



**From eye-catching public art and historical neighborhoods to an Olympic-level whitewater rafting center and world-class dining, Charlotte, North Carolina, is consistently recognized as a top travel destination. The Queen City is beloved for its diverse population, distinctive neighborhoods, award-winning cuisine, prominent sports scene, urban sophistication and so much more. There's never been a better time to visit Charlotte.**



☞ SUFFOLK PUNCH

### CRAFTED CULINARY

From traditional southern food and classic North Carolina barbecue restaurants to delectable and diverse international offerings, Charlotte's chefs are always developing new concepts and tweaking menus to highlight what the region has to offer. Festivals and special events showcase the city's culinary visionaries and voices, offering an exciting way to immerse in the Queen City's food scene.

- Four-time James Beard nominated Chef Greg Collier and his wife, Subrina recently opened 3rd & Fernwood, their latest restaurant concept. The duo is hosting the fourth annual **BayHaven Food & Wine Festival, October 4-6, 2024**, celebrating Black foodways and those in the industry who bring them to life.
- The Queen City is a can't-miss mecca for all things fermented and brewed, celebrating **Craft Beer Week, October 18-27, 2024**. A user-friendly, mobile Craft Beer Passport hosts themed events and brewery check-ins with an opportunity to earn points and prizes.
- **Savor Charlotte returns March 2025** with an invitation to venture outside the traditional restaurant week format. Instead, Charlotte's tastemakers are supported with a two-week celebration promoting the special offers, menu items and culinary events that fit their business model.
- Charlotte has a flurry of highly anticipated new restaurant openings taking place this fall. **Albertine**, by 2016-2020 James Beard-nominee Joe Kindred, opened September 22 in Uptown. **Lelua Hall** from restaurateurs Jamie Brown and Jeff Tonidandel, who have been recognized in Southern Living, Forbes, Esquire and Eater for their concepts, is expected to open before the end of the year.

### ARTS & CULTURE

In the Queen City, art can mean everything from exquisite paintings by Picasso and Warhol to museums filled with cultural artifacts to science, street art murals, Broadway classics and more. Charlotte visitors and residents alike may experience the arts at distinctive venues such as Blumenthal Performing Arts venues, Bojangles Entertainment Complex, Spectrum Center, Bechtler Museum of Modern Art and Mint Museum.

- Charlotte's bundled **Attractions Pass** helps create an unforgettable Queen City itinerary. Fill your day with spectacular gardens, world-class art and hands-on fun at six of Charlotte's top attractions using a mobile-friendly pass platform.
- The **Harvey B. Gantt Center for African American Arts + Culture** celebrates the contributions of African Americans to America's culture, marking its 50th year with special programs, exhibitions and activities throughout 2024.



☞ HARVEY B. GANTT CENTER

**"Best Cities to Live; 2023, 2024"**

- U.S. News & World Report

**"Unexpected U.S. Foodie Cities"**

- Lonely Planet

**"South's Best Food Cities"**

- Southern Living

**"America's Next Great Food Cities"**

- Food & Wine

**5th fastest growing U.S. City by Population**

**#8**

**"Most Diverse Cities"**

- U.S. News & World Report

**15th Largest City in America**

## ARTS & CULTURE

- Charlotte's public art clearly reflects the city's vibrant and diverse cultures as murals, sculptures and installations pop up in neighborhoods across the city, including the now permanent **Luminous Lane** that transformed a forgotten space into a vibrant, contemporary arts destination created by local muralists.
- Multiple major theatrical shows will provide Charlotte visitors and residents with opportunities to experience beloved productions. Upcoming PNC Broadway Lights Series shows include *Some Like it Hot* (Nov. 26 - Dec. 1, 2024), *Hamilton* (Jan. 7-Feb. 2, 2025), *Kimberly Akimbo* (April 15 - 27, 2025), *Les Misérables* (May 20-25, 2025), *Life of Pi* (July 29 - Aug. 3, 2025) and *Wicked* (Sept. 24-Oct. 26, 2025).
- The 2024 Holiday Season concerts and shows feature something for all ages, including *A Christmas Carol* (Nov 25); *Christmas with CeCe Winans* (Dec. 5), *Keith & Kristyn Getty "An Irish Christmas"* (Dec. 6) *Nutcracker! Magical Christmas Ballet* (Dec. 15), *'Twas The Night Before...by Cirque du Soleil* (Dec. 20 - Jan. 4) and *ELF, The Broadway Musical* (Dec. 26 - 29).

## SPORTS MECCA

Packed stadiums, racetracks and fields roar with the thunder of applause all year long. Professional and collegiate sports enthusiasts, as well as amateur sports tournament attendees, show up and rally in this sports-loving city.

- Charlotte is home to professional sporting events more than 200 days a year with teams including the Carolina Panthers (NFL), Charlotte Hornets (NBA), Charlotte Checkers (AHL), Charlotte Knights (MiLB) and Charlotte FC (MLS).
- Carolina Ascent (USLS) began its inaugural season in 2024, bringing professional women's soccer to the city. Charlotte also hosts professional lacrosse and rugby teams.
- The **NASCAR Hall of Fame** is a shrine to the history and heritage of NASCAR, bringing together motorsports lovers and casual fans, with ever-evolving exhibits and interactive displays.
- **Charlotte Motor Speedway** is home to the Coca-Cola 600 (May 25, 2025) and Bank of America ROVAL 400 (Oct. 13, 2024; Oct. 5, 2025).
- Charlotte is the host city for major sporting events including various ACC Championships, Jumpman Invitational (Dec. 17-18, 2024), and the Black College Invitational Championship (March 20-23, 2025).
- The **PGA Championship** returns to Charlotte May 12-18, 2025, taking place at Quail Hollow Club, known for its a long, hilly course and signature three-hole stretch called the "Green Mile."



## OUTDOOR ADVENTURE

Charlotte offers outdoor activities for all skill levels and boasts a growing number of groups dedicated to increasing outdoor excursions for diverse populations.

- The **Whitewater Center** serves as a training center for professionals and novices alike with over 45 miles of developed hiking and biking trails and over 30 different recreational activities including white water rafting, ziplining and more. In 2024, Whitewater opened Off Leash, a 70-acre dog park, and Wildwoods, a children's recreation area.
- Outdoor enthusiasts can hit the pavement and trails of the XCLT, or Cross Charlotte Trail, that will eventually span to the northern tip of Mecklenburg County. Additional popular greenways include McMullen, Lower McAlpine Creek and Greenway.
- Many excellent hikes are a matter of minutes away from Charlotte. Crowders Mountain welcomes hikers with 11 trails and sweeping views of the surroundings.
- Fewer than 20 miles away, and with more than 500 miles of shoreline, Lake Norman offers watersports and natural escapes alongside cultural activities and dining year-round.

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**CHARLOTTE**