

# MISSISSIPPI RIVER COUNTRY U.S.A.



Mississippi River Country, USA offers a wealth of attractions to meet any traveler's interest. Big cities and small towns, open spaces and recreation, value and safety - Mississippi River Country, USA has it all. Mississippi River Country, USA stretches 2,552 miles through ten states from the headwaters of the Mississippi in Lake Itasca to where the river empties into the Gulf of Mexico. Friendly people and exciting places await you at one of the most important new recreational areas in North America's heartland - Mississippi River Country, USA.

The Mississippi River Country, USA program is guided by the state tourism directors of the ten river states and is organized through the non-profit Mississippi River Parkway Commission. The Commission coordinates fam tours for media and travel agents, develops itineraries, maps, and foreign language brochures, and offers tour planning and media assistance. For more information contact: Mississippi River Country, USA, Pioneer Building, Suite 1513, 336 Robert Street, Saint Paul, Minnesota 55101. Phone 612-224-9903. Fax 612-224-9413.

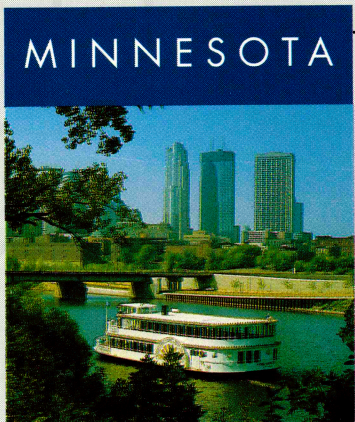


Mississippi River Parkway Commission,  
Pioneer Building, Suite 1513, 336 N. Robert Street  
St. Paul, Minnesota 55101, U.S.A.  
612-224-9903 (FAX 612-224-9413)

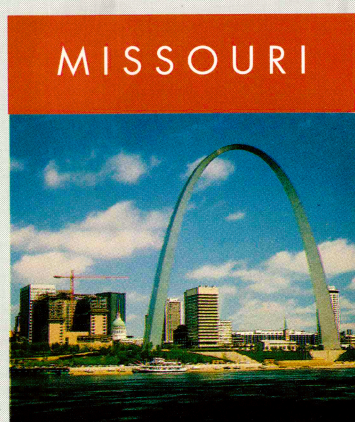




The river begins its 2,552-mile journey to the sea from its headwaters in Itasca State Park. From its ankle-deep source, the mighty Mississippi winds its way through Minnesota- from the northern wilderness through contemporary, cosmopolitan cities to rich farmlands and plains. Each bend of the river offers something new in the land of 15,000 lakes. From professional baseball thrills in the Metrodome, to the Mall of America - the nation's largest fully enclosed shopping and entertainment complex, to more than 500 beautiful golf courses, the good times flow like the river. For more information contact: Minnesota Office of Tourism, 100 Metro Square, 121 Seventh Place East, Saint Paul, Minnesota 55101. Phone: 612-296-5029; Fax: 612-296-7095.

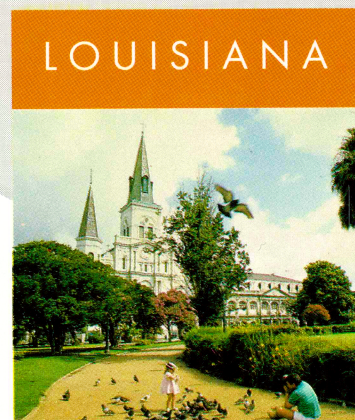


Missouri greets visitors with an amazing variety of vacation fun. From modern cities like St. Louis and Kansas City to historic river towns like Mark Twain's Hannibal, there's a wide choice of things to see and do.



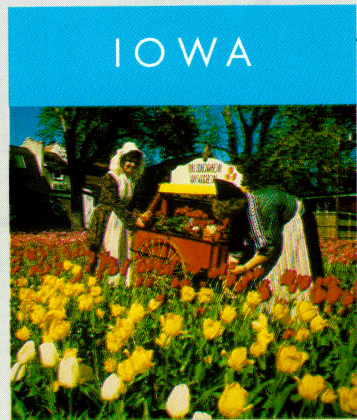
Choose from professional sports, lively nightlife, theme parks, water sports, shopping centers, museums, wineries and zoos. Whether you look at this scenic heartland state from the top of the Gateway Arch or from its Ozark mountain country, from a Pony Express stable or a presidential library, you'll see diversity is Missouri's appeal. For more information contact: Missouri Division of Tourism, P.O. Box 1055, Jefferson City, Missouri 65102. Phone: 314-751-4133; Fax: 314-751-5160.

