



BIG CYPRESS LODGE

FACT SHEET | UPDATED SEPTEMBER 2026

ADDRESS: 1 Bass Pro Drive
Memphis, TN 38105

TELEPHONE: 800-223-3333

WEBSITE: www.Big-Cypress.com

OPENING DATE: April 29th, 2015

OWNER: Johnny Morris, founder and CEO of Bass Pro Shops. Morris started Bass Pro Shops in 1972 by selling fishing tackle from eight square feet of space in the back of his father's liquor store in Springfield, Missouri. He later created Big Cedar Lodge as a destination for families and friends to connect in the great outdoors and designed Big Cypress Lodge to bring the outdoors inside the Memphis Pyramid and connect people with nature.

LOCATION: Big Cypress Lodge is located inside the iconic Memphis Pyramid, home to Bass Pro Shops at the Pyramid, in downtown Memphis along the Mississippi River and the Mississippi Flyway.

WHITETAIL
DEER





OVERVIEW:

Big Cypress Lodge is a pet-friendly, 103-room wilderness hotel suspended among cypress trees inside the 535,000-square-foot Bass Pro Shops at the Pyramid. Rustic-elegant accommodations feature screened-in porches or views of downtown Memphis and the Mississippi River. Guests can access experiential dining, shopping and attractions throughout the Pyramid, including the Sky High Ride and Glass Observation Deck, the 13-lane Fishbowl at the Pyramid and the Ducks Unlimited Waterfowling Heritage Center. Included amenities include complimentary Sky High Ride tickets, downtown shuttle service, Wi-Fi, a 24-hour fitness center and business center, morning coffee and select family activities.

HISTORY:



The story of Big Cypress Lodge is inseparable from the story of the Memphis Pyramid. Originally built in 1991, the Pyramid served as a major sports and entertainment venue and hosted basketball, concerts and boxing before its transformation into the outdoor destination guests know today. In 2005, Johnny Morris was fishing on the Mississippi River with legendary angler and television host Bill Dance and Jack Emmitt, Bass Pro Shops' first fishing manager. As they passed the Pyramid, Morris said he would put a Bass Pro Shops inside if they caught a 30-pound catfish. Near the end of the trip, Emmitt reeled in a monster catfish in the shadow of the Pyramid, and Morris committed to the idea. Following a complete renovation, Bass Pro Shops at the Pyramid and Big Cypress Lodge opened in 2015, transforming the Memphis landmark into an immersive destination centered on nature, adventure and hospitality. Big Cypress Lodge celebrated its 10th anniversary in 2025.

BASS PRO SHOPS AT THE PYRAMID:



LARGEMOUTH BASS

Bass Pro Shops at the Pyramid is the anchor of the larger Big Cypress Lodge experience and reflects Johnny Morris' vision of creating destinations that inspire people to enjoy and conserve the outdoors. Rather than a traditional retail store, the 535,000-square-foot Pyramid combines shopping with hospitality, dining, wildlife, conservation education and family entertainment. Its indoor wilderness environment includes 100-foot-tall cypress trees and more than 600,000 gallons of water throughout the store, with 36 varieties of fish native to the Mississippi River, along with the Sky High Ride and Glass Observation Deck, the Ducks Unlimited Waterfowling Heritage Center, Fishbowl at the Pyramid and direct access to Big Cypress Lodge. Together, these experiences allow guests to stay, dine, shop and explore without leaving the iconic Memphis landmark.



ACCOMMODATIONS: Big Cypress Lodge offers 103 rustic-elegant rooms and suites, including premier rooms, deluxe rooms, Treehouses, Duck Cabins, Fly Fishing Lodges, Junior Suites and the Governor's Suite. Accommodations feature handcrafted furnishings, electric fireplaces and luxury bathrooms with jetted or air tubs; many interior rooms include screened-in balconies overlooking the Pyramid's indoor wilderness environment.

Premier & Deluxe Rooms

Interior and exterior king and double-queen rooms measure 518 square feet and accommodate two to four guests, depending on room type. Interior rooms feature screened-in balconies overlooking Bass Pro Shops and the Cypress Swamp; exterior rooms offer outside-facing windows, with some views potentially obstructed.

