

Elvis 35th

Anniversary Tours

August 2012



Memphis • Tupelo
plus options to
Las Vegas
and Hawaii



ELVIS
TRAVEL SERVICE

ARENA
TRAVEL

Join us for 'the Big One' in August 2012 - Elvis' 35th Anniversary Tours featuring Tupelo and Memphis with options to visit Las Vegas and Hawaii.

At each major (5 yearly) anniversary of Elvis' leaving us fellow fans have asked me if I thought that this would be the last of 'the big ones'! I remember it happening as early as the 10th Anniversary, a lot at the 25th and again, perhaps even more so, for this, the 35th. An honest answer? 'No', and not for a long while yet either. The reason is simple. What Elvis had – and gave us – is enduring. Unlike so many music or film stars of today who are here one minute and gone the next, whose talent becomes as dated as yesterday's fashions, Elvis still brings that vibrancy, that 'uniqueness' to every performance. And however hard others will try to copy him, there will only ever be one Elvis. Which is precisely why so many of his fans wish to pay homage to him each August and, especially, on all the major anniversary dates.

For the 35th Anniversary we have a wonderful choice of holidays – **Tour A**, which is our traditional Tupelo and Memphis journey that has followed a familiar pattern since the early 'Memorial Tours' of the 1980's. This is the ideal holiday for those fans with limited time but who feel the need 'to be there'. Tupelo has become a marvellous place to visit with so much more to see and do than in 'the old days' and the TLC with which the people of Tupelo look after the Birthplace and, indeed, anything Elvis, just has to be experienced. Memphis, of course, is extra special to all Elvis fans, not just because it was where Elvis lived (and on our special guided tour you'll see three of his homes) but it was the city he loved. Elvis owes much to Memphis – but Memphis owes even more to Elvis, and as you get to know the city with us you'll have an even greater understanding of the phenomenon that was, and still is, Elvis Presley.

We then have two great holiday options where fans can continue their journey of discovery and enjoyment.

The first, **Tour B**, heads on over to Nevada to the glittering, glamorous, gambling city of Las Vegas – a city that probably owes even more to Elvis as it

was he that rejuvenated this desert resort and made it the 'Show Capital of the World' that it still is today. Our tour stays at the lavish Las Vegas Hilton, where Elvis also resided and performed his legendary shows, and apart from soaking up some of this rich heritage our tour members will be able to see a performance of the incredible **Viva Elvis**, Cirque du Soleil Show...as well as to bask in the sunshine, visit the Grand Canyon and enjoy all the other Las Vegas attractions.

The second of our option extensions, **Tour C**, takes fans into the heart of the Pacific to the glorious Hawaiian Islands where they'll have a week to enjoy Elvis' favourite holiday destination. Elvis loved Hawaii and you will too. Staying at a beachside hotel in the heart of Waikiki there's plenty of time to explore, sightsee, surf, hula (as you do!) or whatever takes your fancy in this holiday paradise. Time too to swim with dolphins, take an evening's romantic dinner cruise or to take a day trip over to the 'Garden Isle' of Kauai to see some of the beautiful locations for the filming of Elvis' Blue Hawaii. The hardest part will be deciding which of the three great holiday choices to take but I assure you, whichever one you choose, you'll have a wonderful time, you'll stay in lovely hotels, and have an expertly planned, great value holiday, whilst being looked after by experienced and knowledgeable Tour Managers who are also Elvis fans.

I hope to see you on board.

David J. Wade
Elvis Travel Service/
Strictly Elvis UK

40 YEARS OF ELVIS TRAVEL

2012 marks the 40th year of Elvis tours to the USA – no-one has been doing it longer, or better, than the Elvis Travel Service and Arena Travel. During that time David Wade and his team have built up a thoroughly deserved reputation as the experts in Elvis holidays – be it to Memphis, Tupelo or points beyond. Being Elvis fans themselves they know what other fans want from their Elvis holiday and being travel professionals of long-standing they also know how to best provide it. It is their experience and contacts that has provided such treats and innovations as the Police cavalcade escort in Tupelo, the now famous Shuttle Bus Service and some very special bonus visits on the sightseeing tours. Perhaps above all though it's the friendliness of the staff that separates them from others...no cold call-centre contact with them, phone and you'll talk to the very people that set up the holidays and often travel on them, and whilst away you'll be looked after by Tour Managers who care – and who want to make sure that you get every possible enjoyment out of travelling with them.