Louisiana is called the "exotic sister" in the family of American states. A cultural gumbo, Louisiana is a wonderful mix of English, French, Spanish, and other international influences.



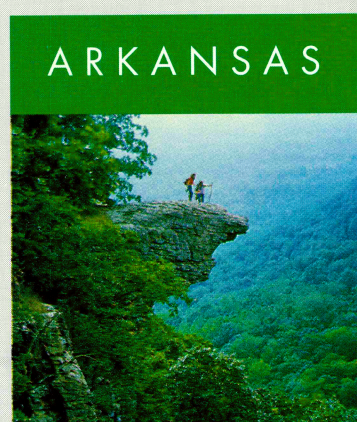
Visitors discover a travel experience that is rich in depth and variety. Each culture guarantees an enjoyable experience because hospitality is more than second nature in Louisiana. No wonder most visitors return to the birthplace of jazz, world-famous cuisine, and colorful celebrations. Louisiana is the state where enjoying life is a full-time occupation. For more information contact: Louisiana Office of Tourism, 1051 North Third Street, Capitol Annex, P.O. Box 94291, Baton Rouge, Louisiana 70804. Phone: 504-342-8100; Fax: 504-342-8390.

Smile! You are in Iowa. The midwest's friendliest people and hospitality unmatched, anywhere. Millions of smiling faces can't be wrong.

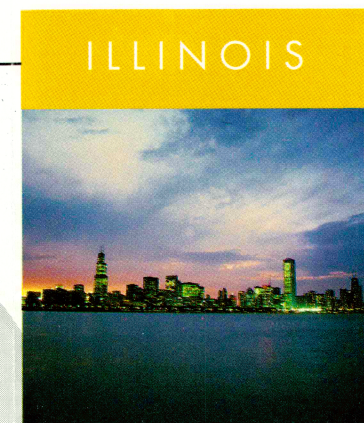


International Iowa welcomes you with the hospitality of many cultures. Explore Old World ways in Cedar Rapids' Czech village and Decorah's Vesterheim Norwegian Museum. German hospitality greets you in the Amana Colonies; Pella "blooms" its Dutch Welcome at Tulip Time; and Tama introduces you to the Mesquakie Indians. Wherever you go, Iowa will make you smile. For more information contact: Iowa Division of Tourism, 200 East Grand, Des Moines, Iowa 50309. Phone: 515-242-4705, Fax: 515-242-4749.

Arkansas is The Natural State for visitors seeking the great out-of-doors. It combines the charm of the old South with the spirit of the Pioneer West.

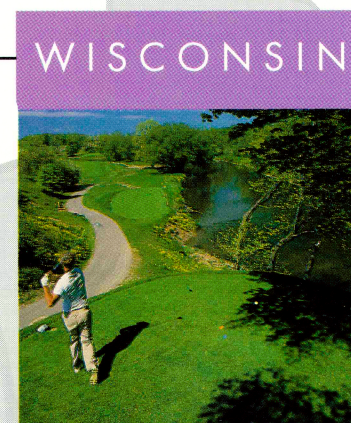


Over 60 percent of the state is forested, and 500,000 acres of lakes dapple its northern and western mountains, the Ozarks and the Ouachitas. In contrast, eastern Arkansas, bordering the Mississippi River, is fertile Delta country where rice, soybeans and cotton flourish. The nation's only diamond mine, a folk cultural center, and world-famous thermal spa are among its proud possessions. For more information contact: Arkansas Department of Parks and Tourism, One Capitol Mall, Little Rock, Arkansas 72201. Phone: 501-682-1120; Fax: 501-682-1364.

