

area group amenities **10** quality/availability of information **8**
quality/variety of services & facilities **10** service/responsiveness of staff **10**

2007
pinnacle awards
cvbs

tennessee

memphis convention & visitors bureau

3 time winner

Memphis is synonymous with great music, great food, and a whole lot of soul. The city's accommodating meetings services help groups get into the groove.



at work

The Memphis Cook Convention Center took the wraps off of a \$100 million renovation and expansion just three years ago. The Cook Convention Center complex now measures 350,000 square feet and includes 190,000 square feet of exhibit space, a 28,000-square-foot ballroom, 31 breakout rooms, and the 2,100-seat Cannon Center for the Performing Arts. New to the meetings and convention scene is the \$250 million FedEx Forum, home to Memphis Grizzlies and University of Memphis Tigers basketball teams and adjacent to the Beale Street entertainment district. Just outside of downtown, the Mid-South Coliseum offers a 12,000-seat arena with 63,000 square feet of exhibit space on arena floor, two concourses, and six meeting rooms.

at rest

More than 3,000 hotel rooms blanket downtown Memphis, and more accommodations are on the way. Big news for Beale Street fans: Westin Hotels is coming to town. Scheduled to open in this summer, the nine-story property is Tennessee's first Westin and will feature nearly 6,700 square feet of meeting space. At the convention center, the Memphis Marriott Downtown experienced a complete renovation from the ground up at the same time the center was expanded. The Peabody Memphis is a historic favorite, while the sleek new Madison Hotel has been named one of the World's Best Hotels by *Travel + Leisure* magazine.

at play

Playtime in Memphis is easy to fill, thanks to a strong music scene, quick access to spectator sports, cultural and heritage attractions and tours, and superb outdoor activities. Some of the city's most popular attractions for groups are in the Beale Street entertainment district, where nightclubs and restaurants beckon visitors with an ongoing party atmosphere, flowing brews and cocktails, and some serious music, ranging from rockabilly to soul to gospel. The National Civil Rights Museum showcases the city's African-American heritage, while the brand-new Hattiloo Theater, the Orpheum Theater, and Brooks Museum of Art bring performances and exhibits into focus for the city.

at the table

Attendees in Memphis will be licking their chops anticipating the regional cuisine that has put this city on the culinary map. Barbecue reigns supreme—indeed, Memphis plays host to the annual World Champion Barbecue Cooking Contest—and is famous for its spicy, smoky take on an American classic. But don't think that the city's palate stops there. From international bistros to haute culinary masterpieces, Memphis offers groups a full menu of choices. Nationally recognized names like Richard Farmer of Jarett's and Jose Gutierrez of Chez Phillippe have wowed New York critics, and area restaurants aim to please groups.

For more information: (901) 543-5300;
www.memphistravel.com