Duck Cabin

The 530-square-foot Duck Cabin accommodates two to three guests and is designed to evoke a vintage waterfowl hunting cabin, complete with Ducks Unlimited artwork, a king bed, electric fireplace and bathroom with an air tub.



CHIPMUNK

Fly Fishing Lodge

The 1,318-square-foot Fly Fishing Lodge accommodates up to four guests and features a king bed, queen bed, two bathrooms, a loft with spiral staircase, electric fireplace and private balcony overlooking Bass Pro Shops.

Junior Suite

The 1,261-square-foot Junior Suite accommodates up to six guests and combines adjoining king and double-queen rooms sharing an outdoor patio overlooking downtown Memphis. ADA options are available.

Treehouse

The 1,032-square-foot Treehouse is a two-room retreat nestled among the indoor cypress trees. The adjoining king and double-queen rooms are booked separately and feature vaulted ceilings, balconies overlooking Bass Pro Shops, two bathrooms and two electric fireplaces.

Governor's Suite

The 1,995-square-foot Governor's Suite accommodates up to six guests and features views of the Cypress Swamp, two living spaces, a fully equipped kitchen, boardroom area, three bathrooms and three electric fireplaces.



BEAVER



DINING:

Big Cypress Lodge offers experiential dining throughout the Pyramid, including The Lookout at the Pyramid, Wahlburgers Wild, The Fishbowl, The Den Bar & Lounge, Mississippi Terrace and in-room dining.

The Lookout at the Pyramid

Located at the top of the Pyramid, The Lookout serves lunch and dinner with sweeping views of downtown Memphis and the Mississippi River. Guests reach the restaurant via the 28-story Sky High Ride and can step onto the glass observation decks at the top of the Pyramid. Newly refreshed in 2026, The Lookout features updated interiors and a reimaged menu designed to elevate the guest experience. New signature dishes include Bang Bang Shrimp, tossed in a sweet-heat sauce with shaved cabbage and sesame; Slow-Braised Short Rib with garlic mashed potatoes and rich jus; Cajun Jambalaya with chicken, shrimp and andouille; and Warm Vanilla Butter Cake with a gooey center and vanilla ice cream, alongside steaks and chops, Gulf seafood and Southern favorites.

Wahlburgers Wild

Located on the main floor of the Pyramid, Wahlburgers Wild is the world's only Wahlburgers Wild location — a one-of-a-kind dining concept created through a partnership between Bass Pro Shops founder Johnny Morris and brothers Mark, Donnie and Chef Paul Wahlberg. Developed specifically for Bass Pro Shops at the Pyramid, the concept brings together the worlds of outdoor adventure, entertainment and hospitality, breaking from the traditional restaurant format to embrace the Pyramid's unconventional setting and its focus on fishing, hunting, boating, camping and conservation.



ARMADILLO

The menu pairs exclusive wild-game offerings found nowhere else in the Wahlburgers system — including Alligator Bites, the Wild Boar Brat, the Bison Burger and the Wild Turkey Burger — with signature Wahlburgers favorites such as The Our Burger, the O.F.D. (“Originally From Dorchestah”), smash-style burgers, sandwiches and housemade shakes, all crafted from real family recipes from the Wahlberg kitchen.

Wahlburgers Partnership

The Bass Pro Shops and Wahlburgers partnership expands on a long and cherished friendship between noted conservationist and Bass Pro Shops founder Johnny Morris, and award-winning actor, producer, and entrepreneur Mark Wahlberg. The two have repeatedly teamed up to make a positive difference for causes ranging from advancing conservation, honoring military veterans, and supporting disaster relief efforts.



DINING: (continued)

The Fishbowl

The island-themed Fishbowl bar overlooks a 13-lane, underwater-themed bowling alley on the main floor of the Pyramid, with elevated views of the lanes and live sporting events on surrounding screens. Guests can order from the Wahlburgers Wild menu at the bar or while bowling.

The Den Bar & Lounge

Located in the third-floor hotel lobby, The Den is designed as a grand hunting lodge with a full-service bar, fireplace, lounge seating and views of the Bass Pro Shops retail store and indoor swamp environment. Complimentary coffee is available in the lobby each morning.

