



CHARLOTTE

CHARLOTTE, NORTH CAROLINA is a city on the rise. The third fastest-growing U.S. city of the past 20 years, Charlotte is 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 and star-studded sporting events.



TRAVEL DESTINATION IN THE CAROLINAS IN TERMS OF VISITOR SPENDING

2.6 MILLION

PEOPLE AND COUNTING LIVE IN THE CHARLOTTE AREA

3RD

FASTEST GROWING MAJOR U.S. CITY OF THE PAST 20 YEARS

15TH

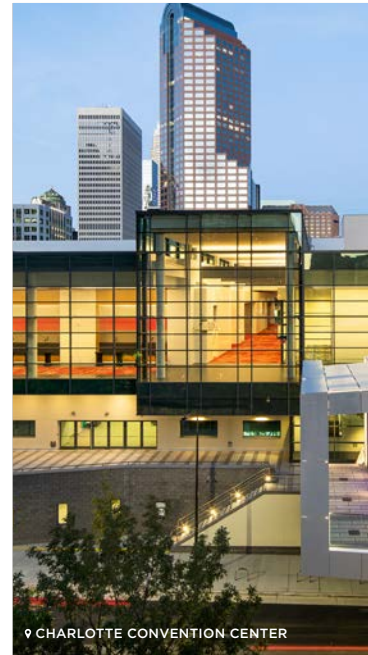
LARGEST CITY IN AMERICA

EVOLVING SKYLINE

Businesses and developers are drawn to Charlotte, contributing new silhouettes to its ever-evolving skyline every year—and hotels are no exception. With broad range of options at varying price points and sizes, from historic boutiques to mini-hotels to luxury brands, visitors have a vast array of options for their stays.

- **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 Carolina Theatre (2022).
- **Airbnb upgrades:** Saucy Brew Works, a brewery-Airbnb hybrid, broke ground in Uptown Charlotte in early 2022. Slated to open in late 2022 or early 2023, the brewery will house seven rooms for visitors, along with a kitchen and entertainment programming.

The October 2021 completion of the Charlotte Convention Center's \$126.9 million 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 travel industry, Charlotte's culinary landscape has continued to expand in every direction. Alongside countless options for authentic North Carolina barbecue and traditional Southern fare, visitors can expect exciting international and fusion cuisine, specialty food trucks and one of the best vegan and plant-based food scenes in the U.S.

- Since 2020, more than 100 new bars and restaurants have opened their doors, including the award-winning Leah & Louise and Supperland, a "church potluck meets steakhouse" dining experience housed in a renovated church, featuring an elaborate cocktail program, an absinthe fountain and a new 10-seat speakeasy.
- 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.
- Dozens of new bars and eateries are in the works for 2022, including Joe and Katy Kindred's highly-anticipated *milkbread*. The duo behind the acclaimed James Beard-nominated Kindred debuted the new concept in Davidson in January 2022, with a second location already planned for Charlotte's Plaza Midwood neighborhood.
- Charlotte has been recognized as one of the best vegan cities in the U.S. thanks to its 25+ plant-based dining options, including the viral sensation Romeo's Vegan Burgers, which recently opened its first brick-and-mortar location and is the first vegan drive-thru in the Southeastern U.S., and Plant Joy, which is located at the trendy Camp North End and offers a rotating seasonal menu.
- Beloved New York pizza spot, Emmy Squared, opened its first location in Charlotte in September 2021.