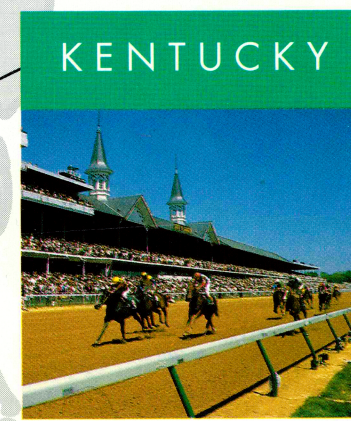


No trip to Illinois is complete without a stay in Chicago, the big, lake-shore city. World neighborhoods, internationally acclaimed museums, performing arts, professional sports, world-class shopping, and the world's tallest building. History buffs must also see Springfield, Abraham Lincoln's home and burial site; Galena, a charming Victorian city; and the Greater Alton area. All known for their antique stores and resort activities.

The Mississippi River winds for 450 miles from the northern border to the southern tip of Illinois, past places reminiscent of America's riverboat days. Today's riverboat gaming casinos add new entertainment to Illinois. For more information contact: Illinois Bureau of Tourism, 100 W. Randolph, Suite 3-400, Chicago, Illinois 60601. Phone: 312-814-4732; Fax: 312-814-6175.

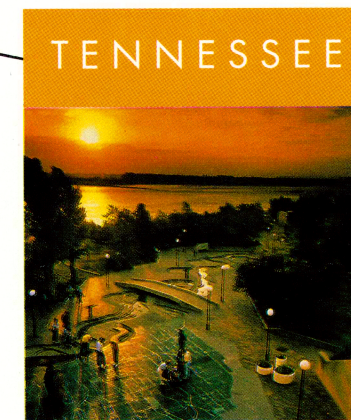


Europe and Native America have met and married. It is full of rich cultural, historical and urban experiences. For more information, contact: Wisconsin Division of Tourism, P. O. Box 7970, Madison, Wisconsin 53707. Phone: 608-266-2161; Fax: 608-266-3403.



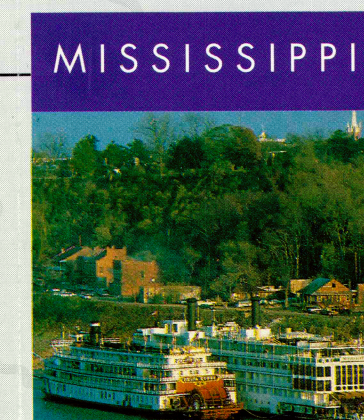
Kentucky is world-famous for bourbon distilleries, Appalachian folk art, bluegrass music, and thoroughbred horses. Race fans travel to the horse capital of the world for the most exciting two minutes in sports: the Kentucky Derby.

Kentucky invites you to explore a World Heritage Site - Mammoth Cave, the world's longest known cave system. And with more miles of running water than any other state except Alaska, Kentucky is a water sportsman's paradise. The fresh, natural beauty of the lake areas throughout the state draws millions of visitors each year. For more information contact: Kentucky Department of Travel Development, 500 Mero Street, 2200 Capital Plaza Tower, Frankfort, Kentucky. Phone 502-564-4930; Fax 502-564-5695.



Tennessee is singing your song! From the folk ballads and bluegrass music of the Appalachian Mountains to the country music of Nashville's Grand Ole Opry or the blues of Beale Street to the rock 'n' roll of Elvis' Graceland in Memphis - it all sounds great!

Tennessee is downhome fun and uptown excitement from log cabins to plantation mansions to skyscrapers, from Smoky Mountain heights to white-water adventure. Here you can tour the homes of legendary frontiersmen and three U.S. Presidents; visit Civil War battle sites at four national military parks; tour the world-famous Jack Daniel's Distillery; or ride the monorail to Mud Island, a park dedicated to life on the Mississippi River. For more information contact: Tennessee Department of Tourism Development, P.O. Box 23170, Nashville, Tennessee 37202. Phone: 615-741-2159; Fax: 615-741-7225.



The romantic past and dynamic present meet in the Deep South state that shares its name with the big river. Mississippi takes its tourists past the silent cannons of the nation's best-preserved Civil War battlefield in Vicksburg, to the engine-testing site of space shuttles at the Stennis Space Center.

Mississippi invites you to: indulge in Gulf Coast seafood; celebrate the Delta Blues; tour a working cotton plantation; visit the birthplace of Elvis; and step back in time at "Gone With the Wind" style mansions. For more information about "Mississippi - The South's Warmest Welcome!" contact: Mississippi Division of Tourism Development, P.O. Box 1705, Ocean Springs, Mississippi 39566-1705. Phone 1-800-WARMEST or 601-359-3297 Fax: 601-359-5757.