rhythm Section (affectionately called the Swampers) decided to start their own studio operation, breaking away from the other studio, Fame.

Among many others, the Rolling Stones, Aretha Franklin, Paul Simon, Lynyrd Skynyrd and Bob Seger, all recorded there. This studio has now become a National Historic Place and, after a recent restoration, has been opened to visitors. A special feature of your visit will be a meeting with one of the original Swampers who will talk with you about the recording sessions here that made musical history.



Next we visit the W. C. Handy Museum Birthplace in Florence. The self-declared "Father of the Blues" W.C. Handy was born here in 1873. His simple home now houses memorabilia, documents and the piano on which Handy composed Beale Street Blues, St Louis Blues, Memphis Blues and many other works that became jazz and blues standards.

Evening - Dinner is available at the Marriott Shoals Hotel, with live music in the bar all evening.



## 15/09: AMERICANAFEST!

### *Nashville here we come!*

- o Breakfast at hotel
- o Warm up at the Jack Daniels distillery.
- o Opening Festival Showcases
- o 6 nights in Nashville, Tennessee

Ok, we're off to Nashville for AmericanaFest. Over 300 artists in 50 venues all over Nashville. On the way we'll pre-load with a shot of Jack at the Jack Daniel's Distillery in Lynchburg.

Arriving in Nashville early afternoon, we check into the Drury Plaza Hotel, in downtown Nashville.

It's a short walk to Broadway, where live music plays all day and all night. It's also a short walk to the Country Music Hall of Fame, as well as the Ryman theatre, and, going in the other direction, to many of the venues which host the festival.

By now you will have downloaded the festival app, and figured out who you must see, and who you might be able to squeeze in. You can dash here and there to catch your bucket list artists, but many people pick a venue and stick there for the evening. And remember, we'll see a greatest hits selection of artists performing in the Awards Ceremony at the Ryman on Wednesday night.

On Thursday or Friday night there is usually a headline act performing at the outdoor arena, the Ascension Theatre, down by the Cumberland River, or at the Ryman. Two years ago it was none other than Van Morrison, in blistering form.

Come Sunday morning you'll be exhausted, but it is worth the queue to get into the Gospel Brunch at the City Winery, to close out the Festival and our musical journey. On Sunday night there is always something on and Monday is the day to pack up and leave in the afternoon. (Some may want to leave on Sunday)







## 16/09: AMERICANAFEST

### *AmericanaFest activities*

- o Breakfast at hotel
- o Country Music Hall of Fame & Studio B tour
- o Afternoon showcases
- o Attend the awards evening

## 17/09: AMERICANAFEST

- o Breakfast at hotel
- o Americanafest activities

## 18/09: AMERICANAFEST

- o Breakfast at hotel
- o Americanafest activities

## 19/09: AMERICANAFEST

- o Breakfast at hotel
- o Americanafest activities







## 20/09: GOSPEL BRUNCH

### *It's church day again*

- Breakfast at hotel
- Gospel brunch at City Winery
- Transfer to airport for flights home (for those leaving today)
- Sunday evening shows (for those leaving Monday)

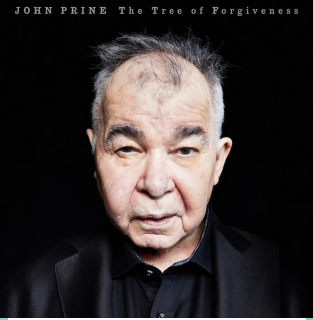
## 21/09: HOMEBOUND

### *Y'all come back now hear?*

- Breakfast at hotel
- Lunchtime transfer to airport



# THE 2019 AMA AWARD WINNERS...



"The Tree of Forgiveness"  
John Prine

ALBUM OF  
THE YEAR



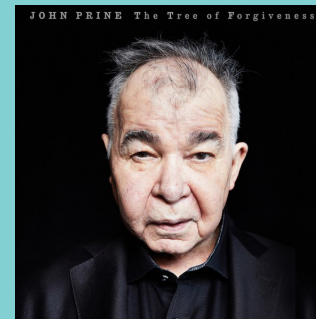
I'm With Her

GROUP OF  
THE YEAR



Brandi Carlile

ARTIST OF  
THE YEAR



"Summer's End"  
John Prine

SONG OF  
THE YEAR



The War and Treaty

EMERGING ACT  
OF THE YEAR





# YOUR TOUR GUIDE...



**Roger Bowie** is an entrepreneurial executive with a long business career in logistics (DHL Express) and healthcare (Southern Cross and Green Cross). He is a published author and is passionate about his music and music history. He thinks New Zealand Americana music has come of age and needs to be heard globally. He recently hosted the Executive Director of the Americana Music Association in Auckland and has spearheaded the effort to get a Kiwi showcase into AmericanaFest.

Roger has designed this Tour based on his experience doing a similar tour in 2016, and his three year attendances at AmericanaFest.

See Roger's post from Radio 13 in September 2018.

<https://www.radio13.co.nz/articles/the-2018-americanafest-chronicles/>

Roger is a regular contributor to Radio13.co.nz with concert reviews and interviews. He curates and presents a monthly radio show on PlanetFM 104.6. You can access the podcast from

<https://www.planetaudio.org.nz/rogers-eclectic-journey>



# THE NITTY GRITTY...

## COST OF YOUR UNFORGETTABLE EXPERIENCE:

- » **\$9,420 pp (twin share)**
- » **\$3,805 pp single supplement (own room)**

NB: i. Pricing will be reviewed Jan 31st 2020 based on: number travelling, AmericanaFest ticket changes on Feb 3rd 2020 and indications of hotel upgrade requirements.

ii. Pricing for tour only (without festival) is available on request

iii. Hotel upgrades available in New Orleans, Memphis and Nashville

## INCLUSIONS:

- » 3 - 4 star hotel accommodation (upgrades may be available at extra cost)
- » Luxury 43 seat tour bus, or luxury 15 seater van, depending on final numbers
- » Tour guide
- » Local tour guides in New Orleans, Vicksburg and Clarksdale
- » Meals as indicated (daily breakfast)
- » Tickets to all attractions listed
- » Conference registration for Americanafest which provides early bird priority options for busy venues, as well as tickets for the Awards Ceremony
- » Airport transfers
- » Most, but not all, gratuities (your guide will inform)

## EXCLUSIONS:

- » Airfares (support available from Lateral...)
- » Travel Insurance (compulsory)
- » Visas
- » Lunches and Dinners and all drinks (except where specified)

# ...YOURS Laterally

## LATERAL SPECIALISES IN:

- » Executive Sabbaticals
- » Complex Itineraries Worldwide
- » Creative Honeymoons
- » Milestone Birthdays & Anniversaries
- » Family Reunions
- » Music Festivals
- » Special Interest Tours

## NOT SO SMALL PRINT:

Lateral will do all possible to confirm arrangements as per the agreed itinerary. In the event of any change we will notify you at once with a suitable alternative. The total trip price may change due to variables beyond our control such as force majeure, weather conditions, political conditions and events. When you are on a trip, you will be provided with 24 hour emergency contacts both in the country you are visiting and at Lateral in New Zealand.

[Our full Terms and Conditions](#)

## CONTACT DETAILS:

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L A T E R A L

*Because I've always wanted to...*