ITINERARY - Tour A

Day 1. Wednesday 8th August

Morning departure from London or Manchester for the scheduled transatlantic flight via a US gateway city to Memphis. Coach transfer to Tupelo, Mississippi and your hotel and the remainder of the evening is free. Should you prefer it arrangements could be made for you to stay in Memphis instead – this applies to Options B & C also but if you haven't been to Tupelo before then don't miss out – it's a fabulous place and, of course, it has the ultimate Elvis connection – he was born there!

Day 2. Thursday 9th August

We start the day with a short guided sightseeing tour of Tupelo – 'the friendliest city in the South' – during which we'll see where Elvis went to school at Lawhon Elementary and Milam Junior High, Tupelo Hardware where Gladys purchased his first guitar and many other places significant to his life there.

We end the tour at Elvis' Birthplace and you'll have as much time as you wish to see and absorb the atmosphere of this magical place. Visit the humble home where Elvis was born, experience an old time Service at the original Assembly of God Church that the young Elvis attended, see the Memorial Chapel, the award-winning Elvis Presley Museum and the Visitor Centre and Gift shop. The grounds of the Birthplace are tastefully landscaped and include a fountain, a statue of Elvis at 13yrs. and a story wall. There is little doubt that you'll find this visit fascinating and enjoyable.

This afternoon our Shuttle Bus Service operates between the Birthplace, Shopping Mall, the hotel, Tupelo Hardware and the Auto Museum so you'll have plenty of opportunity to shop, sightsee, explore or relax before this evening's dinner and Elvis-Disco.

Day 3. Friday 10th August

Morning shuttle bus service around Tupelo before the afternoon drive north, over the State Line, to Memphis, Tennessee and to your chosen hotel. Remainder of the day at leisure. Our now famous Shuttle Bus Service commences this evening connecting Graceland (Heartbreak Hotel) with the Downtown area (Doubletree Hotel and Peabody Hotel).

Day 4. Saturday 11th August

Come with us to see the Elvis sights of Memphis on a guided tour that also includes many of the city's major landmarks as well. We'll show you the Mississippi River, Mud Island and the Riverboats, the impressive Pyramid, the FedEx Forum, the Cotton Museum, the Rock & Soul Museum and the National Civil Rights Museum but most of all we'll show you the places significant to Elvis' life. You'll see Hume's High School where he joined in the 8th grade, Beale Street where some of his musical influences (and his dress sense) were formed, the



impressive Peabody Hotel where his school Prom was held, Sun Studio (where we'll enjoy a guided tour), some of the places where Elvis performed and where he lived in Lauderdale Courts, in Audobon Drive and his beautiful Graceland mansion.

Day 5. Sunday 12th August

Full day to enjoy the Graceland 'experience' – your Platinum Pass will allow you to take the audio-guided tour of the home that Elvis loved so much, to walk through many of the rooms including the famous Jungle Room, to see the vast array of awards bestowed upon him and to enjoy quiet reflection in the Meditation Garden. Time too to take a look aboard Elvis' Custom Jets, the Lisa Marie and Hound Dog II, to cool off in the air-conditioned comfort of the amazing Car Museum or to visit one of the special Elvis Exhibitions. With souvenir and speciality shops, two diners and an ice cream parlour you won't be at a loss for something to do, buy or eat!

Days 6 to 9. Monday 13th to Thursday 16th August

Four glorious days to enjoy the sights and sounds of Memphis. A chance to revisit Graceland especially as on some days there is a free walk-up to Graceland's Meditation Garden in the early morning or late evening. Time too to explore Memphis, to take a ride on an old Mississippi Riverboat, to visit some of the fascinating museums, to see the 'Duck Parade' in the grandiose lobby of the famous Peabody Hotel, and to shop and sightsee at will.

During the week Elvis Presley Enterprises as well as local promoters and Fan Clubs will be staging other Elvis-related activities such as concerts, sock hops, charity lunches etc. No details are available at the time of printing this brochure but full details will be sent to



you nearer to departure date. There are also some fascinating optional excursions to take – including a day trip to Nashville and a visit to the nearby gambling resort of Tunica.

