



Jackson County, N.C.

Made up of the distinctive towns of Cashiers, Cherokee, Dillsboro and Sylva, Jackson County is ideally situated in Western North Carolina's Blue Ridge Mountains and known for shopping, dining, culture and charming locales. The destination is also the North Carolina Trout Capital® and is home to the nation's first and only fly-fishing trail as well as majestic mountains and miles of scenic hiking trails and waterfalls.

Learn More at: DiscoverJacksonNC.com

Secret Season

From January to March each year, Jackson County's Secret Season offers an abundance of hidden benefits.

- Enjoy shorter wait times at popular trails and attractions such as Shadow of the Bear (mid-February to early March).
- Take advantage of discounted lodging throughout the county with many accommodations offering special packages and promotions.
- Shop among fewer crowds and grab the best seat in the house at the county's most popular dining spots in the charming downtown areas.



Small-Town Feels with Big-Town Flavors

Jackson County's food and beverage scene leaves as much of a lasting impression as its towering mountains do. Indulge in farm-to-table offerings from award-winning chefs and culinary stars who know the way to a foodie's heart.

- Voted "Most Romantic Restaurant in NC" by *Food & Wine*, Canyon Kitchen offers al fresco dining, widespread county views and an award-winning farm-to-table menu.
- The Library Kitchen + Bar has a menu of bright and playful culinary treats designed by Michelin-star trained Chef Johannes Klapdohr.
- Guadalupe Cafe in Sylva is a fusion restaurant that takes diners through a world of flavors with Spanish, Middle Eastern, Caribbean and even Southern influences.
- Haywood Smokehouse is named on *Travel + Leisure's* "Top 25 Places for BBQ in the USA."
- Lulu's on Main's Chef Devin McCardle, who once served Julia Child on her anniversary, attended the American Institute of Wine & Food and takes his expertise and French culinary training to the kitchen to create a delectable menu.
- ILDA is an authentic Italian restaurant opened by a husband-and-wife duo serving plates that combine authentic Sicilian recipes with the freshest locally sourced Appalachian ingredients.
- The Jackson County Ale Trail is comprised of seven local breweries with more than 120 unique brews of tap. Download the Ale Trail map and visit each location for distinctive atmospheres and taps ranging from IPAs, sours, lagers and more.



Come See What All the Fuss Is About!

"The Best Small Towns for a Fall Getaway: Cashiers"
Travel + Leisure

"Five US Destinations to Visit in The Off-Season"
Forbes

"Here's Why You Need a Winter Getaway to North Carolina"
Southern Living

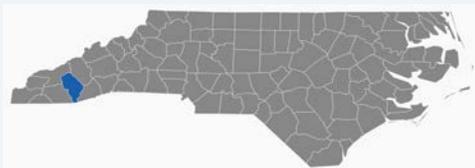
"The Best Small Towns in North Carolina: Sylva"
Travel + Leisure

"Crowd-Free Summer Vacations You Can Book Last Minute"
Reader's Digest

"Natural Phenomena You Have to see in Fall: Shadow of the Bear"
The Weather Channel

"The Best Places to Travel in the US in February: Outhouse Races"
Travel + Leisure

"An Asheville Alternative for the Crowd Weary"
Washington Post



Recent Renovations

Jackson County boasts three newly renovated hotel properties in the town of Cashiers.

- The iconic 20th century High Hampton, home to a world-class golf course and incredible views.
- Hotel Cashiers, a pet-friendly boutique mountain inn featuring a blend of modern and rustic design, plus outdoor seating under charming patio lights.
- The quaint retreat of The Wells Cashiers, tailored with premium amenities and elevated, contemporary design at an accessible price point.

Only in Jackson County!

Here's a list of unique attractions and key events that only exist in Jackson County.

- Panthertown Valley, known as "The Yosemite of the East" is treasured backcountry with 30 miles of trails, dozens of cascading waterfalls, trout streams, sheer granite cliffs and the best panoramic views of the Blue Ridge Mountains.
- The natural phenomenon known as The Shadow of the Bear occurs from mid-October through early November and again in late winter from mid-February through early March when the sun sets behind Whiteside Mountain and its shadow creates a perfect image of a Black Bear that dances across the tops of the treetops below.
- Experience the magic of the holiday season at the Dillsboro Lights & Luminaries event on the first two Fridays and Saturdays of December as the entire town is transformed into a winter wonderland featuring 2,500 luminaries.
- The Outhouse Races drag race hosted at Sapphire Valley Ski Resort draws a crowd each February on the Saturday of Presidents Day weekend as its always filled with lots of creativity and quirkiness.
- The annual Hook Line & Drinker Festival celebrates Jackson County being the home of the N.C. Trout Capital® and the WNC Fly Fishing Trail®. It features fly fishing guides and vendors, craft breweries, food trucks and children's activities.

The Healing Power of Nature

Trade skyscrapers for mountains and find serenity and under-the-radar wellness in Jackson County, conveniently located only 20 minutes from The Great Smoky Mountains National Park & Blue Ridge Parkway.

- Lace up those hiking boots and trek the two-mile loop at Whiteside Mountain, considered by geologists to be one of the oldest mountains in the world.
- Cool off at Sliding Rock or Silver Run Falls, two of Cashiers' waterfalls that offer natural swimming holes.
- Sit on a sandy swim beach with a mountain view or enjoy water activities at Lake Glenville, one of the country's highest elevation lakes.
- Take in a stunning scene at Whitewater Falls, one of the highest waterfalls east of the Rockies.
- Try something new and embark on a Forest Therapy Hike, inspired by the Japanese practice of Shinrin-Yoku, or a therapeutic Llama Hike.
- Discover wellness-centered activities at The Meditation Center, Canyon Spa at Lonesome Valley, Fusions Spa & Wellness, Sylva Yoga and more.
- No matter your skill level, enjoy the uninterrupted, soothing nature of Fly Fishing on Jackson County's pristine rivers and streams teeming with brown, rainbow and brook trout.