

VISIT *Bentonville* A NEW AMERICAN TOWN



ABOUT VISIT BENTONVILLE

Our towns are the heart of America. Some say that they're gone, moved on, or simply faded away. But there's a new American town on the map. It's a town with a big heart and even bigger ambition. A town where modern progress meets rich history, where the arts meet innovation, and where companies meet communities. A town you can explore with all of your senses: from fresh air in the Ozarks, to fresh cuisine on your plate. That town is Bentonville, Arkansas. A town to visit, to see, to breathe, and to discover: "Now this is a great town." Visit Bentonville — a new American town.

47K
RESIDENTS

1M+
ANNUAL VISITORS
(Unofficial Number)

2.1K
HOTEL ROOMS



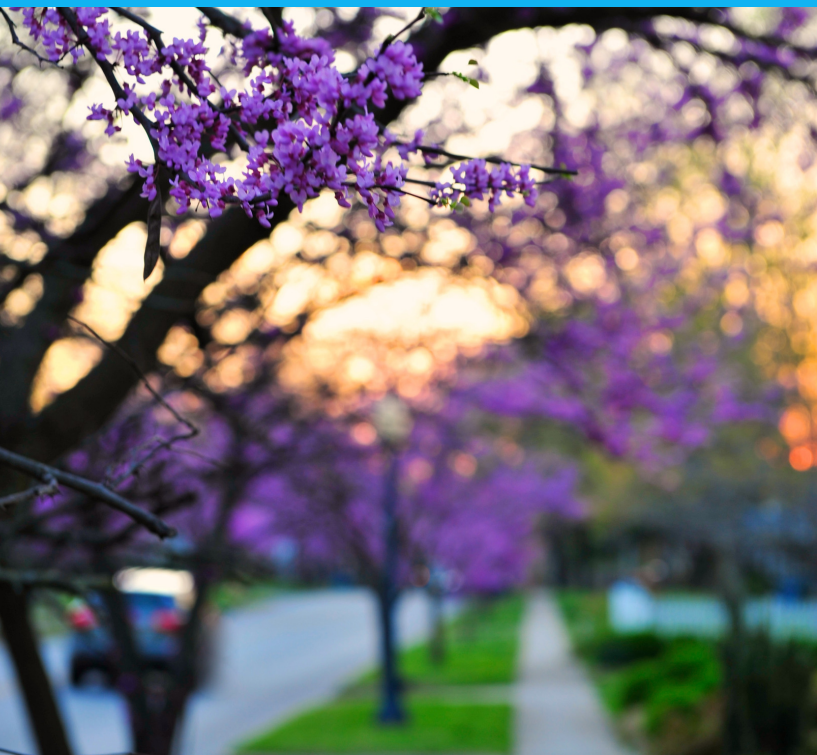
- Over 40 miles of hard and soft surface bike trails in city limits (200+ miles regionally)
- Part of the 37-mile regional paved greenway
- 40+ flights per day to 15 destinations from Northwest Arkansas Regional Airport
- 136 Restaurants
- 26 Food Trucks
- Home to the world-renowned Crystal Bridges Museum of American Art
- Home to Walmart Home Office, the world's largest retailer

WEATHER

A TRUE FOUR SEASON DESTINATION

The tourism score favors clear, rainless days with perceived temperatures between 65°F and 80°F. Based on this score, the best time of year to visit Bentonville for general outdoor tourist activities is from mid May to late September, with a peak score in the last week of August.

| MONTH | AVG. HIGH | AVG. LOW | MEAN | AVG. PRECIP | RECORD HIGH |
|-------|-----------|----------|------|-------------|-------------|
| JAN | 46F | 24F | 35F | 2.61 IN. | 76F(1950) |
| FEB | 51F | 27F | 39F | 2.77IN | 86F(1996) |
| MAR | 59F | 35F | 47F | 4.30IN | 88F(1963) |
| APR | 69F | 44F | 57F | 4.27IN | 96F(2006) |
| MAY | 76F | 54F | 65F | 5.72IN | 93F(1998) |
| JUN | 84F | 62F | 73F | 4.79IN | 103F(1953) |
| JUL | 89F | 66F | 78F | 3.33IN | 114F(1954) |
| AUG | 89F | 65F | 77F | 3.35IN | 107F(1964) |
| SEP | 82F | 57F | 70F | 4.71IN | 106F(2000) |
| OCT | 71F | 45F | 58F | 3.59IN | 95F(1953) |
| NOV | 59F | 36F | 48F | 4.36IN | 85F(2006) |
| DEC | 48F | 26F | 37F | 3.41IN | 78F(1951) |



TRAVEL OPTIONS

Airlines

- Allegiant
- American
- Delta
- United

Ground Transportation

- UBER
- Lyft
- Taxi

NORTHWEST ARKANSAS REGIONAL AIRPORT

DIRECT FLIGHTS OPTIONS



SOCIAL MEDIA

#VISITBENTONVILLE

#BIKEBENTONVILLE

#DINEBENTONVILLE

#CYCLINGMECCA

#PLAYBENTONVILLE

#SHOPBENTONVILLE

#RUNBENTONVILLE



[FACEBOOK.COM/VISITBENTONVILLE](https://www.facebook.com/visitbentonville)