By night Memphis has a great selection of bars and restaurants to try – especially on Beale Street which is probably the best music street in the world and where live music seems to emanate from every door and window. No wonder Elvis loved this place.

Day 10. Friday 17th August

Morning at leisure before the transfer to Memphis Airport to join the overnight flight back to the UK.

Day 11. Saturday 18th August

Morning arrival into London or Manchester.

ITINERARY - Tour B – 15 days

Days 1 to 9.

**Wednesday 8th to Thursday 16th August
As per Tour A.**

Day 10. Friday 17th August

Morning flight to Las Vegas and coach transfer to our magnificent hotel – the Las Vegas Hilton, the very hotel that Elvis stayed at and performed in. Afternoon free to explore and this evening you may wish to take a leisurely stroll along the amazing Las Vegas Strip – lined with luxury hotels, showrooms and casinos.

Day 11 to Day 13. Saturday 18th to Monday 20th August

Three glorious days to enjoy what can only be described as the most amazing, and exciting, city on Earth. Already famous but Elvis made it more so. Much more so! It was he who brought in the crowds – by the tens of thousands and he who revitalised this fun-filled oasis.

There will be time whilst at the hotel to meet up with some of Elvis' former friends and associates; in between lazing by the pool soaking up the desert sunshine, taking excursions to the mighty Hoover Dam and awesome Grand Canyon, to see a show or two (including the Viva Elvis Cirque du Soleil Show, of course!), to shop 'til you drop at the incredible choice of shops or to just laze around in the comfort of this incredible hotel and think to yourself "Elvis stayed here"

Day 14. Tuesday 21st August

Morning flight to the connecting airport in order to join the overnight transatlantic flight to the UK.

Day 15. Wednesday 22nd August

Morning arrival into your originating airport.

ITINERARY – Tour C – 19 days

Days 1 to 9.

**Wednesday 8th to Thursday 16th August
As per Tour A.**

Day 10. Friday 17th August

Morning transfer to Memphis Airport to connect with our flight to Hawaii, arriving into Honolulu on the Island of Oahu in the late afternoon. The waiting coach will take you to our hotel overlooking fabulous Waikiki Beach. Evening at leisure.

Days 11 to 17.

Saturday 18th to Friday 24th August

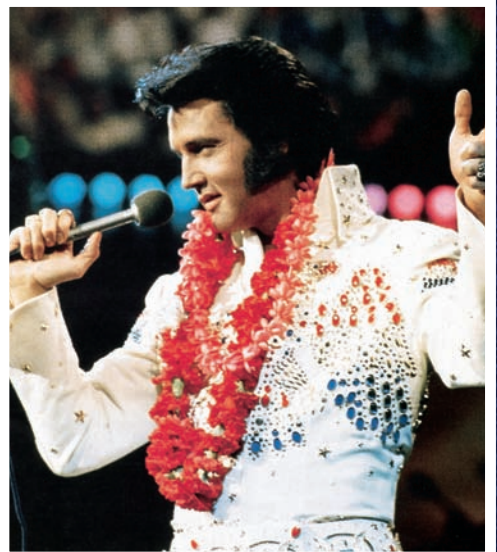
Seven glorious days in Honolulu – to soak up the sun, try your hand (or feet!) at surfing, shop for souvenirs, and to enjoy the food, drink and friendliness for which the islands are renowned. Included in the tour price is a morning's tour of the Elvis sights in Oahu including where he stayed, filmed and performed – ending at the USS Arizona Memorial for which Elvis was a major benefactor. Also available will be an optional day trip by air to the 'Garden Isle' of Kauai, probably the prettiest of all the Hawaiian islands and where Blue Hawaii was filmed. Our visit includes many of the film locations, including the lagoon where the famous wedding scene was shot.

Day 18. Saturday 25th August.

Early morning departure from Honolulu for the long flight home.

Day 19. Sunday 26th August

Lunchtime arrival into your originating airport.



