

Millennial Travelers Find Their Southern Soul in Augusta, GA

For those who have visited recently, it comes as no surprise that Augusta, GA is a great fit for the next generation of travelers – the millennial traveler. Distilling the multitude of millennial travel trends down to the top three that repeated appear at the top of their wish lists – Authentic Experiences within budget, local cuisine, active / fit vacation – Augusta meets the criteria and then some, as a new generation of artists, chefs and entrepreneurs redefine this southern destination.

For the adventurous water warriors, Augusta's River Region is bustling with activities that range from kayaking the **Augusta Canal National Heritage Area** to paddle-boarding with your furry friend at **Savannah Rapids Park**. For those who prefer to stay grounded, bring a picnic to **Phinizy Swamp Nature Park**, an ecological paradise with biking and hiking tours and various park species. Other popular routes to discovering the city are by foot and bike. There are multiple trails with various difficulty levels located throughout the city for hikers and bikers to discover. For those who want a relaxing experience, the wide, level towpath of the **Augusta Canal National Heritage Area** is a popular recreational trail for hikers, cyclists and runners. **The Bicycle Peddler**, located at the Savannah Rapids Park at the Augusta Canal Head gates, has bike rentals for guests to explore the trails on. For the more advanced riders, **The Forks Area Trail System (FATS)** is a fantastic 20+ mile system. FATS consist of 6 trails: Deep Step, Great Wall, Skinny, Brown Wave, Big Rock and Tower and even offers trail riding at night.

With 98 percent of Millennials stating that enjoying local cuisine is the most important part of travel, Augusta's chef-owned restaurants and craft cocktail purveyors serve up a variety of enticing options.

Millennial Culinary Experiences:

- Restaurants:
 - **Buona Caffé**. This artisanal coffee shop is far removed from corporate chains, where brewing methods are an art form and steeped for four minutes in an hourglass vessel. Check out the café's custom made Harvest Blend which was selected to serve as the official coffee in the Georgia Governor's Mansion.
 - **Boll Weevil Cafe**, iconic for its soulful dishes and indulgent desserts that reach up to eight layers tall is an Augusta Riverwalk staple in classic southern food.
 - **Finch & Fifth** known for its customized charcuterie plates and craft cocktails, all served in a lively atmosphere and chic interior.
 - **Abel Brown** an Augusta classic, is renowned its oysters of every design and intricately curated entrees that are equally as intricate.

- **Farmhaus** is an artisanal burger joint where guests construct their dish from locally sourced farms and can couple their meal with Boozy Shakes and Floats served in mason jars.
- **Bee's Knees** for some light bites made using local, seasonal, & sustainable ingredients. This sustainably-sourced eatery is also known for its carefully designed cocktails alongside its tapas treats.
- Cocktails and Breweries:
 - **Craft & Vine** is tucked away in downtown Augusta, features hand-crafted cocktails, an elegant wine selection and low lights that provide guests with a more intimate setting.
 - **Riverwatch Brewery** is situated in a restored warehouse on the Farmer's Market, River Watch Brewery is the first brewery to return to the Garden City since Prohibition.
 - **Savannah River Brewing** is the latest addition to Augusta's craft brew scene, opening a little less than a year ago with signature brews such as Dynamite Brown Ale, Westobou Amber Ale and No Jacket Required Pilsner.
 - **Carolina Moon Distillery** location just outside Augusta, is steeped in the South's moonshine tradition, Carolina Moon Distillery offers an array of small batch spirits. Each spirit is distilled, bottled and packaged, by hand and onsite using local ingredients, and each product retains a personal touch. Guests can visit the artisan distillery's taste room and sample some of Carolina's Moon's staple batches such as Ole Tom Whiskey or moonshine.

Local Culture and Craft:

- **Fruitland Augusta:** Get a taste of Augusta with the city's signature drink, Fruitland Augusta, the only Georgia peach infused vodka in the world, can be found throughout the city. Augusta put Georgia on the map as "The Peach State" back when the Augusta National Course (home the Masters Tournament) was Fruitland Nursery. This drink can only be found in Georgia, and the city takes great pride in their spirits with several bars and restaurants adapting their own cocktail variation.
- **The Soul Bar** is an eclectic establishment with a special nod to music legend, James Brown, and in line with the Father Soul, live music or DJ can be heard on any given night.
- **The Morris Museum of Art**, located on the Riverwalk in downtown is the first museum dedicated to the art and artists of the American South. This niche collection of art includes holdings of nearly 5,000 paintings, works on paper, photographs, and sculptures dating from the late-eighteenth century to the present.
- **Tire City Potters:** For a hand-on and truly authentic experience, block out some time at Tire City Potters, a vibrant ceramics studio that hosts workshops where guests can create their own face jug.

- **Petersburg Boat Tours:** Millennials can cruise down the Savannah River on these open-air cruises that offer sites from times passed to thriving wildlife along the shoreline. The tours also offer live music performances on the boat during select times throughout the year, as well as sunset cruises where guests are encouraged to bring their own picnics and libations.

Source Credits:

<https://www.forbes.com/sites/lealane/2017/01/15/a-top-10-list-of-2017-travel-trends-and-destinations/#5b3a1b27351b>

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