[TWITTER.COM/BENTONVILLECVB](https://twitter.com/BENTONVILLECVB)



[@BIKEBENTONVILLE](https://www.instagram.com/bikebentonville)
[@VISITBENTONVILLE](https://www.instagram.com/visitbentonville)



2017-2018

Top 10 Best Places to Visit by Lonely Planet
IMBA Regional Ride Center Designation
"The Best 50 Small Cities and Towns in America (#47) - WalletHub
10 of the Coolest Dog Parks Across the U.S." (#4) - VetStreet
The Most Beautiful Coffee Shop in Every State in America (2018) Architectural Digest
Underappreciated American Cities You Should Totally Move To - Thrillest (2017)
Top 10 Farmers Market to Visit in The Fall (#1) 2017 Money Inc
Top 25 Best Towns 2017 Outside Magazine
100 Most Scenic Restaurants in America 2017 Forbes Open Table
Destination Vacation: Top 12 Places to Bring the Family CarRentals.com 2017
Top 15 City Hotels in the Continental United States Travel + Leisure 2017

2015-2016

Trip Advisor-21c Museum Hotel Bentonville ranked #7 in nation
Top 10 Best Cities for Families by Livability.com
Doubletree Guest Suites Bentonville #5 in the US and Caribbean
Huff Post Travel/Sherman Travel-Bentonville one of 5 Up and Coming Tourism Cities in the US
Top 10 Places for Families (#8) - Livability

2012-2014

IMBA Ride Center Silver Level Designation
Best Walking City-Conde Naste Traveler
USA Today Finalists-Best High School Girls Sports Program
Chefs Rob Nelson & Matt McClure picked to perform at the Atlanta Food and Wine Festival
10 of the Coolest Dog Parks Across the U.S. VetStreet (2012)
These Are The 10 Best Places To Live In Arkansas (#1)
Chef Matt McClure semi-finalist for James Beard Foundation's Best Chef South award
21c Museum Hotel-Trip Advisor Top 10 Traveler's Choice Award
Benton County-Best County to Work by Creditdonkey.com
Bentonville Running Festival Top 10 Race worth traveling for by FlipKey-Trip Advisor
NWA Most Affordable place to have a meeting by Convention South
Best Place to Live in Arkansas by Movoto.com
Crystal Bridges Museum of American Art named one of the world's hottest museums of 2014 by
Huff Post Travel
Sweet 16 Best Southern Towns-Garden and Gun
IMBA ANNOUNCES 2014 EPICS, RIDE CENTERS - IMBA
Arkansas Business Magazine Green/Energy Conservation Winner
Up-and-Coming U.S. Tourism Cities (2014)
City of Distinction Award, Arkansas Business Magazine (2011, 2012, 2014)
15 Hottest American Cities of the Future (#10) - Yahoo! Finance (2013)
One to Watch (Downtown culinary scene) - The Washington Post (2013)
Bicycle Friendly Community - Bronze Level - League of American Bicyclists (2012)
Hottest Travel Destinations of 2012 - Travel & Leisure Magazine (2012)
The 15 Hottest American Cities of the Future Finance Yahoo! (2012)
SHINE Award, Keep Arkansas Beautiful (2011)
All-American City Finalist (2010)

ANNUAL EVENTS

- April** POWER OF MUSIC FESTIVAL (LAST WEEKEND IN APRIL)
- May** BENTONVILLE FILM FESTIVAL (LAST WEEKEND IN MAY)
- June** BENTONVILLE ART AND CULINARY WEEK (FIRST WEEK OF JUNE)
- BITE NWA (FOURTH WEEKEND IN JUNE)
- ARTOSPHERE* (DATES VARY, TWO WEEKS IN JUNE)
- July** NATURAL STATE CRIT (DATES VARY, ONE WEEK IN JULY)
- Aug.** ROOTS FESTIVAL* (FOURTH WEEK IN AUGUST)
- Sept.** OZ TRAIL OFF ROAD (COLUMBUS DAY WEEKEND)
- Oct.** REGIONAL CRAFT FAIRS (THIRD WEEK IN OCTOBER, WED-SUN)
- BIKES, BLUES AND BBQ * (LAST WEEK OF SEPTEMBER)
- Nov.** JAMES BEARD DINNER (FIRST WEEKEND IN NOVEMBER)

* DENOTES REGIONAL EVENT



CULINARY SCENE

Whether you spent the day shredding trails or observing world-renowned art, you are sure to work up a thirst and appetite. Stop into one of the local breweries and grab a pint or dine at one of our locally owned, farm to table restaurants. Inside you will find serious cuisine, unique concepts, and a relaxed atmosphere.



BRIGHTWATER

A CENTER FOR THE STUDY OF FOOD

Brightwater was conceived to be more than a typical cooking school. As an academic division of NorthWest Arkansas Community College, Brightwater offers uniquely holistic programming with academic and career training in the areas of culinary nutrition, artisanal food, beverage management, and food entrepreneurship.

