

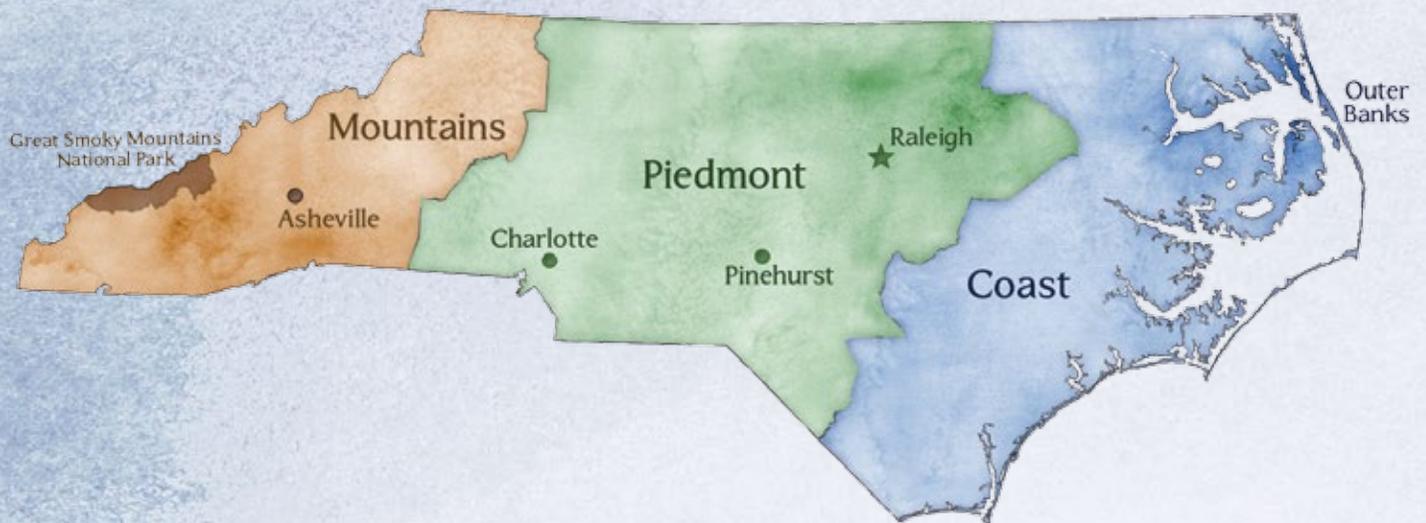


**3 Distinct Regions.
1 Unique State.**



NC
NORTH CAROLINA

North Carolina's regions are as varied as the landscapes themselves. From the tallest mountain peaks in the eastern United States to more than 300 miles of pristine beaches, come explore the natural beauty, fun attractions, restful relaxation and memorable experiences found around every corner.



MOUNTAINS

The height of North Carolina's mountains is modest compared to Everest or K2, but our majestic peaks reflect uncommon beauty. The Blue Ridge Parkway and Great Smoky Mountains National Park – two of the most popular sites of the National Park Service – offer dramatic vistas, hiking and biking trails, rivers, lakes, waterfalls and a spectacular array of wildflowers, wildlife, folk arts and more for travelers to experience and treasure.

PIEDMONT

North Carolina's Piedmont bridges the mountains to the coast. Here you'll find the state's largest cosmopolitan cities next to quaint small towns full of authentic Southern charm. Enjoy live music, dining, shopping and an unparalleled nightlife. Take in a professional sporting event featuring our NBA, NFL, NHL and NASCAR teams. Or simply relax and watch artisans at work on their handcrafted pottery, stroll through our award-winning wineries, or pamper yourself at one of our luxurious resorts and spas.

COAST

North Carolina's coastal region features 300 miles of pristine barrier island beaches including the Cape Hatteras and Cape Lookout National Seashores, and dozens of charming small towns along inland waterways. Maritime history is everywhere with numerous lighthouses, aquariums and museums that reveal our rich colonial history, including Blackbeard the Pirate's notorious exploits. And don't miss out on the soft sand beaches, and ocean breezes along the Outer Banks that are home to wild Spanish mustangs and fueled the Wright Brothers' first powered flight in 1903. There's something for everyone here, from outdoor activities including hang gliding, kite boarding, surfing, fishing and collecting shells, to simply relaxing with your toes in the sand.





CULTURE & ARTS

North Carolina's arts and culture reflect Southern traditions, diverse heritages and international influences. We're home to some of the finest museums in the country, including the NC Museum of Art, with its acclaimed outdoor sculptures and gardens, and the Wright Brothers National Memorial, which commemorates the first successful airplane flight. Sightseeing abounds on guided tours, whether by foot, bus or boat, showcasing the state's historic landmarks as well as sites where movies and television shows have been filmed. And if theater is your thing, we have shows ranging from outdoor dramas to Broadway plays.

CULINARY & CRAFT BEER

North Carolina's most celebrated food tradition is barbecue – specifically pork that has been slowly smoked over wood until it's extremely tender. Throughout our state you can experience old-fashioned barbecue as well as new, modern takes on this iconic meal. Dine at world-class restaurants, where the ambiance rivals the menu, including rooftop dining overlooking city skylines or ocean waves. Then visit towns such as New Bern, which is the birthplace of Pepsi-Cola, and Calabash, known as the "Seafood Capital of the World." And don't forget to raise a glass at any of our 175+ craft breweries – more than any other in the American South. Brewers and beer lovers alike are drawn to the state's agricultural heritage that shapes a distinctly Southern style of beer found at brewery tours, taproom tastings and popular restaurants.

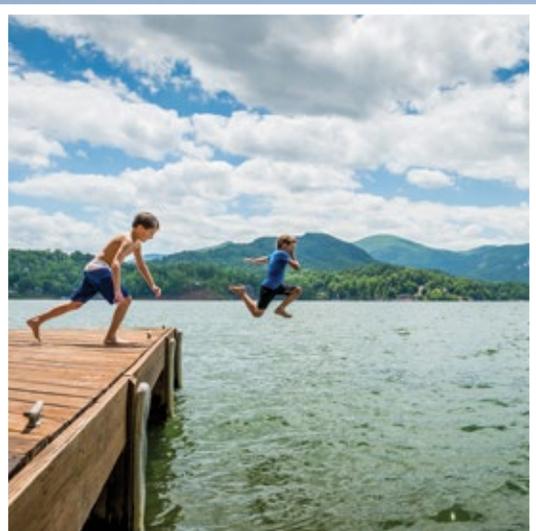
GOLF

With more than 400 courses across North Carolina's mountains, Piedmont and coast, golfers can find a diverse course almost anywhere they visit. The Pinehurst area alone has 40 world-class courses within a 15-mile radius. Many were designed by Donald Ross, who laid the foundation for golf in the United States. In fact, Ross designed legendary Pinehurst Course No. 2, which has hosted several U.S. Opens.





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