



Soul-Warming Spirit | Cozy Cultural Experiences | Long-Range Mountain Views

Often overlooked and underrated, winter in Asheville is a bit of a secret in a Blue Ridge Mountain city world-famous for fall color and lush summer adventure. Mostly moderate winter weather means Asheville's Art Deco downtown remains walkable and cozy with picture-perfect long-range views of snowy peaks, romantic restaurants and hiking trails all to yourself.

Fireplaces With a View

From rooftops to cozy spots to imbibe, Asheville's trend of fireplaces accompanied by spectacular vistas of downtown architecture and mountain scenery is highlighted by the new **Asheville Rooftop Bar Tours**, offering a bird's-eye view from some of the city's newest scenic venues like **Capella on 9** at the **AC Hotel Asheville Downtown** and **Hemingway's Cuba** at **Cambria Downtown Asheville**. Other hot spots with epic fireplace offerings: **Omni Grove Park Inn**, **Pillar Bar at the Hilton Garden Inn Asheville Downtown** and **Wicked Weed Brewing**.

Cozy Cultural Experiences

► **NEW at Biltmore:** Biltmore guests can experience an immersive exhibition featuring set recreations, costumes and exclusive multimedia from the show *Downton Abbey*. Included in "**Downton Abbey: The Exhibition**" will be never-before-seen multimedia elements along with the series' most recognizable sets and artifacts. The exhibition runs through April 7, 2020.

NOW OPEN: ► **Asheville Art Museum** offers a brand new state-of-the-art facility that features education facilities, an art library, a lecture and performance space, a new ArtPlayce for families and children and the addition of a rooftop sculpture terrace and cafe. ► **The Center for Craft** expanded with **The National Craft Innovation Hub**, including new public galleries featuring local and national makers, lecture space, classrooms and a co-working space, cementing Asheville's reputation as a force in the nation's fine art and maker scene. ► **Diana Wortham Theatre** has been transformed into the **Wortham Center for the Performing Arts** offering new experiences and two new theaters for more intimate performances.

COMING SOON: ► One of Asheville's most beloved festivals now has a brick and mortar location downtown. **LEAF Global Arts Center** will offer educational experiences for guests rooted in music, art, community and culture via a mini-theater and global immersion room using virtual reality, unique musical instruments and a stage for performances and interactive artist workstations.

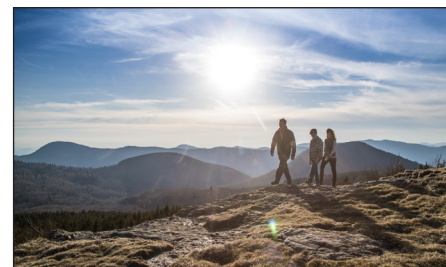
Brisk Outdoor Winter Adventures

Winter is the perfect time to take a hike, offering quiet trails with the best views of the year thanks to leafless trees and crisp air. Check out guided hiking companies like **Namaste in Nature** (full moon yoga and meditation hikes), **Blue Ridge Hiking Co.** (now offering guided hikes of the Smoky Mountains) and **Asheville Hiking Tours**.

Why Winter is Asheville's Undiscovered Season

- **Unobstructed Views** | Take in stunning panoramic views of the surrounding mountains while on a winter hike. Multiple trailhead access points remain open all year long on the Blue Ridge Parkway and across the Pisgah National Forest.
- **Best Deals** | Winter offers the best rates of the year for travel deals + fewer crowds. Cozy travel packages include wellness opportunities and other winter adventures.
- **Cabin Fever, Redux** | Asheville's array of mountaintop retreats and inviting B&Bs offer private hot tubs overlooking the surrounding peaks and valleys, candlelight dinners and the opportunity to get away from it all.
- **Secret Season for Music** | Deep-seated bluegrass roots harmonize with new talent and innovative sounds in Asheville. In winter many nationally-traveling local bands come home to the region to play local shows and pop in to jam sessions.

Find out more at ExploreAsheville.com/winter.



