

NC[®]

north carolina

3 DISTINCT REGIONS.
ONE DISTINCT STATE.





THE GREAT OUTDOORS

From the misty mountain peaks to the salt-kissed shores, every landscape here promises inspiration and discovery. Across the state, you can hike, camp, climb, kayak, fish, cycle, chase waterfalls, ski and more —each experience can be elevated by world-class guides whose passion for stewardship preserves the beauty that surrounds you. Tee off where legends played at Pinehurst in the Piedmont, or find serenity beside the rolling surf on more than 300 miles of coastline. Explore 154 km of the Appalachian Trail, the world's longest pedestrian-only footpath, or journey along more than 3000 km miles of the Mountains-to-Sea Trail stretching from the Great Smoky Mountains National Park to the Outer Banks. With 4 national forests and 39 state parks and recreation areas, North Carolina invites you to awaken your sense of adventure.

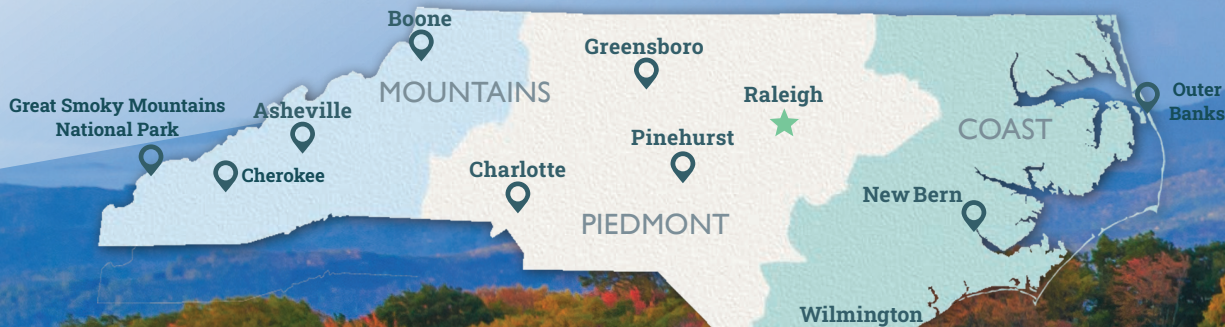
STEEPED IN RICH HISTORY

Plan a visit to North Carolina's oldest places to experience something new. Walk in the footsteps of Vanderbilt and Hemingway, and explore the legendary haunts of pirates like Blackbeard. Relive the excitement of America's first gold rush, which began right here in North Carolina. Stand where the sit-in movement sparked a national call for justice, pause in the ancestral home of the Cherokee, or spread your wings where the Wright brothers first flew. As America prepares to commemorate 250 years in 2026, join the exploration of pivotal events, milestones, and voices that shaped our state and country—from the Halifax Resolves to the Civil Rights Movement and beyond.



FRESH CULINARY DELIGHTS

Embrace the spirit of adventure and let your taste buds lead the way—where the ocean's freshest catch is always on the menu. Journey along iconic food trails, from briny oysters to smoky barbecue, and toast unforgettable moments with craft brews. Add in the warmth of African American soul food traditions and the freshness of farm-to-table experiences, and every appetite will be delighted. Each meal promises a celebration of flavor and a story to savor. And with 47 North Carolina restaurants featured in the Michelin Guide of the American South, you'll discover world-class dining at every turn.



MUSIC FOR THE SOUL

From concert halls and outdoor amphitheaters to lively clubs and legendary juke joints, North Carolina's music scene is as diverse as its landscape. Discover live music everywhere you go—whether at renowned venues like The Orange Peel and Rabbit Rabbit in Asheville, or along the Blue Ridge Music Trail where the deep roots of bluegrass and mountain music come alive. Explore the musical legacy of cities like Durham, birthplace of Piedmont blues, and visit Charlotte's thriving jazz clubs. Celebrate the sounds of soul, gospel, country, and rock at festivals across the state, and experience the places where legends like Nina Simone, John Coltrane, and Doc Watson began their journeys. Wherever you wander, the rhythm of North Carolina is always within reach.



CULTURE THAT INSPIRES

Discover a tapestry of unforgettable experiences woven throughout North Carolina. Marvel at the magnificent Biltmore Estate—America's largest mansion—where sweeping gardens, acclaimed art exhibitions, and a celebrated winery await. Let North Carolina's iconic annual festivals fill your calendar with excitement—from the blooming brilliance of Wilmington's Azalea Festival, to the North Carolina Seafood Festival, the soulful MerleFest music celebration, the cherished North Carolina Apple Festival, and the heritage-filled Mount Airy Autumn Leaves Festival. Immerse yourself in Seagrove's storied pottery community, the largest in the nation, and wander through the dynamic art and history museums of Raleigh. Experience the state's passionate sports culture—from the roar of college basketball crowds to the thrill of professional games—where every season offers unforgettable moments of unity and pride.





DRIVING DISTANCES

Charlotte, NC 🚗 Raleigh, NC: 2hrs 30m
Atlanta, GA 🚗 Charlotte, NC: 4hrs 15m
Charlotte, NC 🚗 Charleston, SC: 3hr 30m
Nashville, TN 🚗 Charlotte, NC: 6hr 30m
Richmond, VA 🚗 Raleigh, NC: 2hrs 30m
Raleigh, NC 🚗 Outer Banks, NC: 3hrs 45 m
Chattanooga, TN 🚗 Asheville, NC: 4hrs
Washington, DC 🚗 Outer Banks, NC: 6hrs
Washington, DC 🚗 Raleigh, NC: 5hrs

VACATION TIME IS PRECIOUS.

Make the most of every moment – even the ones spent getting here.

North Carolina is centrally located on the East Coast of the United States, which means it's within a day's drive or flight from cities throughout the Northeast, Midwest and South. With nonstop flights to international airports and the nation's second-largest state-run highway and ferry systems, it's easy to get where you're going – and enjoy the ride along the way.

Raleigh-Durham International serves 70+ nonstop markets including 11 international nonstop flights.

Charlotte Douglas International has 188 nonstop destinations including 40+ international and 8 to Europe. There are also 18 Amtrak train stations in the state.



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