



Free Spirit | Cultural Cool | Beautiful Blue Ridge

Layers of lush mountains that abound with adventure; profound cultural roots from literary giants to American royalty; and inspired locals whose passion projects jump from pop-up kitchens to performance art. Asheville, N.C. has been a point of pilgrimage since the 1800s as a destination for inspiration, rejuvenation and self-expression. It doesn't take long to see why George W. Vanderbilt chose this Blue Ridge city for his greatest legacy, Biltmore.

- **Travel + Leisure** featured Asheville at #10 on its 2016 list of the *"The Best Cities in the U.S."*
- **THRILLIST** included Asheville's live music scene in its round-up of *"America's 12 Greatest Music Cities"*

New Hotels from Downtown to Biltmore

► **NEW AT BILTMORE:** The newly opened **Village Hotel on Biltmore Estate**, inspired by the natural elements and rustic features of the cottages and farm homes original to the estate, is steps away from America's Most Visited Winery and the restaurants, shopping and outdoor activities of Antler Hill Village. ► **JUST OPENED:** **Hyatt Place Asheville Downtown** with rooftop restaurant and bar. ► **COMING SOON:** **AC Hotel** (one of the first in the U.S. from the Marriott boutique brand) and the **Hilton Garden Inn City Center** (steps from Pack Square Park). ► For a cozy experience near downtown try **The Bunn House**, a newly opened 5-room inn with rooftop terrace and small vineyard.



National and North Carolina State Parks Mark 100 Years

With close proximity to the Blue Ridge Parkway, Great Smoky Mountains National Park, Chimney Rock State Park, Mount Mitchell State Park and a number of other federal and state recreation areas, Asheville is basecamp for park celebrations. Get a bird's eye view of Parkway land from peak to peak racing ziplines, hike with the Princess of the Appalachian Trail or celebrate Mount Mitchell, N.C.'s first state park and highest peak east of the Mississippi, at a centennial event August 26-28. ► **TRAVEL PACKAGE:** **"America's Favorite Drive"** package at the historic Omni Grove Park Inn donates a portion of proceeds to the famed scenic highway and park. ► **FIND YOUR PINT:** The Blue Ridge Parkway Foundation teams up with 16 area breweries this August and September for a passport program and beers inspired by the Parkway. ► **COMING SOON:** **Burial Beer Co.** to open its second location in a 1920s New Deal building that once housed the young men of the Civilian Conservation Corps, builders of the the Blue Ridge Parkway.

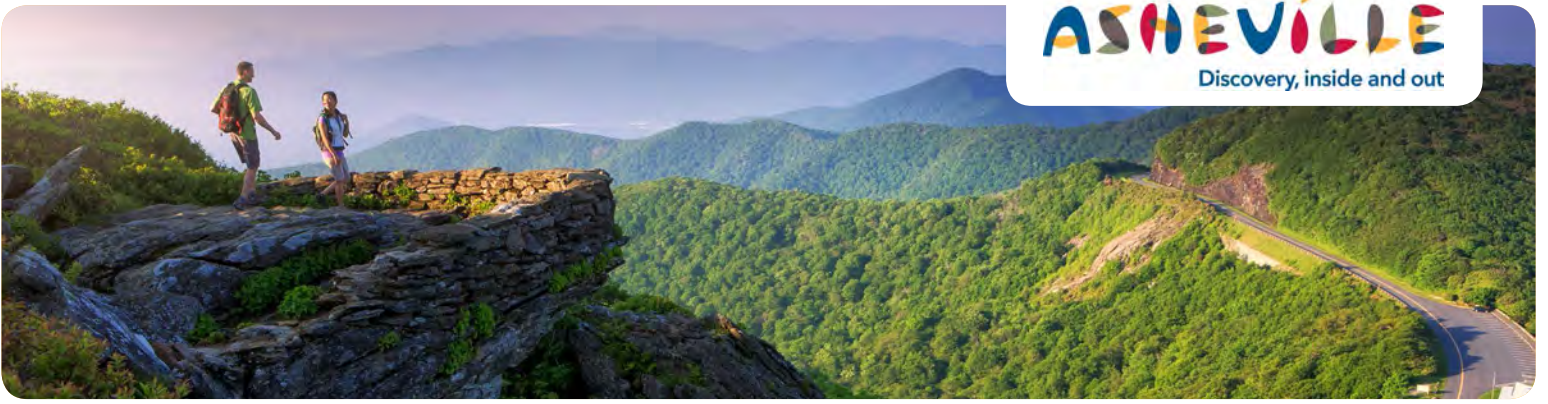
Big Beer News Pushes Asheville to a Milestone

Craft beer powerhouse **New Belgium Brewing** opened East Coast operations along the French Broad this spring - brewery tours kick off September 2. The brewery celebrates its 25th birthday August 27 with a party in Asheville. New Belgium joins Sierra Nevada as the second West Coast brewery to expand to Asheville. With the addition of other new breweries like **Sweeten Creek Brewing** and **Bhramari Brewhouse**, the area's brewery count hits 28.

