



Old Salem Museums & Gardens



Reynolda House
Museum of American Art



Körner's Folly



Reynolda Gardens



NCMA Winston-Salem

ITINERARIES + PLANNING ASSISTANCE

Winston-Salem's dedicated team crafts flexible and authentic group tour experiences. Customized itineraries ensure a seamless experience, and our knowledgeable step-on guides offer engaging insights during your visit. Let us help you plan your next group tour experience in Winston-Salem.

ART + INNOVATION

At the heart of our Forbes Top 10 downtown, groups can explore more than 100 restaurants, breweries, coffee shops, retail stores and art galleries. The Downtown Arts District showcases why the city is often referred to as the City of Arts and Innovation. Grab a souvenir or pick up some local art. Be sure to leave room for the city's diverse dining scene featuring several James Beard-nominated chefs.

LOCATION + CONVENIENCE

Centrally located in North Carolina, Winston-Salem offers exceptional accessibility. With easy access to major highways and a short drive from cities like Charlotte and Raleigh, it's an ideal destination for hub-and-spoke tours, multi-day excursions or quick stopovers.



Kay Calzolari, CTIS

Senior Group Tour & Services Manager

E: Kay@VisitWinstonSalem.com
C: 336.829.0207 D: 336.728.4237



VisitWinstonSalem.com





WS

Winston-Salem: EASY TO GET TO, HARD TO LEAVE

Winston-Salem, NC is a unique destination that feels like home while inviting endless opportunities for exploration. By blending rich history and vibrant culture, Winston-Salem draws from its Moravian roots to create meaningful connections and memorable group tour experiences. You'll find everything in Winston-Salem is twice as nice... come on in.



ATTRACTI0NS + EVENTS

Our temperate climate makes Winston-Salem a city for all seasons, so exploring our selection of motorcoach-friendly attractions and special events can be done year-round. Consider tours of the Old Salem Museums & Gardens, Körner's Folly, or explore the 170-acre historic Reynolda House Museum of American Art and Gardens. Add a visit to the North Carolina Museum Arts Winston-Salem (formerly SECCA) to experience contemporary art, or plan your group tour around one of Winston-Salem's annual events, like the Piedmont Craftsmen's Fair in the fall, Tanglewood Park's Festival of Lights in the winter, or the renowned International Black Theatre Festival every other year. There are plenty of options to choose from!

DINING + ACCOMMODATIONS

Winston-Salem offers many diverse, group-friendly dining options suited for various budgets and palates. Whether you prefer a private dining room at a downtown eatery or al fresco dining at an award-winning Yadkin Valley winery, we've got your group dining needs covered. Speaking of covered, wrap yourself in comfort with a stay at any of our 5,500 hotel rooms.

