



PRODUCT DEVELOPMENT SERIES SUMMARY

SERIES: American River Golf Classic

VESSEL: *American Countess*

DEPARTURE DATE: May 9, 2021

ROUTE: Memphis to New Orleans

ITINERARY:

05/09/21	Sun	Memphis	0500	1700
05/10/21	Mon	Terrene Landing	0800	1300
05/11/21	Tue	Vicksburg	0700	1700
05/12/21	Wed	Natchez	0700	2100
05/13/21	Thu	St. Francisville	0800	1700
05/14/21	Fri	Baton Rouge	0800	1700
05/15/21	Sat	Nottoway	0800	1800
05/16/21	Sun	New Orleans	0500	1700

OVERVIEW

Join us for an American River Golf Classic cruise that will provide play at four of the most prestigious courses along the Lower Mississippi River, with an optional opportunity to play at TPC Louisiana in New Orleans. Lunches and special giveaways will be included along with a special guest appearance from a recognized golf expert and professional. Once aboard, guests will not need worry about their clubs. We will transport clubs nightly to the next location and a representative will clean each set each evening prior to play.

A. Hotel Embarkation

Sheraton Memphis Downtown
250 N. Main St.
Memphis, TN 38103



(901) 527-7300

Check-in: 4:00 p.m.

Check-out: 11:00 a.m.

[Sheraton Memphis Downtown](#)

B. Entertainment

- TBD

C. Special Event(s) and details

- One round of golf at the following premier golf courses
- Transportation to and from the boat to each course
- Organized and facilitated “event” experience
 - o Pre-arranged shotgun start
 - o Grouping of four
 - o Two golf carts per group
 - o “Bag Drop” Service
 - o Welcome by a local PGA Club Professional
 - o Oncourse food and beverage offerings
 - o Complimentary logoed items
- Daily competition
 - o Scramble/best ball format
 - o Par 3 competition
 - o Long-drive competition
- Voyage-long competition
- Hole-in-One cash prize
- We will have a person traveling ashore each night to clean clubs for the next round of play.

Play at:

Colonial Country Club

- o *Memphis, TN*
- o *17 miles from downtown Memphis*

AMERICAN QUEEN® STEAMBOAT COMPANY

- Hosted over 30 PGA Tour events
- Rated #4 best course in TN (Golf Digest)



Black Bear Golf Club

- Delhi, LA (Vicksburg)
- 45 miles from downtown Vicksburg
- America's Best new course 2007 (Golf Digest)
- Best public golf course in LA 2010-2016 (Golfweek)



The Bluffs

- St. Francisville, LA
- 10 miles from downtown St. Francisville



- Course design by Arnold Palmer
- #1 Public Course in LA 2016-2017 (Golf Magazine)



Copper Mill Golf Club

- Zachary, LA
- 16 miles from downtown Baton Rouge
- Consistently ranked inside to 10 courses in LA (Golf Digest)

D. Dining

- Dinner options will include the replication of famous Masters Champions' Dinners

E. Bar

- Standard

F. Related Shore Excursions (pertaining to theme)

- [Vicksburg Premium: A Round of Golf at the Vicksburg Country Club](#): It's time to tee off in Vicksburg! Join us for a fantastic round of 18 holes at the Vicksburg Country Club Golf Course, built in 1929. All cart, clubs, and green fees are included
- [All Premium Tours Offered](#)

Optional Golf Post-Cruise Golf Experience

TPC Louisiana

- Avondale, LA
- 13 miles from downtown NOLA
- Host of PGA Tour Zurich Classic
- Considered by golfers to be a “destination facility”



G. Housekeeping / Hotel *[In-room Amenities]*

H. Pre / Post City Stays

- [Memphis Pre Cruise: The Complete Memphis Experience](#)
- [New Orleans Post Cruise: The Ultimate New Orleans Experience](#)

I. Pre / Post Premium Experiences

- [Memphis Pre Cruise Premium: The Elvis Experience](#)
- [New Orleans Post Cruise Premium: New Orleans Highlights Tour](#)