Music Notes: Asheville Radio Station + Hip Symphony + A Band on Wheels + New Venues

► **Stream the Sounds of Asheville:** Check out ExploreAsheville.com's new streaming radio station featuring indie legends and Appalachian songbirds - all with Asheville ties. ► **Soundtrack for the City:** The esteemed Asheville Symphony Orchestra and a who's-who of hot Asheville musicians--including Lizz Wright, Rising Appalachia and Steep Canyon Rangers--have joined forces for a new album. ► **Band & Beer:** LaZoom Tours, known for BYOB irreverent comedy tours of Asheville, now offer a weekend bus tour that plays host to a live band and stops at breweries. ► **NEW VENUES:** New riverside concert venue and restaurant **The Salvage Station + The Guitar Bar** in the River Arts District with memorabilia from local, famous artists like David Holt.





River District Renaissance

Asheville's creative arts community by the French Broad River, known for its visitor-friendly art studios and galleries set in old industrial buildings, has an influx of new experiences for travelers. In addition to **New Belgium** moving in, other new neighbors include **Smoky Park Supper Club** (the largest shipping container-constructed restaurant in the U.S.), the **Asheville Food Park and Market** (part community bazaar, part food truck park) and **Smoky Mountain Adventure Center** (one-stop destination for indoor climbing and outdoor adventures). The area has a transformative multi-year plan that includes connected greenway spaces, bike trails and new adventures on the French Broad River. **NEW TOUR:** Asheville Art Studio Tours offers behind the scenes walking tours of the River Arts District. The tours, led by glass artist John Almaguer, can be upgraded to include hands-on art creation and custom assistance in purchasing art.



Major Film with Asheville Ties

Coming this September: Filmed in Asheville and starring Zach Galifianakis, Kristen Wiig and Owen Wilson, the movie "Masterminds" brings a 1997 hillbilly heist to life. The stars hit many local restaurants, breweries and hot spots while they were in town. Wiig even mentioned her experiences with Asheville's good food, Friday night drum circle and new age offerings to David Letterman on *The Late Show*.



Adventure Gateway: SUP Paddle Boarding + Mtn. Biking's Wildest Trend + Waterfall Hunting
► Dawn Patrol on the French Broad: Wai Mauna SUP tours lead guests down the third oldest river in the world while the birds are singing and the first light is hitting the Blue Ridge. Mid-day and sunset rides are also offered. **► Downhill Races:** Where better to enduro race than the highest peaks in the Eastern US? The multistage races with timed downhills and untimed uphills are popping up around the area - like the Pisgah Enduro and at Mars Hill's Bailey Mountain Bike Park. **► Grand Excursions:** Tumblestone Tours' Blue Ridge Waterfall Tour takes guests to three waterfalls, two protected forests and includes a ride on the Blue Ridge Parkway - a perfect way to celebrate park centennials in 2016.



► Food Scene, FAST:

250+ independent restaurants; **6** James Beard nominated chefs; **28** breweries, more per capita than any city in the nation; **14** farmers markets; **1** vegan butcher; **1,000+** family farms; **1** wild foods market, the first in the nation; **3** craft hard cideries using local apples; the **fifth** micro sake brewery in the nation; **1** kombucha bar, all local; **1** honey bar/boutique; **1** underground supper club with wild themes and secret locations; **2** insanely creative donut shops; **2** locations to get bean-to-bar local chocolate; **1** mushroom man tour guide; and the first woman to legally distill moonshine.

NEW BITES/SIPS: ► The Rhu (bakery, cafe & local goods shop by JB finalist John Flee) Try their laminated baguettes - the love child of a croissant and baguette! ► Buxton Hall (whole-hog bbq brings two JB chefs together) ► Ben's Tune-Up (and sake brewery) now makes beer. ► Keeper Bourbon from Asheville Distilling Co. ► Local beer in hand-blown glass at Lexington Glassworks ► **COMING SOON:** Bone & Broth, a traditional English pub-style eatery opens soon with a whole animal-focused menu, including bone broth. ► **COMING THIS FALL:** Katie Button, a *Food & Wine* Best New Chef in 2015 and a four-time James Beard nominee, releases her first cookbook "Curate" - bringing the cuisine of the famous restaurant to home kitchens.

More at ExploreAsheville.com/Foodtopia.