Questions Answered

Holiday Prices

(All prices are in £'s per adult – child prices on request)

	Single	Twin	Triple	Quad
Tour A Tupelo & Memphis or Memphis only	2098	1698	1578	1498
Tour B Tupelo, Memphis and Las Vegas	2498	1998	1878	1798
Tour C Tupelo, Memphis and Hawaii	3998	2998	2678	2498
Doubletree Hotel (Supp)	220	100	70	40
Peabody Hotel (Supp)	450	230	180	130

Please note the above supplements apply for staying at the Doubletree or the Peabody Hotels in Memphis. The prices shown above are based on known costs for all of the holiday components (hotel, coaching, admissions, etc.) with the exception of the air fare as, at the time of printing this brochure (14th June 2011) the airlines have not released air fare details for August 2012. We have therefore based our tour prices on the 2011 fares with a 5% increase. When exact prices are known we will advise you of these and if the price has risen higher than our estimates then you will be able to cancel free of charge (ie no loss of deposit) within 14 days of notification. We really cannot be fairer than that. If you are travelling alone but would like to share (either for company or to keep the cost down) your reservation can be accepted only if a similar request is received from another passenger. Should it not be possible to pair you you will be offered single accommodation at the appropriate price.

INCLUDED IN THE TOUR PRICE

Each tour price is inclusive of the following:-

- ★ Scheduled economy class flights
- ★ Hotel accommodation as shown and confirmed
- ★ Transfers and coach travel as per the itinerary
- ★ Unlimited use of the Shuttle Bus Service in Tupelo and Memphis
- ★ Platinum Admission/Tour Pass for Graceland
- ★ Admission to the Birthplace and Elvis Presley Museum in Tupelo and admission and tour of Sun Studio and Elvis' Lauderdale Courts apartment in Memphis
- ★ Guided sightseeing tours of Tupelo and Memphis
- ★ All hotel and State taxes
- ★ Airport taxes, Security Charges and Fuel Surcharges
- ★ Dinner and all-Elvis Disco in Tupelo
- ★ Driver Gratuities
- ★ The services of experienced Tour Managers who will accompany the holiday throughout.

PLUS - a souvenir polo shirt with embroidered logo

HOTELS

All rooms have an ensuite bathroom, are air-conditioned and will have TV, telephone, hairdryer and coffee-maker. Most of the hotels also offer iron/board and some have safety deposit boxes and refrigerators.

Clarion Hotel, Tupelo

Formerly known as the Summit Hotel and a firm favourite with Elvis fans this recently remodelled hotel offers handsomely furnished en suite rooms. There is a small bar and a breakfast room where complimentary breakfast is provided.



Heartbreak Hotel, Memphis

Situated opposite Graceland this modern hotel features a heart-shaped outdoor pool, a small bar and exercise room. Complimentary continental breakfast is provided. Whilst there is no supplement for staying at the Heartbreak Hotel, places will be allocated on a strict 'first come - first served' basis, and once full, tour members will be automatically confirmed into the Doubletree Hotel.



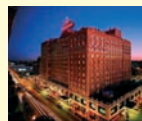
Doubletree Hotel, Memphis (Supplement)

Superior 1st Class. This contemporary hotel incorporates part of the old Tennessee Hotel and is listed in the National Register of Historic Places. It is situated in the heart of the city and has a restaurant, lounge and outdoor pool. The hotel's downtown location is ideal for dining and sightseeing. Beale Street is just a short stroll away.



Peabody Hotel, Memphis (Supplement)

The grandest of the Grand Hotels and one of the best hotels in the whole of the South, the Peabody is part of Memphis' rich heritage. Famous for its ducks in the fountain of its luxurious lobby the hotel boasts handsomely furnished rooms, a choice of restaurants, a lobby bar, an indoor pool and health club and numerous shops – including Lansky's.



Las Vegas Hilton, Las Vegas

This vast resort hotel of nearly 3000 beautifully appointed rooms is like a mini-city in itself. The facilities including an 8 acre rooftop recreation area, heated outdoor pool, tennis courts, whirlpool, spa and fitness centre, a 40,000 sq. ft. casino, a 1600 seat showroom, numerous shops, 10 restaurants and eateries, 9 bars and even a wedding chapel specialising in Elvis-style weddings...need we say more?



Pacific Beach Hotel, Honolulu

Overlooking Waikiki Beach this 1st Class hotel has 3 restaurants, a bar, outdoor pool and sun-deck, whirlpool spa, fitness centre and tennis courts. All rooms have a balcony.