Mississippi Terrace

The third-floor outdoor terrace offers views of downtown Memphis and the Mighty Lights on the Hernando de Soto Bridge, along with lounge seating and fire pits. The Terrace features its own menu of shareable plates, flatbreads and dessert, served alongside a terrace bar on select evenings, and guests can pick up a s'mores kit at the front desk to roast around the fire. Available to hotel guests, the Terrace also serves as a unique venue for private parties and celebrations.

In-Room Dining

Lunch and dinner room service is available daily, with extended evening hours on Friday and Saturday.

FITNESS & GUEST AMENITIES:

The fitness center is open 24 hours a day. Additional amenities and activities include complimentary unlimited Sky High Ride tickets and access to the Glass Observation Deck, an on-demand downtown shuttle, Wi-Fi, a 24-hour business center, morning coffee, a complimentary in-room snack basket, board games, Family Movie Night, the Adventure Center and the History of the Pyramid Museum. Big Cypress Lodge is dog-friendly.





MEETINGS AND EVENTS:

Big Cypress Lodge offers flexible indoor and outdoor spaces for corporate meetings, weddings, receptions and celebrations. Current venue capacities include:

Cattail Boardroom

294 sq. ft.; up to 10 guests

Delta Room

754 sq. ft.; up to 95 guests

Gator Room

754 sq. ft.; up to 95 guests

Delta + Gator

1,508 sq. ft.; up to 190 guests

Flyway Room

1,508 sq. ft.; up to 200 guests

Waterfowl Gallery

1,400 sq. ft.; up to 160 guests

Ducks Unlimited Gallery

1,400 sq. ft.; up to 160 guests

Mississippi Terrace

5,700 sq. ft.; up to 250 guests

Waterfowl + Ducks Unlimited Galleries

2,800 sq. ft.; up to 320 theater-style guests

Waterfowl + Ducks Unlimited Galleries + Mississippi Terrace

8,500 sq. ft.; up to 570 guests



COYOTE



RACCOON



OTTER

AREA ATTRACTIONS:

Big Cypress Lodge is minutes from many of Memphis' best-known attractions:

- Beale Street Historic District
- National Civil Rights Museum
- Sun Studio
- Stax Museum of American Soul Music
- Elvis Presley's Graceland
- Memphis Zoo
- Shelby Farms Park

COTTONTAIL
RABBIT





RECENT AWARDS:

2026 Travelers' Choice Award, *Tripadvisor*
2026 Best Hotel in Memphis, *U.S. News & World Report* – #9
2025 Readers' Choice Award, *ConventionSouth*
2025 Best of Tennessee Regional, *Hotels & Resorts, Guide to Tennessee*
2024 Readers' Choice Award, *ConventionSouth*
2023 Readers' Choice Award, *ConventionSouth*
2022 Best 500 Hotels, *Travel + Leisure*
2022 Readers' Choice Awards, *Condé Nast Traveler* – #18 Resort in the South

CONSERVATION:

Conservation is central to Johnny Morris' outdoor businesses and nature-based destinations. Bass Pro Shops describes conservation as the heart and soul of the company and supports efforts to protect habitat and wildlife and connect new audiences with the outdoors.

Conservation at the Pyramid

Bass Pro Shops at the Pyramid incorporates conservation education into the guest experience. The store includes more than 600,000 gallons of water and 36 varieties of fish native to the Mississippi River, while the Ducks Unlimited Waterfowling Heritage Center is an interactive wetlands education museum created in partnership with Memphis-based Ducks Unlimited. The center highlights waterfowling history, wildlife along the Mississippi Flyway and the importance of conserving wetlands.

Johnny Morris Conservation Foundation

The nonprofit Johnny Morris Conservation Foundation includes Johnny Morris' Wonders of Wildlife National Museum & Aquarium, Dogwood Canyon Nature Park and Top of the Rock Ozarks Heritage Preserve. These nature-based attractions are designed to connect visitors with wildlife, natural landscapes and conservation.

A Broader Commitment

Conservation practices across the Johnny Morris Nature Resorts portfolio include ecologically sound land management, wildlife and habitat management, water conservation, energy efficiency, waste management, recycling, composting and education and outreach.





