

WHAT TO KNOW ABOUT WINSTON-SALEM, NC

From our vibrant downtown to our centuries-old historic sites, Winston-Salem will reward the curious traveler in you. Grab a creative craft brew, stroll through our heirloom gardens, dine in a tree-shaded courtyard, or admire our dazzling murals — Southern charm and hospitality surround you wherever you go. As the gateway to the NC foothills and Yadkin Valley Wine region, we're centrally located in North Carolina and an hour drive from the majestic Blue Ridge Mountains.

Here you'll find a place that celebrates the past and delights in the present — where repurposed factories now thrive as music venues, makerspaces, and award-winning distilleries. Known as the City of Arts & Innovation, we're home to world-class universities, a buzzing arts district, a celebrated foodie scene, and over 270 years of hands-on history. Above all, we're a place that will delight you, surprise you, inspire you — and welcome you back again and again.

What They're Saying

Winston-Salem was named a "Top 10 City on the Rise" and a "Top 10 College Town in the South" by Southern Living.

Other recent accolades include:

- One of America's "Top 10 Cities for Art" —**USA Today**
- Home to a "Top 10 Downtown in America" —**Forbes**
- Among the Best Places to Live in the U.S. (top 5%) —**Livability**
- 7th Best Place to Retire in America —**U.S. News & World Report**

International Black Theatre Festival returning in style this summer



The world's most MARVTASTIC event returns to Winston-Salem July 29-Aug. 3 with a new name and new look.

Known previously as the National Black Theatre Festival, the rebranded **International Black Theatre Festival (IBTF)** is a groundbreaking event held every two years in the late summer. Now in its 18th biennial year, the six-day festival is expected to welcome more than 65,000 elite theatre-goers to town, transforming the city into a mega-performing arts center with more than 100 shows on multiple stages. Workshops, films, seminars, and a star-studded celebrity gala complement the shows, creating one of America's biggest theatre festivals. Rounding out the schedule is the beloved Youth Talent Showcase, Midnight Poetry Jam, IBTF Film Fest, and International Vendor's Market — featuring vendors and crafts from every corner of the globe.

Several hotels offer special rates, bonus perks, and free shuttle service for festival-goers. To see a list of participating hotels — or to learn more about the festival, its historic significances and the 2024 offerings — go to visitwinstonsalem.com/IBTF.



**INTERNATIONAL
BLACK THEATRE
FESTIVAL®**

A NC Black Rep Experience

Inspired by the geometric forms of a kaleidoscope, Kaleideum offers 70k sq ft. of wonder.



Say Hello to Kaleideum

Kaleideum, a dazzling new children's museum, is now open in the heart of downtown. The museum held its grand opening on Feb. 17, marking the culmination of a three year, \$43 million project. Pronounced Ka-LI-deum (a fusion of the words "kaleidoscope" and "museum"), Kaleideum blends hands-on exhibits, interactive displays, and educational programs that invites kids to take on the role of artist and scientist.

You'll find nine permanent exhibits spread across five floors, along with a cutting edge "Digital Dome" planetarium, flexible event spaces, and rotating mix of temporary exhibits. The crowning exhibit, quite literally, is "Rooftop Adventure," a multi-level rooftop play area opening in late spring that's the first exhibit of its kind in the Carolinas. There will also be other immersive exhibits themed around storytelling, nature, energy, and the wonders of water. For more details, visit kaleideum.org

Can't-Miss Events

Old Salem Easter Sunrise

March 31

Held annually in Old Salem's graveyard (God's Acre), this springtime spectacle is the nation's largest and longest-running Easter sunrise service, dating back to 1772.

RiverRun International Film Festival

April 18-27

Celebrating 26 years in 2024, this Academy Award-qualifying festival showcases a narrative, documentary, and short films from all genres. In 2019, USA Today named RiverRun as one of the nation's "Top 10 Film Festivals Worth Traveling For."

Piedmont Earth Day Fair

April 20

The biggest Earth Day event in NC, this admission-free event is held annually at the WS Fairgrounds. Enjoy food, music, kids activities, and eco-friendly exhibitors.

Gears & Guitars 2024

May 24-26

"The biggest party on two wheels" returns to downtown's Bailey Park over Memorial Day weekend. Now in its 11th year, Gears & Guitars combines world-class bike races, community rides, and big-time live music for a weekend like no other.

Juneteenth Festival

June 17

One of the Carolinas biggest Juneteenth events, this celebration of African-American traditions and freedom features music, dance, food, panel discussions, as well as arts and crafts. As always, the event will be in downtown's Bailey Park.

Pride Festival & Parade

June 22

Winston-Salem proudly celebrates the LGBTQIA+ community with a downtown parade and street festival with live music, entertainment, local vendors, and hands-on activities. See why Travel + Leisure named us a "Top 10 destination to celebrate LGBT History Month."



For more on the city's biggest events, click the QR code or visit the Events section at visitwinstonsalem.com



Graylyn Estate



The Summit Street Inns

Historic Hotels, Iconic Inns, Dazzling B&B's

In Winston-Salem, old is definitely in. (Or make that, *inn*.) With a mix of historic hotels and inns, guests here can rise and shine in another era.

Kimpton Cardinal Hotel, inside the 1929 Reynolds Tobacco building, is the iconic art deco structure and prototype for the Empire State Building. Just a block away, another art deco wonder, the 1928 Pepper Building, has been transformed into a chic **Hotel Indigo**.

On the southern end of downtown, just steps away from Old Salem, **The Historic Brookstown Inn** offers a charming getaway nestled inside an 1843 textile mill. And just a few minutes from downtown, the castle-like **Graylyn Estate** offers modern luxuries and majestic appeal inside what was once the second-largest private home in North Carolina.

When it comes to historic lodging options, our newest additions are the enchanting **Summit Street Inns**. Reopened in 2023 in downtown's charming West End neighborhood, the Summit Street Inns consists of two neighboring B&B options – the 1887 Colonel Ludlow House and the 1892 Sheppard House. Architectural masterpieces, the homes were beautifully restored to the highest historic standards, welcoming their first guests this past spring. Offering 10 luxurious guest rooms and over-the-top amenities, the inns share a garden terrace and event space. Guests can enjoy a complimentary breakfast at Founders Restaurant, located a mile away at the inn's sister property, the **Shaffner Inn**, a 1909 Tudor-style manor with eight uniquely themed guest rooms.

Your Gateway to the Yadkin Valley Wine Region

Looking for a wine-themed retreat? Winston-Salem is the perfect base. You'll find 45+ wineries within a 45 minute drive, most of which are nestled at the foot of the Blue Ridge Mountains. This is the Yadkin Valley Wine Region, the largest American Viticultural Area (AVA) in the state.

Here you'll find everything from boutique vintners focused on small-batch production to some of the largest producers on the East Coast. (And unlike Napa, our wineries are sometimes 10-15 minutes apart, giving you the option to explore the countryside and savor the views.)



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