Brightwater provides world-class training for individuals, students, and professionals at any point on their journey into the world of food



What's Ahead

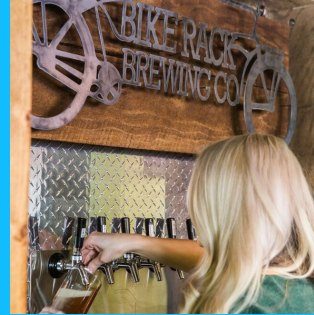
FUTURE OF HAPPENINGS IN BENTONVILLE

Element Hotel (Opening Mid- 2018)- 107 Room all-suite hotel: airy, open layouts, and intuitive, eco-friendly design. Enjoy easily accessible, state-of-the-art technology at the ready whenever your needs demand, plus healthy food and fitness options that complement both your schedule and lifestyle. Energize with a flood of natural light, settle in, and stay rejuvenated.

The Holler @ 8th Street Market (Opening Summer 2018)- a space for people to eat, drink, work and play. Ideal location for guests needing a place to work, businesses looking for a setting to collaborate on a project, or friends seeking a night out with live music.

The Momentary (Opening 2020)- A decommissioned Kraft Foods plant in the market district of Downtown Bentonville will be transformed into a multi-disciplinary space for visual and performing arts and an artist-in-residency program.

STORY IDEAS



1. Public Arts Committee formed to work with private sector to cultivate public art throughout Bentonville. The goal of the committee is to improve accessibility of Bentonville's public art collection with interpretive and educational materials.
2. 8th Street Market to diversify Bentonville's culinary scene with South Market Expansion. Colombian Street Food and Southeast Asian Restaurant to open in late 2018.
3. How Bentonville's most popular Mexican restaurant, Yeyo's, went from a family farm to food truck, to brick in mortar in Bentonville's most sought-after culinary space.
4. Bike Rack Brewing Company, has a process to create one-of-a-kind brews for specific Bentonville events and venues.
5. Tree of 40 Fruits, an artwork by Sam Van Aken, was commissioned for The Hive's (at 21c Musem hotel) interior courtyard. The 45-seat private dining room overlooks the fruit tree, an allegorical sculpture that represents potential and growth, which will grow 40 varieties of stone fruits throughout the year.

Visit Bentonville welcomes you to our wonderful town. The communications team at Visit Bentonville serves as a resource for journalists requesting press materials, research, access to tourism activities and attractions, coordination of media rates, and general information about Bentonville as a tourism destination.

Culinary

The Preacher's Son in downtown Bentonville a James Beard Award Finalist - Talk Business
A Week In Bentonville, AR, On A \$92,000 Income - Refinery29
Chef Matt McClure Shares Fifteen 'Can't Miss' Dining Experiences In Bentonville, Arkansas - Uproxx
Foodies flock to restaurant scene in Bentonville, Arkansas - Tulsa World
How Walmart's Hometown Is Fast Becoming a Restaurant Hot Spot - Eater
There's more to Bentonville than art and Wal-Mart - Star-Telegram
The 100 Most Scenic Restaurants in America: OpenTable Releases Its 2017 List - Forbes

Art & Culture

What is the most cultured city in the US?- The Art Newspaper
Is Crystal Bridges, in rural Arkansas, the most woke museum in America? - The Washington Post
USA Today Top 10 Best Attractions in Arkansas - USA Today
Step Inside Georgia O'Keeffe's Hawaiian Wonderland - Architecture Digest
A Powerful Exhibition of Black Art Moves to Arkansas - Bloomberg
How a sleepy corner of Arkansas became a destination for art lovers - Boston Globe
Walmart's Arkansas Hometown Is a Mecca for Luxury-Home Buyers - The Wall Street Journal
The 25 Best Towns of 2017 - Outside Magazine

Entertainment

Geena Davis, Jon Heder and More Stars at the 2018 Bentonville Film Festival - US Weekly
Meg Ryan, Busy Philipps to Team Up at Bentonville Film Festival, and We Can't Wait! - Pop Sugar
Bentonville Film Fest Co-Founder Geena Davis Touts Power of Emerging Female Filmmakers - Variety
Bentonville Film Festival Announces 2018 Film Competition Winners - Hollywood Reporter
Busy Philipps and Meg Ryan chat about Freaks and Geeks and Tom Hanks at Bentonville Film Festival - Daily mail

Cycling

The Walmart Heirs Putting Arkansas on the Fat-Tire Map - Outside Magazine
Bentonville, Arkansas Top Cycling Destination - Adventure Outdoor Magazine
Outerbike plans Bentonville, Arkansas, event for 2018 - Bicycling Retailer
The Unlikely Mountain Bike Mecca of Bentonville, AR - PinkBike
Northwestern Arkansas' Mountain Biking Momentum - Dirt Rag Magazine
You Won't Believe the Mountain Biking in... Northwest Arkansas - Gear Junkie