



Wineries and Breweries Make a Name for Themselves

Much like the Napa Valley and Yadkin Valley American Viticultural Area (AVA) designations, the Boone area has been federally recognized as the Appalachian High Country AVA wine region. A region has to have very distinguishable characteristics to deserve an AVA designation. The Appalachian High Country meets these qualifications based on the altitude and the rocky soil of the region.

Our craft beer scene continues to blossom. Breweries like Appalachian Mountain Brewery and Lost Province Brewing Co. offer tastings, events, and support for nonprofits. Booneshine Brewing Co., founded in 2015, recently opened its *new* restaurant and tasting room.

- > grandfathervineyard.com
- > bannerelwinery.com
- > linvillefallswinery.com
- > appalachianmountainbrewery.com
- > lostprovince.com
- > booneshine.beer



Hop Aboard Tweetsie Railroad Traditions

The 2020 season opens Friday, April 4 and features family-friendly fun and holiday events. Celebrate Independence Day on Saturday, July 4 at Tweetsie Railroad. The July 4th Firework Extravaganza lights up the Blue Ridge Mountain sky with the Boone area's largest fireworks show. Now in its third season as 2019 draws to a close, the annual A Tweetsie Christmas transforms the railroad into a winter wonderland with twinkling lights, a giant snowglobe you can step inside, s'mores you can make by the firepit on Main Street, visits with Santa in his Gingerbread House, Dickens-era carolers, and more.

- > tweetsie.com



At Home at the Horton Hotel

From the historic H.W. Horton Building comes a hip and cozy three-story boutique hotel. The renovation of the Horton Hotel offers a local feel and piece of the past for visitors staying in the increasingly diverse downtown Boone. With a cocktail lounge and rooftop deck with a fire pit, the 14-room hotel pulls on themes of the Boone area culture for a unique stay. Newly opened in February 2019.

- > thehorton.com



Get Hooked in Fly Fishing Heaven

Trout need cold, clean water, and the Boone area has plenty. Our scenic, pristine rivers and streams are magnets for anglers in search of the best fly fishing in the Southeast. Five major rivers in the Boone area offer over 300 miles of water and an endless supply of fishing holes. Boone area outfitters can guide any angler to the best spots for a day of casting from the bank or wading in the rapids.

- > duesouthoutfitters.com
- > flyfishthehighcountry.com



Explore Boone from New Heights

Experience the mountains of North Carolina as you soar above and through the trees. Boone area zip lines let visitors take in the vista from a different perspective. Sky Valley winds through old-growth Appalachian forests, while Hawksnest zips over a former golf course. Kids 4 and up go solo at Whistle Pig Adventure Park, and Night Flight thrills all ages every Friday and Saturday night through October.

> skyvalleyziptours.com hawksnestzipline.com



Appalachian Music and Culture Run Deep

The legacy and influence of Boone area native Doc Watson is felt throughout southern Appalachia and in the multiple concert series held in and around Boone. Enjoy live music with roots in traditional folk and bluegrass at the weekly Jones House concerts on the lawn in summer or at the Mountain Home Music concert series. The annual An Appalachian Summer Festival is hailed as a Top 20 Event in the Southeast.

The Boone area is also home to art and drama. Experience the performing arts at *Horn in the West*, the third-longest running outdoor drama in the nation. Visit the Turchin Center for the Visual Arts (Boone) and the Blowing Rock Art & History Museum for colorful local exhibitions.

> mountainhomemusic.com tcva.org appsummer.org
joneshouse.org blowingrockmuseum.org horninthewest.com



The Peak of Mountain Biking Experiences

Named one of the country's "Ultimate Ride Hotspots" by *Velo Magazine*, and "a bonafide masterpiece" by *Pink Bike Magazine*, Boone's state-of-the-art Rocky Knob Mountain Bike Park offers 8.5 miles of stacked loop trails for all skill levels, four bike skill areas, and a pump track. Just 20 miles away lies the Emerald Outback trail system with 8 miles of new single- and double-track trails at more-than-mile-high elevations. Sugar Mountain Bike Park, Boone's Greenway, and the Kerr Scott Trails add to the diverse trail system in the area.

> rockyknob.wordpress.com emeraldoutback.com



The Ultimate in Mountain Rest and Relaxation

It's easy to pamper yourself in the Boone area, with Westglow Resort & Spa, the Spa at Crestwood, the Spa at Esseola Lodge, and the Spa at Chetola Resort all offering sophisticated, luxurious settings with soothing services. In 2018, *Travel & Leisure* ranked Westglow Resort & Spa among the "Top 10 Domestic Destination Spas." Readers of *USA Today* voted the Art of Living Retreat Center the "Best Health & Wellness Resort in America."

> westglowresortandspa.com eseolaspaspa.com
chetola.com artoflivingretreatcenter.org



MEDIA CONTACT

Michelle Ligon

828-266-1345 ext 202

michelle@ExploreBoone.com