ASHEVILLE
ExploreAsheville.com

Let your
spirit
run free

Heal Your Sole in a Salt Cave & Other Winter Wellness

Mountainside Hot Tubs, Subterranean Spa + a Chinese Medicine Tearoom... Tap into Asheville's century-old wellness culture by spending a day at **Omni Grove Park Inn Spa** - subterranean spa, hydrotherapy waterfalls and mineral pools. Shorter rejuvenation sessions can be found at **Wake Foot Sanctuary**, **Asheville Salt Cave**, **Alchemy** (tearoom, apothecary + acupuncture) or **Shoji** (a private Japanese spa on the side of a mountain). Asheville Salt Cave has just opened a new location with two salt caves, one especially for couples massages and newly designed massage studios with mountain and downtown views. A Hammam (Turkish Bath House) is coming soon. Seasonal local treatments include the Heal Your Sole pressure point foot massage (Asheville Salt Cave) and tea blends and herbal syrup shots to boost immunity (Alchemy).



S'more Flights & Winter Teas

► **Sunshine Sammies**, known for ice cream sandwiches and their gourmet takes on after-school snacks like moon pies and zebra cakes, is making winter a little warmer with s'more flights. Think house-made marshmallows, scratch-made graham crackers, dark chocolate and toppings in a variety of rotating flavors. ► **Asheville Tea Company**, working with a dozen local and regional farms, is warming up spirits this winter with their Snow Day blend (utilizing French Broad Chocolate cacao nibs), Winter Wonderland (a blend of white tea, Fraser Fir, wintergreen, peppermint, birch bark and yarrow flower) and Nutcracker (black tea, cinnamon, hickory nuts and vanilla bean).

Maximize Your Stay: Winter Travel Packages

► **The Downton Package | Pinecrest Bed & Breakfast** - Experience Biltmore's newest Downton Abbey exhibit with accommodations, tickets to Biltmore, and a suggested three-day Asheville itinerary
► **Romance Package | Cedar Crest Inn** - Celebrate a honeymoon, anniversary, or just take a romantic getaway with this all inclusive package with accommodations for two nights, three course gourmet breakfasts, afternoon tea and cookies, a bottle of champagne, fresh flowers, and a box of deluxe chocolates.

*Check ExploreAsheville.com/packages for Seasonal Availability

Winter Fun: Signature Events

- **Weaverville Art Safari Studio Tour (November)**
Self-guided free event that offers a unique look at artists' work spaces and features makers of pottery, glass, photography, sculpture, jewelry and more.
- **Sausage Festival (November)**
Sausages, beer, side dishes and live music at Hickory Nut Gap Farm.
- **Burnpile Harvest Fest (November)**
Burial Beer Co.'s celebration of community and season with brewers, chefs, wine makers, artists and musicians.
- **Big Crafty (December)**
Showcasing handmade art from hundreds of local and regional artists. One of Asheville's largest arts and crafts expos.
- **Warren Haynes Christmas Jam (December)**
A multi-night, all-star concert experience hosted by Grammy Award-winning vocalist, songwriter, and guitarist, Warren Haynes.
- **Fringe Arts Festival (January)**
An innovative series of boundary-pushing arts performances.
- **Big Band Dance Weekend (January)**
Relive the sounds of swing at the Omni Grove Park Inn with two nights of jazz music from the Big Band era.
- **Asheville Restaurant Week (January)**
Special menus and pricing across Asheville's culinary scene.

New Cozy Places to Stay

- **The Foundry Hotel**, part of Hilton's Curio Collection, has opened in the city's historical African-American business district. With dishes like braised rabbit, fried catfish and waffles and crispy quail with hot water cornbread, five-time James Beard semifinalist Chef John Fleer's newest venture **Benne on Eagle** at The Foundry pays homage to the often-overlooked contributions of African-American cooks to Appalachian and Southern food.
- Asheville's famed Art Deco skyline has a new icon and a four-star luxury property. **Kimpton Hotel Arras** opened October 2019 with 128 rooms and two restaurants by local chef Peter Pollay. **Bargello** will be a Mediterranean-inspired restaurant with small plates. **District 42**, will be a casual spot with outdoor seating.