BASS PRO SHOPS & JOHNNY MORRIS PORTFOLIO:

Big Cypress Lodge is part of a broader group of outdoor retail, hospitality, manufacturing and conservation experiences connected to Bass Pro Shops founder Johnny Morris.

Bass Pro Shops & Cabela's

Founded in 1972, Bass Pro Shops has grown from an eight-square-foot tackle shop into a leading outdoor and conservation company. Bass Pro Shops and Cabela's operate nearly 200 retail locations across North America; current Bass Pro Shops materials state that approximately 250 million outdoorsmen and women shop at the brands each year. Bass Pro Shops united with Cabela's in 2017.

Johnny Morris Nature Resorts

The current Johnny Morris Nature Resorts portfolio lists Big Cedar Lodge in Ridgedale, Missouri; Big Cypress Lodge in Memphis, Tennessee; and Cheeca Lodge & Spa in Islamorada, Florida, as resorts, along with Angler's Lodge Springfield and Angler's Lodge Hollister as hotels.

Big Cedar Lodge

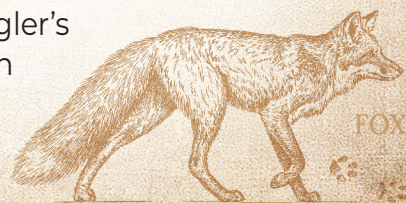
Johnny Morris' flagship nature-based resort, Big Cedar Lodge is a 4,600-acre wilderness resort overlooking Table Rock Lake in the Missouri Ozarks. The resort features accommodations, restaurants, two full-service marinas, six golf courses, a 50,000-square-foot activity center, spa, fishing and outdoor recreation. Big Cedar's broader experiences include Top of the Rock and its Lost Canyon Cave and Nature Trail and Ancient Ozarks Natural History Museum.

Cheeca Lodge & Spa

In June 2026, Bass Pro Shops announced an agreement, through its nature-based resorts division, to acquire Cheeca Lodge & Spa in Islamorada, Florida. The historic 27-acre Florida Keys resort includes lodging and cottages, three pools, a full-service spa, a nine-hole Jack Nicklaus-designed par-3 golf course, a 525-foot fishing pier, fitness and meeting facilities, tennis and pickleball courts and waterfront dining.

Angler's Lodge

Johnny Morris Nature Resorts lists two Angler's Lodge hotels: Angler's Lodge Springfield in Springfield, Missouri, and Angler's Lodge Hollister in Hollister, Missouri.





BASS PRO SHOPS & JOHNNY MORRIS PORTFOLIO:

(continued)

Dogwood Canyon Nature Park

Dogwood Canyon Nature Park is a 10,000-acre nature park spanning the Missouri-Arkansas border. The park features streams, waterfalls and outdoor experiences including hiking, biking, wildlife tours, horseback riding and trout fishing.

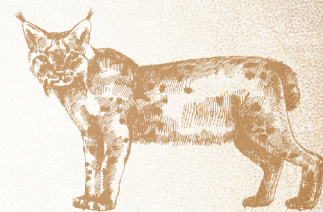


CARDINAL

Wonders of Wildlife

National Museum & Aquarium

Located next to Bass Pro Shops' national headquarters in Springfield, Missouri, Johnny Morris' Wonders of Wildlife National Museum & Aquarium is a 350,000-square-foot nonprofit conservation attraction with 35,000 live fish, mammals, reptiles, amphibians and birds and 1.5 million gallons of freshwater and saltwater aquariums.



BOBCAT



White River Marine Group

Bass Pro Shops' White River Marine Group builds an extensive portfolio of boat and watercraft brands. Current company materials list TRACKER, RANGER, NITRO, SUN TRACKER, REGENCY, ASCEND, TAHOE, TRITON, MAKO, HATTERAS and HOBIE, along with TRACKER OFF ROAD.



SKUNK



A Shared Outdoor & Conservation Vision

Across Bass Pro Shops, its nature-based resorts and the Johnny Morris Conservation Foundation, the common focus is connecting people and families with outdoor experiences and conservation.



BOX TURTLE

MEDIA CONTACT:

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