

What to Know About Winston-Salem



Winston-Salem may not be exactly what you expect.

It's a city where 250-year-old buildings still stand in their original footprint, and where former factory floors now house labs, breweries, and creative studios. History and progress don't compete here. They reinforce each other.

Travel + Leisure recently profiled Winston-Salem, writing, "We've been all over the South, and this is the town everyone should visit at least once." They were responding to that seamless blend, Moravian roots and modern momentum; motorsports and indie music sharing the calendar with global theatre; rolling wineries and mountain trails just minutes from downtown.

That balance of depth and energy is why *Good Housekeeping* named Winston-Salem one of just 22 Travel Award winners worldwide.



ONE CITY. EVERY ERA.

As America approaches its 250th birthday, attention will turn to the familiar Revolutionary hot spots, Boston, Philadelphia, Washington. Winston-Salem offers something different: a place where nearly every chapter of the American story can be experienced in one approachable, immersive destination.

Here, visitors can trace the nation's evolution from frontier outposts to industrial powerhouses, civil-rights milestones, and 21st-century reinvention, all within minutes of one another.

Colonial America lives on in Old Salem, site of the nation's first documented July 4th celebration in 1783, home to America's oldest bakery and women's college, and one of the most authentic restored towns in the country. Industrial ambition rises at Reynolda, Graylyn, and the Reynolds Building, prototype for the Empire State Building, while the Innovation Quarter reflects the next chapter of transformation.

From revolution to reinvention, this is America's story, told in full. As *Fodor's Travel* recently noted, Winston-Salem is a place to

"Party like it's 1776"



Top: Phuzz Phest; **Bottom:** Kimpton Cardinal Hotel



NEW OPENINGS & UPDATES IN WINSTON-SALEM

MUSE WINSTON-SALEM

debuts in early fall 2026, unveiling an immersive, tech-forward history museum that tells the long-underrepresented "Winston" story, industry, entrepreneurship, civil rights, and innovation. Located along the Downtown Strollway, the interactive space expands the city's narrative beyond its Moravian beginnings.

SALEM BOTTLEWORKS

a new food-hall-style development inside a restored 1929 Coca-Cola bottling plant near Old Salem. Led by James Beard semifinalists John and Lucia Bobby, the project already includes a second Bobby Boy Bakeshop, ramen counter Noodle Ju'b, and Grandpa Joe's Slaberia, with fine dining and retail concepts opening in 2026.

TWIN CITY TRAIL

Phase I, recently opened, creating one of the nation's only greenways running alongside a major freeway, Salem Parkway. The mile-long path connects to 30-plus miles of paths in the greater downtown area, with Phase II extending west to Baptist Medical Center by late 2026.

MAJOR FESTIVALS RETURN IN FULL FORCE

PHUZZ PHEST

April 9 to 11, returns after a decade-long hiatus, reigniting Winston-Salem's grassroots, multi-venue indie music festival. Showcasing local, regional, and national acts, it restores the citywide, original-music buzz that once defined its creative edge.

GRAYLYN

will take on a global spotlight this summer as headquarters for Germany's Men's National Team during the 2026 FIFA World Cup, hosting players and staff on its 55-acre historic grounds. The 1932 estate was recently named the No. 2 Boutique Hotel in the nation by USA Today, reinforcing its standing as one of the country's most sought-after stays.

MUSEUM MAKEOVERS

Two cultural anchors are transforming. Reynolda is in the midst of an \$8 million renovation within the history house, with full reopening set for August.

Its Babcock Wing remains open with the immersive Layered Looking exhibit on display until August. Meanwhile, NCMA Winston-Salem, formerly SECCA, has closed its main campus for a year-long \$15 million reimagining, but is debuting a vibrant downtown space this spring to keep art in the city's core.

INTERNATIONAL BLACK THEATRE FESTIVAL

July 27 to August 1, returns as the world's largest Black theatre celebration, drawing global artists and audiences for a week of performances, workshops, panels, and cultural exchange that transform downtown into an international stage.



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