

# CHARLOTTE

Charlotte, North Carolina, is a city on the rise, consistently recognized as the top travel destination in the Carolinas.

From Olympic-level whitewater rafting at the U.S. National Whitewater Center to high-speed fun at the NASCAR Hall of Fame, Charlotte offers exclusive experiences found only in this ready-to-be-explored urban haven. Charlotte continuously garners attention for its ever-evolving cityscape, diverse culinary scene, star-studded sporting events and more.

## EVOLVING SKYLINE

With multiple new developments and hotel openings, Charlotte's skyline continues to grow, with expansion certain for years to come. Accommodations from historic boutique hotels to mini-hotels to luxury brands create a vast array of options for visitors in the heart of Uptown.

- Recent hotel openings: The JW Marriott (2021) Marriott Hotel and Conference Center at UNCC (2021); Hyatt Centric SouthPark (2021); Refuge (2021), a five-room mini-hotel in Plaza Midwood; and the Grand Bohemian Hotel (2020).
- Hotels coming soon: Moxy Hotel, a Marriott concept opening at Brevard and 4th Street near the Spectrum Center (2022) and InterContinental Hotel, a luxury high-rise hotel atop recently restored Carolina Theatre (2022)
- The 90-year-old historic Dunhill Hotel in Uptown recently completed a multi-million dollar renovation.

The October 2021 completion of the Charlotte Convention Center's \$126.9M expansion increased the center's total leaseable space from 550,000 square feet to 600,000 and connected the Charlotte Convention Center to the 700-room West Charlotte Hotel and LYNX light rail station via an over-street pedestrian walkway.

9 CHARLOTTE CONVENTION CENTER

## CULINARY HIGHLIGHTS

Despite the ongoing challenges faced by the global hospitality and tourism industry, Charlotte's culinary scene has continued to grow. From authentic old-school North Carolina barbecue restaurants to diverse international offerings to expanding regional staples, Charlotte's offerings are constantly expanding.

- 100+ new bars and restaurants recently opened their doors, including Leah & Louise, which was named the second-best new restaurant in the U.S. by Esquire in 2020.
- Leah & Louise founders, Chef Greg and Subrina Collier launched the inaugural BayHaven Food & Wine Festival (October 2021). BayHaven is Charlotte's first food and wine festival dedicated to celebrating Black foodways and the industry members around the region that make them possible.
- Supperland (2021), is a new dining experience housed in a renovated historic church offering cuisine described as "church potluck meets steakhouse" and an elaborate cocktail program including an absinthe fountain and a newly-added 10-seat speakeasy
- Charlotte's international cuisine scene has continued to grow with The Jimmy, restaurateur Jim Noble's first Italian cuisine restaurant; Calle Sol Latin Café & Cevicheria offering Latin American dishes; and Mariposa, a new concept opening soon at the Mint Museum, serving a tapas-style menu with influences from Morocco and India through Chef Jonathan Moore's Southern lens.
- Beloved New York pizza spot, Emmy Squared, opened its first location in Charlotte in September 2021.

9 NOBLE SMOKE



TRAVEL DESTINATION IN THE CAROLINAS IN TERMS OF VISITOR SPENDING

2.6 MILLION

PEOPLE AND COUNTING LIVE IN THE CHARLOTTE AREA

8<sup>TH</sup>

FASTEST GROWING U.S. CITY IN TERMS OF POPULATION

15<sup>TH</sup>

LARGEST CITY IN AMERICA



BREWERIES IN THE CHARLOTTE REGION

10

CONSECUTIVE YEARS OF GROWTH IN VISITOR SPENDING WITHIN THE CHARLOTTE REGION

\$26.75 BILLION

IN DIRECT VISITOR SPENDING IN NC TOURISM IN 2019 (NEW RECORD), WITH \$7.8 BILLION IN CHARLOTTE ALONE

CHARLOTTE

## CHARLOTTE ON TAP

- October is NC Craft Beer Month and with more than 60 craft breweries in the region, Charlotte is the perfect place to celebrate. New additions to the scene include: D9 Brewing, Uptown Charlotte's only brewery; Vaulted Oak Brewing, located inside a converted bank; and Trolley Barn Fermentory & Food Hall, located in South End's historic trolley barn.
- Upcoming brewery openings include: Burial Beer Co.; HopFly Brewing Co.; Midnight Mulligan; Gilde Brewery; Southern Strain Brewing Company; Saucy Brew Works and more to be announced.
- The Olde Mecklenburg Brewery (2019), known for its German-inspired brews and biergarten, is the city's oldest craft brewery, with plans for expansions to nearby Mount Holly and Cornelius.
- Charlotte Beer Garden in South End proudly boasts the world's largest selection of draft beers available in one restaurant.
- The recently-opened Summit Seltzer Co. is the first seltzery on the East Coast.
- Local breweries have tapped into the non-alcoholic realm, with breweries like Lenny Boy Brewing Co. offering regular and seasonal kombucha options both on tap and around town, while Blue Blaze Brewing Co. and Fonta Flora Brewing offer non-alcoholic craft-brewed seltzer options.



