

RALEIGH, N.C. — Dream season for travelers opens today with the arrival of the **[“The Official 2023 North Carolina Travel Guide,”](#)** a 108-page armchair tour designed to inspire real-life trips across the state. Drawing on authentic experiences found in all 100 counties, the new guide creates fresh ways to explore cities, towns and the outdoor wonderlands at the heart of 2023’s Year of the Trail celebration.

“The **[Year of the Trail](#)** points the way to thousands of miles of pathways where nature lovers of all abilities can walk, paddle, pedal or otherwise immerse themselves in scenic beauty and outdoor adventure,” said Wit Tuttell, executive director of Visit North Carolina. “Yet as the Travel Guide shows, travelers can follow byways built on music, sports, culinary pursuits or other interests. Maybe best of all are the details — the shops and retro motor lodges, the special places to stop for views, the must-have souvenirs — that inspire travelers to make the most of the journey as well as the stay.”

“The Official 2023 North Carolina Travel Guide” is free. The print edition is available at the state’s nine **[Welcome Centers](#)** or by calling 800-847-4862 (800-VISITNC). Readers can also link to **[VisitNC.com/travel-guides](#)** to request a copy, access the digital edition or download a PDF version.

To underscore the diversity of travel options, the guide features a different cover for each of the state’s three major regions. In the mountains, a shot of the dog-friendly Bearwallow Mountain Trail near Hendersonville sets hillside greenery against blue skies and mountain peaks. ARTivity on the Green, Winston-Salem’s photo-ready downtown art park, represents the creative spirit that infuses the state’s Piedmont cities. The coastal cover, depicting White Lake Holiday Resort in White Lake, invites discovery of the inland beaches surrounding North Carolina’s phenomenal bay lakes.

Inside the guide, vivid photos and lively text blocks zoom in on real pleasures that span the state. A feature on Year of the Trail presents 15 ways to tap into the celebration with options including the Mountains-to-Sea Trail, the Halifax Underground Railroad Trail, Tsali Recreation Area and the Yadkin River State Trail along with reminders for responsible enjoyment from the Outdoor NC principles. Other articles cover wellness, larger-than-life legacies, Native American heritage sites, culinary temptations, acclaimed golf courses and attractions found only in North Carolina.

“One of my favorite features is ‘30 free ways to have fun,’ ” Tuttell said. “It curates a list of world-class attractions — among them the North Carolina Botanical Garden, Reed Gold Mine, Cataloochee Valley and Corolla’s wild horses — that add value to a trip and leave more budget for dining, souvenirs and excursions.”

In all, the guide features 175 towns and cities and highlights nearly 400 attractions, restaurants, lodging properties and events with more than 180 images capturing the state’s allure. A fold-out map, which is supported by a Town and City Index, expedites navigation as travelers chart getaways. Throughout the guide, readers will find references to initiatives including **[Dream Big in Small Town NC](#)**, the sustainability-focused **[Outdoor NC](#)** program, Accessible Fun for All, the Paw of Approval for pet-friendly travel and the **[Firsts That Lasts](#)** film series.

“For anyone looking for new ideas or new takes on favorite places, the Official 2023 North Carolina Travel Guide makes an ideal starting point,” Tuttell said. “The pleasure of a trip begins with the

planning and dreaming.”

For more information to inspire a trip, stop by [VisitNC.com](https://www.visitnc.com).

Photos of the Travel Guide covers are available for download [here](#).

About Visit North Carolina:

Visit North Carolina is part of the [Economic Development Partnership of North Carolina](#). Established in 2014, the EDPNC is a 501(c)(3) nonprofit corporation that oversees the state's efforts in business and job recruitment and retention, international trade, and tourism, film and sports development. The mission of Visit North Carolina is to unify and lead the state in developing North Carolina as a major destination for leisure travel, group tours, meetings and conventions, sports events and film production. For more information on North Carolina’s destinations and travel assets, go to [VisitNC.com](https://www.visitnc.com).

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