BREWERIES IN THE CHARLOTTE REGION



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



9 SUPPERLAND



CHARLOTTE ON TAP

- With nearly 100 craft breweries and taprooms in the region, Charlotte is the perfect place for all things brewed, fermented and distilled. Newest additions include Midnight Mulligan, Resident Culture, Burial Beer Co. and Vaulted Oak Brewing, located in a repurposed bank.
- Charlotte Beer Garden in South End proudly boasts the world's largest selection of draft beers available in one restaurant.
- The Olde Mecklenburg Brewery (2009), 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.
- Non-beer drinkers who love the brewery experience have plenty of options in the Queen City. Alcohol-free enthusiasts can enjoy craft beverages from Summit Seltzer Co., the first seltzery on the East Coast; Lenny Boy Brewing, which offers a range of rotating draft kombucha options alongside their beloved beers; and several local breweries with alcohol-free beer options on tap.
- San Antonio's Weathered Souls Brewing (Spring 2022) and Atlanta-based Hippin' Hops Brewery (Summer 2022) have plans to expand to Charlotte, making them the city's first and second Black-owned breweries.



9 CHARLOTTE BEER GARDEN



9 CAMP NORTH END

CREATIVE ADAPTIVE REUSE

- 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 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.



9 CROWDERS MOUNTAIN

OUTDOOR RECREATION & ADVENTURE

- 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 whitewater rafting, ziplining and more. The Whitewater Center hosts countless activities and events, including year-round trail and river races, ice skating in the winter and outdoor concert series River Jam in the summer.
- Outdoor enthusiasts can hit the pavement and trails of McMullen and Lower McAlpine Creek and Greenway or Myers Park's creatively-named Booty Loop where walkers, runners and cyclists can log some miles.
- Nearby Crowders 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 popular musical performances to renowned art exhibits and exceptional museums, Charlotte affords visitors and residents alike the opportunity to experience the arts at unique venues. The Blumenthal Performing Arts venues, Bojangles Entertainment Complex (BO Plex) and Spectrum Center host exciting and engaging performances while the Bechtler Museum of Modern Art and the two Mint Museum campuses wow attendees with expansive and impressive exhibits each year.

- In 2023 the Mint Museum is expected to welcome the traveling “Pablo Picasso: Out of Bounds” exhibit, making Charlotte one of only three U.S. cities to host the limited exhibition, focusing on the artist’s landscape pieces.
- In 2020, the BO Plex opened its new 35,000 square foot connector facility, unifying its two historic venues—the Bojangles Coliseum and

Ovens Auditorium (ranked no. 9 venue in the world for ticket sales according to Pollstar’s Year End Ticket Sales Report for 2020)—enhancing the 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 CENTRAL

- Charlotte’s already-vibrant sports scene will have a banner 2022 as Charlotte Football Club—the newest Major League Soccer expansion team—plays its first match at Bank of America Stadium (March) and the city becomes the first in the Southeastern U.S. to host the prestigious President’s Cup (September). Charlotte will also host the Big South Basketball Championship (March) and ACC Baseball Championship (May).
- With the addition of Charlotte FC, Charlotte is now home to eight professional sports teams including the Carolina Panthers (NFL), Charlotte Hornets (NBA), Charlotte Knights (MiLB) and the Charlotte Checkers (AHL).
- Known as the home of NASCAR, Charlotte is home to NASCAR Hall of Fame, located in the heart of Uptown. A shrine to the history and heritage of NASCAR, the NASCAR Hall of Fame features rotating exhibits and interactive displays that appeal to lifelong motorsports lovers, casual racing fans and experience-seekers alike.
- Charlotte Motor Speedway hosts the Coca-Cola 600 and other races throughout the year. The region also serves as the home base for many racing teams, including Michael Jordan’s newest venture, 23XI Racing.



NEARBY

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 and 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, boutique restaurants and Stowe Park, with Daniel Stowe Botanical Garden a few miles from downtown’s center.
- Davidson, a small college town approximately 20 miles north of Charlotte, sits beside the idyllic Lake Norman. The stunning lakeside town promises fantastic views, shopping and restaurants—including

Kindred, *milkbread* and Black woman-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 that includes plenty of shopping options; a farmer’s market frequented by Charlotte chefs; several local breweries like the popular Middle James Brewing Company; and the first brick-and-mortar location of one of the Queen City’s favorite food trucks, What The Fries.

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**CHARLOTTE**