



U.S. CIVIL RIGHTS TRAIL

CONNECTIVITY CONFERENCE

OCT 26-28, 2026

MEMPHIS, TENNESSEE

HYATT CENTRIC BEALE STREET



Once a year the Trail gathers in one place. Last year the Connectivity Conference drew well over 100 people from across the Trail to Atlanta. **This year the Trail meets in Memphis** for three days of working sessions, guided site visits, and time with the people who shape civil rights travel.

Built to send you home with new partners, practical ideas, and a clearer view of what works.

FOR DMO LEADERSHIP AND MARKETING STAFF

STATE TOURISM OFFICES

CIVIL RIGHTS SITE ADMINISTRATORS

LEGISLATORS

THREE DAYS, AT A GLANCE



MON, OCT 26

Arrivals and registration at the Hyatt Centric.

Alliance Board of Directors meeting.

Opening reception and dinner.

All delegates welcome.



TUE, OCT 27

PROGRAMMING

Continue the journey with a day of programming focused on the future of the Trail and the growing civil rights heritage tourism market. Sessions explore the Trail's long-term vision, audience insights, visitor trends and economic impact, best practices from destination leaders, and strategies for authentically interpreting and marketing historic sites.

Dinner in the Lorraine Building.



WED, OCT 28

Connectivity Breakfast.

Departures at 11:00 AM.

Two nights. Home by Wednesday.



VOICES THAT CHANGED THE WORLD

TUESDAY AFTERNOON, GUIDED ACROSS MEMPHIS, ENDING AT THE NATIONAL CIVIL RIGHTS MUSEUM AT THE LORRAINE MOTEL™

◆ STAX MUSEUM OF AMERICAN SOUL MUSIC ◆ CLAYBORN TEMPLE ◆ I AM A MAN PLAZA ◆ MASON TEMPLE
◆ R.S. LEWIS FUNERAL HOME ◆ WITHERS COLLECTION ◆ BEALE STREET ◆ DR. MARTIN LUTHER KING, JR. REFLECTION PARK



\$695

REGISTRATION
FIVE MEALS, EVENT TOUR, ALL GROUND
TRANSPORT, AND TWO FULL DAYS OF
PROGRAMMING.



SEPT 28

REGISTRATION CLOSES,
OR SOONER IF
SOLD OUT.



SEPT 28

ROOM BLOCK CLOSES, 5 PM ET.
\$199 PLUS TAX PER NIGHT,
CODE G-TRAV.



SCHEDULE AND DETAILS

Scan the code

Full schedule, costs, and hotel booking at
industry.travelsouthusa.com

TO REGISTER

REQUEST YOUR LINK

Registration is by individual link.
Email Angelica@travelsouthusa.com or call 404.231.1790.