9 CHARLOTTE BEER GARDEN

## CREATIVE ADAPTIVE REUSE



9 CAMP NORTH END

- Charlotte's continuously expanding food hall scene is more vibrant than ever. Optimist Hall resides in a historic mill, redeveloped to feature 20+ vendors with new shops and eateries opening regularly.
- Camp North End, a former Ford manufacturing site and United States army, welcomed its newest addition—the historic Gamma Goat Building. The 2020 addition brought 140,000 square feet of office space, four food stalls, a boutique fitness center and plenty of outdoor gathering space to the 76-acre Camp North End campus.
- Later this year, Charlotte will welcome its newest food hall, located in the historic Lawrence Knitting Mills. Called Lintmen's in a nod to the workers who once inhabited its premises, the 18,000-square-foot building will reopen with a food hall, offices and retail space.
- Next door, a 15,000-square-foot warehouse will become the second location for popular South End restaurant and bar Seoul Food Meat Co. Connecting the two will be an expansive backyard, one of the largest outdoor spaces in the area, and a connection point to the XCLT Trail.

## OUTDOOR RECREATION & ADVENTURE



9 CROWDERS MOUNTAIN

- Visitors can explore Charlotte on foot with the new CLT Trail Guide which spans six different trails equaling 22 miles of paths in and around the city and the the U.S. National Whitewater Center.
- The U.S. National Whitewater Center offers over 45 miles of developed hiking and biking trails and over 30 different recreational activities including white water rafting, ziplining and more. The Whitewater Center is host to countless events annually including various trail races, like a marathon and triathlon, river races and River Jam, an outdoor concert series taking place each summer.
- Outdoor enthusiasts can hit the pavement and trails of McMullen and Lower McAlpine Creek and Greenway or the creatively named Booty Loop where runners and walkers can log some miles.
- Nearby Crowdres Mountain welcomes hikers on its 11 trails to explore the wilderness and sweeping views of the surroundings.
- Fewer than 20 miles away, Lake Norman offers watersports and natural escapes alongside cultural activities and dining year-round.



CLT TRAIL GUIDE

## ARTS & CULTURE

From Broadway hits and top musical performances to renowned art exhibits and top museums, Charlotte affords visitors and residents alike the opportunity to experience the arts at unique venues. The Blumenthal Performing Arts venues, Bojangles Entertainment Complex (BOPLex) and Spectrum Center host exciting and engaging performances while the Bechtler Museum of Modern Art and Mint Museums wow attendees with expansive and impressive exhibits each year.

- In 2020, the BOPLex opened its new 35,000 square foot connector facility, unifying its two historic venues—the Bojangles Coliseum and Ovens Auditorium—enhancing visitor experience through additional

space for hospitality and concessions with an outdoor patio for guests to enjoy before and after shows.

- The Harvey B. Gantt Center for African-American Arts + Culture is home to African American arts and history exhibits, celebrating the contributions of African Americans to America's culture.
- The 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.
- With the Levine Center for the Arts Access Pass, visitors gain 48-hour access to top museums for only \$20.

## SPORTS MECCA

- Charlotte is home to a number of professional sports teams including the Charlotte Panthers (NFL), Charlotte Hornets (NBA), Charlotte Checkers (AHL), Charlotte Knights (MiLB) and its newest team Charlotte FC (MLS), which will play its first game in 2022.
- The NASCAR Hall of Fame, located in the heart of Uptown, is a shrine to the history and heritage of NASCAR. Bringing together lifelong motorsports lovers and casual fans alike, the NASCAR Hall of Fame's ever-evolving exhibits and interactive displays are a destination perfect for sports lovers.
- Charlotte Motor Speedway is home to the Coca-Cola 600 and other races throughout the year, including the 2021 Bank of America ROVAL 400.
- In 2022, Charlotte will host the Big South Basketball Championships (March) and ACC Baseball Championship (May) and will be the first Southeastern city to host the prestigious President's Cup (September).



9 NASCAR HALL OF FAME

## SMALL TOWN SUPERSTARS

One unexpected outcome of COVID-19's ongoing impact on the travel industry has been the uptick in interest in and visitation to small towns in suburbs adjacent to densely populated cities. Luckily for visitors, Charlotte has plenty of gems for quick day trips or weekend stays.

- Belmont, a charming town of just over 8,000 people 15 miles outside of Charlotte, is a close-knit community with a bustling downtown featuring specialty shops, boutiques restaurants and Stowe Park, with Daniel Stowe Botanical Garden a few miles from downtown's center
- Davidson, a small college town located approximately 20 miles north of Charlotte, is situated near the idyllic Lake Norman. The stunning

lakeside town promises fantastic views, shopping and restaurants—including the award-winning, James Beard-nominated Kindred and the female-, BIPOC-owned Davidson Wine Co. —along its historic Main Street.

- Cornelius, another Lake Norman town, is home to countless outdoor recreation activities and an incredible dining scene including the beloved Hello, Sailor.
- Pineville, just south of Charlotte, is home to a quaint downtown with a local brewery, farmer's markets frequented by Charlotte chefs, shopping, galleries and high-end eateries like Santé.

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