



**Charlotte's
got a lot.**

Look closely at Charlotte and you'll discover a lot.

From its Olympic-caliber whitewater rafting to its NASCAR heritage, award-winning theme park and mile upon mile of beautiful scenery, the Queen City is an explorer's paradise. It's a haven of charming eateries and fine dining establishments, churning out everything from signature downhome comfort food to international delights. It's a craft beer mainstay and a booming metropolis for big business. And with Southern grace and cosmopolitan style, it plays host to a vibrant arts and music scene, renowned museums that tout its intriguing history and a professional sports stronghold that spans NFL Football to Major League Lacrosse. In full, the city's regal offerings live up to its royal namesake, Queen Charlotte of Mecklenburg-Strelitz.

ONLY IN THE *queen city*



U.S. NATIONAL
WHITewater CENTER



LEVINE MUSEUM OF
THE NEW SOUTH



NASCAR
HALL OF FAME



THE BILLY
GRAHAM LIBRARY

EPIC EATS

Charlotte's got a refreshing roster of restaurants whose fare you'll crave long after you leave. Discover a panoramic skyline view at **Fahrenheit**, Southern farm-to-fork eats at **The Asbury**, fresh North Carolina oysters at **Sea Level**, Tuscan-style cuisine at **Stagioni**, locally sourced fare at **Heirloom Restaurant** or rotating plates at **Kindred**, named one of America's best new restaurants by *Bon Appetit* in 2015. Experience Charlotte's explosive barbecue scene at **Midwood Smokehouse**, **Mac's Speedshop** or **Queen City Q**. Or indulge in downhome comfort food at **Mert's Heart and Soul**, **The King's Kitchen** and **Price's Chicken Coop**, whose famous fried chicken has delighted celebrities like Jay Leno. Dip into the international culinary scene with Bosnian cuisine at **Euro Grill & Café**, Southern French fare at **Aix en Provence**, Korean barbecue at **Seoul Food Meat Co.** or Middle Eastern staples at **La Shish Kabob**. Latin American favorites, like **El Pulgarcito De América**, echo Charlotte's standing as a city with one of the fastest-growing Hispanic populations in the country.

EXHILARATING ADVENTURES

Charlotte is a thrill-seeker's paradise. Careen down the currents in the largest man-made recirculating river in the world at the **U.S. National Whitewater Center**. Rope courses, rafting, kayaking and stand-up paddle boarding are just a few activities on the expansive menu. This year, the USNWC will debut the first man-made deep water solo climbing complex in the world and will add two new zip lines. For a wind-in-your-hair, exhilarating experience like no other, zoom down Fury 325, the world's fastest and tallest giga coaster, at **Carowinds**. The unmatched ride won *Amusement Today's* Golden Ticket Award for "Best New Attraction of 2015" in the amusement park category. Take the fast track to **Charlotte Motor Speedway** to get an inside look at the sport of NASCAR. The 1.5-mile superspeedway is a speed demon's dream. Then speed over to the **NASCAR Hall of Fame** to learn about the history, heritage and heroes of NASCAR. Racing simulators and other interactive exhibits put you in the driver's seat.

SIP AND SAVOR

The city is overflowing with ways to explore craft beer. **The Olde Mecklenburg Brewery** sprouted the craft beer scene in 2009. **NoDa Brewing Company** is famous for its award-winning Hop, Drop 'n Roll IPA. **Sycamore Brewing** offers 28 taps and a dog-friendly patio. And **Lenny Boy Brewing Co.** is the city's only certified organic brewery churning out kombucha, wild ale and craft beer. The creative spirits and handcrafted cocktail scene is booming, too. **The Cellar at Duckworth's** and **The Cotton Room** are the city's newest speakeasies, and **The Punch Room at The Ritz-Carlton, Charlotte** is a go-to for creative cocktails concocted by mixologist Bob Peters. **Heist Brewery** creates new twists on classic cocktail staples, and **Soul Gastrolounge** has a rotating list of funky and eclectic options. When it comes to craft liquor, local distilleries, including **Muddy River Distillery**, **Doc Porter's Distillery**, **Great Wagon Road Distilling Company** and **Southern Grace Distilleries**, make spirits ranging from rum and vodka to whiskey and moonshine.

