



Charlotte

As the third fastest growing major U.S. city and the 16th largest city in the nation, Charlotte, North Carolina is a city on the rise. The Queen City, recognized as the top destination for tourism in the Carolinas, is a diverse community that blends Southern hospitality with urban sophistication.

From Olympic-level whitewater rafting at the U.S. National Whitewater Center to high-speed fun at the NASCAR Hall of Fame, Charlotte offers cultural, entertainment and dining options that abound in the thriving cityscape. With all the excitement and growth happening in the city, Charlotteans continue to boast hometown pride along with friendly and welcoming attitudes that make visitors and newcomers feel instantly at home.

CULINARY KINGS & QUEENS

Charlotte is a city of culinary opportunity. As a creative haven for foodies, the city has everything from authentic North Carolina barbecue restaurants to a brand new food hall with 20+ diverse vendors. With more than **40 new restaurants** that have recently opened or are set to open within the next few months, Charlotte has been recognized by several well-established organizations over the past year including the **James Beard Foundation**, **Andrew Harper's Hideaway Report** and **OpenTable Top 100** - further placing the city's culinary scene amongst the top in the country. A few recent highlights include **Optimist Hall**, a \$60 million redevelopment of a historic mill turned food hall featuring 20+ vendors including beloved food truck staples, **The Dumpling Lady** and gourmet grilled cheese shop **Papi Queso**; **N.C. Red**, a new concept from James Beard semifinalist Bruce Moffett and **Bonjour Y'all**, a 700-square-foot French Quarter-inspired bakery. Upcoming openings include **Taco Mama**, a fast-casual restaurant serving tacos,

#1
TRAVEL DESTINATION
IN THE CAROLINAS

3RD
FASTEST GROWING
MAJOR U.S. CITY

2.7 MILLION
PEOPLE AND COUNTING LIVE IN
THE CHARLOTTE AREA

60+
BREWERIES
IN THE CHARLOTTE
REGION

16TH
LARGEST CITY
IN AMERICA

ONE OF THE 10 BUSIEST
AIRPORTS IN THE
WORLD IN OPERATIONS

burritos and nachos, along with The Goodyear House, a neighborhood gathering place offering elevated comfort food.

EVOLVING SKYLINE

Approximately 7,600 new hotel rooms are in the pipeline for the Charlotte region through 2020, including more than 2,000 in Uptown. New developments and hotels that will be growing the city's skyline include the **Grand Bohemian** hotel, **Moxy Hotel**, **JW Marriott** and **InterContinental Hotel**. Charlotte also offers smaller boutique properties such as **The Ivey's Hotel**, which was just recognized as one of the top 25 hotels in the U.S. according to **TripAdvisor's Travelers' Choice Awards**. With hotels at varying price points in the heart of Uptown, visitors have plenty of options.



OPTIMIST HALL



THE DUMPLING LADY



THE FIREBIRD



SYCAMORE BREWING

ARTS & CULTURE

From Broadway smash hits and top acts at **Blumenthal Performing Arts** venues, **Bojangles' Entertainment Complex** and **Spectrum Center** to renowned art exhibitions at top museums such as the **Becthler Museum of Modern Art** and the **Mint Museum**, Charlotte's vibrant arts and culture scene offers a diversity of experiences at affordable prices. With the Levine Center for the Arts Access Pass, visitors gain 48-hour access to top museums for only \$20. Those looking to learn more about African American history and arts can visit the **Harvey B. Gantt Center for African-American Arts + Culture**. **Levine Museum of the New South**, the only museum in the country concentrating exclusively on New South history, documents the rich history of the region through the award-winning permanent exhibit "Cotton Fields to Skyscrapers." The museum's newest exhibit, "#HomeCLT," is a series rooted in the stories of Charlotte's neighborhoods in the words of its diverse residents. Guests who visit the exhibit have the opportunity to test a new augmented reality app to share their own stories.

CHARLOTTE ON TAP

Nearly 60 craft breweries are located in the Charlotte region. **The Olde Mecklenburg Brewery** was the city's first craft beer producer. Known for their German-inspired flavors and biergarten, this brewery has become a popular staple in the city. **Pour Taproom**, which boasts over 118 taps, is the world's **largest self-serve taproom** and is located outside of Uptown in the Plaza Midwood neighborhood. **Middle James, Three Pillars Brewing** and **Southern Strain Brewing** are just a few of the breweries opening in Charlotte later this year.

SPORTS MECCA

Charlotte is home to a number of professional sports teams including NFL football team **Carolina Panthers**, NBA basketball team **Charlotte Hornets**, **Charlotte Checkers** hockey, Charlotte Knights baseball and more. Additionally, the city has hosted a number of national and international sporting events including the **2019 NBA All-Star Game**, **Concacaf Gold Cup**, **NASCAR** races, **PGA Tours** and more.

CHARLOTTE IN THE SPOTLIGHT

"...an excellent place to soak up the new Old South."

- THE NEW YORK TIMES

"Discover fast cars, fine houses and fresh food in North Carolina's biggest city."

- BUSINESS TRAVELLER UK

"Though it continues to be a financial force (it's the number two banking center in the U.S.) it's long past its stodgy reputation as a suit haven. It's tough to say just what accounts for the change, but maybe it's the world-class food scene that has cropped up, or how breweries in the area skyrocketed between 2012 and 2019, up to nearly 60 from seven."

- CONDÉ NAST TRAVELER

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

- THE SUNDAY MIRROR

"Charlotte, North Carolina is so 20th century and that's its charm"

- THE DAILY BEAST

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

- THE BOSTON GLOBE

KAREN BRAND / Director of Communications
704.414.4172 • karen.brand@crva.com

KRISTEN MOORE / Senior Public Relations Manager
704.414.4184 • kristen.moore@crva.com

MOLLY RUGGERE / Public Relations Manager
704.414.4185 • molly.ruggere@crva.com

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