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Look Forward, Travel Back

North Carolina's city of arts and innovation, Winston-Salem is a feast for the thinking group tour traveler. Combining rich history and hip culture, Winston-Salem draws from its past to create unforgettable group tour experiences.

Location, Location...Convenience

- At the crossroads of I-85, I-77, I-40, HWY 421, and HWY 52
- Centrally located in NC (1.5 hour drive from Charlotte, 2 hour drive from Raleigh, 5 hour drive from Atlanta and Washington D.C.)
- Ideal for Hub-and-Spoke tours
- Group-friendly attractions with easy Interstate access, "drive-up" drop off lanes, and generous on-site parking

Group Tour Assistance

- Planning assistance, including Visitor Guides, Wine & Dine Guides, and maps
- Welcome Reception with Krispy Kreme doughnuts complimentary for groups overnighting in Winston-Salem
- Knowledgeable, entertaining Step-On Guides

Winston-Salem Loves Groups!





Group-Friendly Attractions and Events

Easy to get to and even easier to navigate, our temperate climate truly makes Winston-Salem **a city for all seasons**. Our knowledgeable local team will help you plan the perfect group tour featuring motorcoach-friendly destinations and special events.

- Old Salem Museums & Gardens
- Reynolda House Museum of American Art
- Mrs. Hanes Handmade Moravian Cookies
- Körner's Folly
- Historic Bethabara Park
- Piedmont Craftsmen's Fair (annual fall)
- Tanglewood Park's Festival of Lights (annual winter)
- National Black Theatre Festival (July 29 - Aug. 3, 2024)

Group Tour Itineraries

From our group-friendly accommodations and restaurants, to historic attractions and sightseeing, Winston-Salem is an ideal destination for **groups of all interests**. Below are some of our most popular themed tours.

- African American Focus
- Historic Attractions
- Christmas in the Carolinas
- Hub-and-Spoke Tours
- College Campus Tours
- Mystery Tours

Whether planning a multi-day visit or a quick stop-over, Visit Winston-Salem works one-on-one with tour operators to create flexible, custom-built, and authentic group tour experiences.

Meet Kay YOUR MOTORCOACH EXPERT



KAY CALZOLARI, CTIS
Group Tour and Services Manager

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Kay is a native of Winston-Salem and has been a fan favorite of tour operators for more than 16 years. It's clear she loves this place. Give her the chance to spoil your group, and she'll have you loving Winston-Salem, too.



LEARN MORE ABOUT GROUP TOUR OFFERINGS AT [VISITWINSTONSALEM.COM](https://www.visitwinstonsalem.com)