NOT INCLUDED

Drinks, meals other than those specified, travel insurance, optional tours and any personal expenses e.g. 'phone calls, laundry etc.

TRAVEL INSURANCE

It is mandatory that all travellers have sufficient travel insurance. We act as an Authorised Representative of Holiday Extras Insurance who are authorised and regulated by the Financial Services Authority. We are pleased to offer a policy arranged by Holiday Extras (in cooperation with Mapfoe Assistance). Please telephone our Reservations Department on **01473 660800** where we will be pleased to arrange cover for you. Cover is not effective until the premium has been paid and your application approved by the insurers. If you are relying on travel insurance provided by your bank or credit card provider as part of their service, please check that the cover is at least equal to that provided by Holiday Extras, in particular with regard to cancellation charges

FLIGHTS AND TIMINGS

The flights will be in economy class on scheduled services departing from London Heathrow/Gatwick Airports and also from Manchester at a £68 supplement. As there are no direct flights between the UK and Memphis all flights will operate via a 'gateway' city where US Customs and Immigration formalities will take place. Flight times will be confirmed on your Confirmation-Invoice. Please note however, that flight times are subject to change. The baggage allowance is 44lbs (20kgs) per person. Please note that we have allowed the sum of £264 within the tour price for the combined airport taxes, security charges and fuel surcharge. Any increase or decrease in this cost will be passed on to the passenger in the form of a supplementary charge or refund.

CLIMATE AND CLOTHING

It's the height of Summer and likely to be very hot – in Tupelo and Memphis daytime temperatures are likely to be in the 90's Fahrenheit. Those travelling on to Las Vegas will experience even hotter temperatures – in the low 100's but Hawaii tends to offer beautiful but more temperate weather – lots of sunshine but kept a little cooler by the Pacific breeze and with temperatures mostly in the 80's F. You'll need lightweight summerwear but take along a light jacket or sweater for the cooler evenings or inside air-conditioned restaurants. Shorts, T shirts etc. are fine throughout the day but you might want to bring along some smart casual wear for some evenings especially if you plan to go out 'on the town'! Remember too to bring your swimwear and sunblock and a comfortable pair of trainers or walking shoes for sightseeing.

EXCHANGE RATES AND PRICE REVISIONS

As stated above, because at the time of printing this brochure the airlines are unable to provide their flight

prices for this holiday we have had to base our costs on estimated fares using our long experience of purchasing thousands of such tickets. We don't believe that we will be far out but to be totally fair to you as soon as the prices are known we will recheck our Tour Prices and will advise you at which time you would have 14 days to reconfirm or to cancel your booking with no loss of deposit whatsoever. And remember prices could even go down! For those receiving this brochure after 1st October 2011 please telephone us on 01473 660800 to confirm any price variation. The tour prices above are based on the currency exchange rate current at the time of costing these holidays - £1. Sterling being equal to \$1.57 US Dollars.

PASSPORTS AND VISAS

A full passport issued by a member state of the European Union and valid for at least six months after the date of return to the UK, is required. Visas are not required by British Citizens travelling on the holiday. Providing the passport bears the words 'British Citizen' you will be admitted to the United States under the Visa Waiver Scheme.

There is now a requirement to pre-register the VWP application online at least 72 hours prior to travel. The website for registration is: <https://esta.cbp.dhs.gov> and applicants will need to enter the same information they currently enter on the green VWP form on the aircraft. They will need a valid email address to receive the 'Authorisation Approved' document as without this they will be denied boarding by the airline. The registration is then valid for 2 years or until the expiry of the passport (whichever is the sooner). If you do not have access to the VWP website then we can do this for you for a £25 administrative charge (inc. fees). Holders of other passports should consult the US Embassy prior to departure for current visa requirements.

HEALTH

No vaccinations or inoculations are mandatory for British Subjects. The Department of Health produces the Health Advice for Travellers booklet (T6) which is available from your local Post Office or by telephoning 0800 555 777 free of charge. The cost of specialist medical treatment is high in the United States and passengers are recommended to ensure that they carry sufficient travel insurance to cover any unexpected medical bills.