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The Olde Mecklenburg Brewery

Carolina Panthers

Chef Clark Barlowe of Heirloom Restaurant

REGAL ACCOMMODATIONS

In Uptown Charlotte, more than 1,700 new hotel rooms are planned or currently under construction. **Embassy Suites** is developing a nine-story, 250-room hotel across the street from the **NASCAR Hall of Fame** and the **Charlotte Convention Center**. **Spring Hill Suites Charlotte Downtown** has started construction on a 195-room hotel near **Time Warner Cable Arena**. Construction of a 20-story hotel tower at the **EpiCentre** entertainment complex began in 2015. It will feature a 182-room **AC Hotel** and a 120-room **Residence Inn**. And Crescent Communities recently announced development of **Tryon Place**, which will include 300-plus hotel rooms. Crescent Communities has also embarked on a mixed-use project called Crescent Stonewall Station. The live-play-work complex will include two hotels, a **Whole Foods Market** and direct access to the **LYNX Blue Line** light rail. Among other Uptown developments in the works are a **Grand Bohemian Hotel**, a **Kimpton Hotel** property and a boutique hotel in the Ivey's building.

HOMETOWN HEROES

In addition to being a training site for Olympic events and sports, like Olympic-level swimming and slalom kayaking/canoeing as well as the Paralympics, the Queen City is home to a rich professional sports scene. Charlotte hosts more than 200 professional sporting events each year. Football fanatics can catch a **Carolina Panthers** (NFL) game at **Bank of America Stadium**; lovers of America's favorite pastime can watch the **Charlotte Knights** (AAA) round the bases at **BB&T Ballpark**; hockey lovers can see the **Charlotte Checkers** (AHL) hit the ice at the recently renovated **Bojangles' Coliseum**; and hoop lovers can watch the **Charlotte Hornets** (NBA) bring the buzz to the court at **Time Warner Cable Arena**. In 2017, Charlotte will play host to the **2017 PGA Championship** and the **2021 Presidents Cup**, which will both be held at the **Quail Hollow Club**.

FAMILY FRIENDLY

Take a wagon ride or drive your own car on a 3.5-mile safari tour at **Lazy 5 Ranch**, which is home to more than 750 animals from six different continents. Let your imagination soar at the **Carolinas Aviation Museum** before getting a dose of inspiration at **The Billy Graham Library**. Come face-to-face with sharks, stingrays, seahorses, a sea turtle and other creatures at **SEA LIFE Charlotte-Concord Aquarium**. Explore interactive, hands-on science exhibits and experiments at **Discovery Place**, or for the tiny tots, head to **Discovery Place Kids**. Bring stories to life at **ImaginOn: The Joe & Joan Martin Center**, a library and the **Children's Theatre of Charlotte** all wrapped up into one. Jump for joy with the whole family at **Sky High Sports** or **Sky Zone Trampoline Park**. And to experience Charlotte's natural beauty, head to the **Charlotte Nature Museum**, where you can walk among majestic, free-flying butterflies in the Butterfly Pavillion.

IN THE *spotlight*

IT'S NO SECRET; EVERYONE WHO VISITS CHARLOTTE THESE DAYS LEAVES WITH SOMETHING GREAT TO SAY.

"...an excellent place to soak up the new Old South." – **THE NEW YORK TIMES**

"...it's a new season for Charlotte's culinary culture. We cannot wait to watch it flourish." – **THE LOCAL PALATE**

"Discover fast cars, fine houses and fresh food in North Carolina's biggest city." – **BUSINESS TRAVELLER UK**

"Hip, chic Charlotte, North Carolina's largest city, is easy on the eye and hard to leave." – **SUNDAY MIRROR**

"Innovative art museums anchor a city block, lively neighborhoods ring the center, and dining and drinking options abound." – **THE BOSTON GLOBE**

Discover more at charlottesgotalot.com