TRAVELLERS WITH DISABILITIES

Arena Travel is happy to welcome passengers with special needs wherever the appropriate arrangements can be made. Most airlines will offer additional assistance for disabled travellers at airports and many hotels have specially designed rooms for disabled guests. Please note however, that we can only request such facilities on your behalf if we know your requirements well in advance. We therefore ask that anyone suffering from a medical condition or disability, or simply needing a little extra help

during their holiday, provides full details of their special requirements with their Reservation Form. Passengers with a disability must be accompanied by an able-bodied person who is willing, and able, to assist them where necessary. Should you have any concerns regarding the suitability of a holiday prior to making your booking, please contact our Reservations Department on 01473 660800 where a member of staff will be delighted to help you.

TRAVEL DOCUMENTS

Upon receipt of your deposit (and obviously subject to places being available), you will be sent a Confirmation-Invoice. Approximately 10 days before departure, you will be sent your travel wallet containing tickets, baggage tags a souvenir lanyard and Tour Pass, final detailed itinerary and joining instructions.

PAYMENT SCHEDULE

A deposit of £300 per person is payable upon booking. We are happy to accept payments towards the holiday cost at any time although the balance is due not less than 80 days prior to departure.

PAYMENT BY CREDIT/DEBIT CARD

We are pleased to accept payment by MasterCard, VISA, American Express and Debit Mastercard for all, or part of your holiday cost. Please complete the appropriate box on the Reservation Form if you wish to pay by Credit/Debit Card. Please note there is a 2% surcharge applied to all amounts paid by credit card and Debit Mastercard (3% Amex). We are also pleased to accept payment by MAESTRO and DELTA cards. No surcharges apply to these payments.

TELEPHONE ENQUIRIES

If you have any queries regarding the holidays detailed in this brochure please don't hesitate to phone us on 01473 660800. Telephone bookings can be made but these are only provisional and must be confirmed with a completed Reservation Form within 5 working days.

HOW TO BOOK

These holidays are arranged by Arena Travel (Arena Tours Ltd) who are licensed as Air Travel Organisers by the UK Government's Civil Aviation Authority under ATOL 10117.

RESPONSIBILITY

The tours in this brochure are arranged by Arena Travel (Arena Tours Ltd). Your Contract is subject to Arena Travel's Reservation Conditions which are available by post by calling 01473 660800 or can be downloaded from www.arenatravel.com. The holidays are arranged in association with, the Elvis Travel Service and Strictly Elvis UK, the trading names of David Wade Ltd, an organisation that has led the way in Elvis holidays and events for nearly 40 years. David Wade Ltd is registered with Elvis Presley Enterprises Inc. The names 'Elvis', 'Elvis Presley', 'Graceland' and 'Heartbreak Hotel' are registered to Elvis Presley Enterprises Inc with the USPTO.

Shuttle Bus Service

During your stay in Tupelo and Memphis our now famous Shuttle Bus Service will operate between points of interest, shopping and events. In Tupelo for example, you will be able to hop on and off in the downtown area for Tupelo Hardware and the old Fairgrounds site, at the Auto Museum, at the Birthplace itself, at the Barnes Crossing Shopping Mall and at the hotel. In Memphis we will operate a simple but effective Shuttle Service between Graceland (for the Heartbreak Hotel and all the Graceland attractions) and Downtown (for the Doubletree and Peabody hotels, Beale Street and the downtown attractions). The major Elvis Week events tend to take place at either Graceland or in the downtown area and our Shuttle Service serves them both – being extended both in the early mornings or late nights to coincide with these. **We include the Shuttle Bus Service in the tour price** as we are well aware of the high cost or inconvenience of other methods of transport including taxis which, if available (and remember this will be a very busy year), will charge you approx \$30 (plus tip!) for each journey between downtown Memphis and Graceland.

The company is also fully bonded for your financial protection.

To book, simply complete and sign the Reservation Form and return it with your deposit/s and insurance premium/s (if required) to:-

ELVIS August 2012

Arena Travel

Explorer House, 2 Betts Avenue,
Martlesham Heath, Ipswich, Suffolk IP5 3RH

Tel: 01473 660800 Fax: 01473 660801

Email: reservations@arenatravel.com

Website: www.arenatravel.com

BONDING

The air holidays in this brochure are ATOL protected by the Civil Aviation Authority. Our number is ATOL 10117. (Arena Tours Limited).



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