

OUTDOOR HAVEN | GATHER & GRAZE | A SPIRIT LIKE NO OTHER

HICKORY

@VisitHickoryMetro



2023-2024 Destination Guide

WELCOME TO THE
HICKORY METRO!
A PLACE WHERE GENUINE
SOUTHERN HOSPITALITY
COMES NATURALLY...



On behalf of the
Tourism Family in
the Hickory Metro
- it's a privilege
to welcome you
to a place where
hospitality is
genuine and
adventures await.

Throughout the
pages of this
awe-inspiring guide, you will notice that
there is something for everyone in the
Metro. Nestled in the Foothills of North
Carolina, Hickory offers visitors a respite
from the hustle and bustle of the larger
cities within an hour's drive from our
charm and outdoor adventures.
Whether you are visiting for business,
leisure, sporting events or looking to
relocate to our area, we are sure you
will find the right spot to fit your needs.
Whether that's a unique place to stay the
night or a place to wet your whistle or a
local dive with crave worthy dishes, you'll
be sure to find a vibe like no other.

What's there to do in the Metro? There
are hundreds of experiences. Here are
just a few - touching starfish, viewing
world-renowned art exhibits, climbing in
the cockpit of a Blue Angels aircraft, seeing
a village of cabins from the 1800's come to
life, enjoying live theatre and music, taking
in nature through a walk or on a bike or by
fishing, boating or kayaking along the river
or lakes, relaxing at the spa or finding that
unique sofa for your home.

We live in a joyful place and hope you
enjoy and embrace all the moments
and know how much we appreciate you
spending time with us in the Hickory Metro.

Sincerely,
Mandy

Mandy Pitts Hildebrand, CEO
Hickory Metro Convention Center
& Visitors Bureau



VisitHickoryMetro.com



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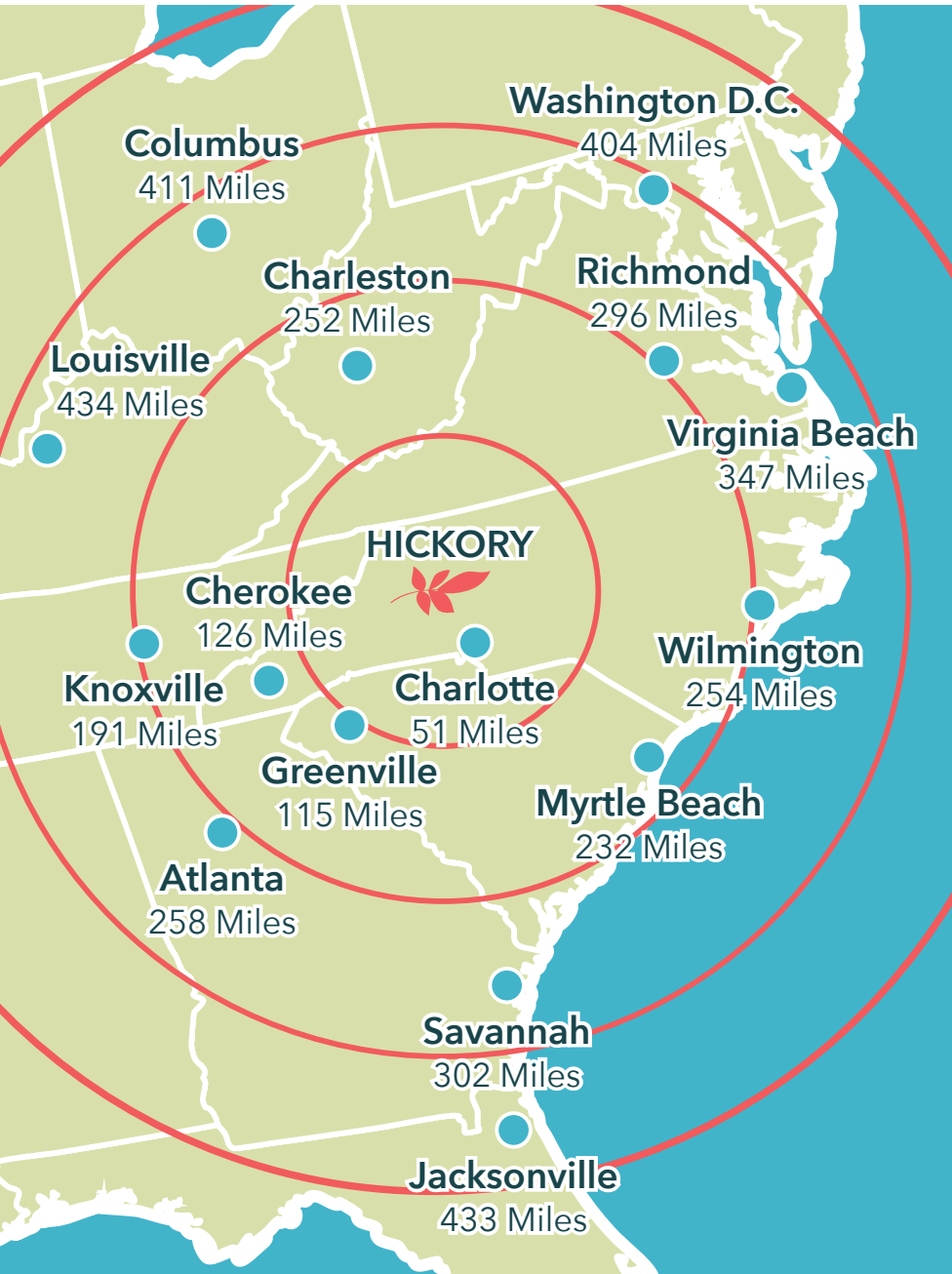


▲ Regional Partner - Discover Burke County

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On The Cover
River Walk at Rotary-Geitner Park
Photo by Elizabeth Clark





TRAVEL RESOURCES:

Airports

- » **Charlotte Douglas International (48 miles)**
(704) 359-4013
- » **Hickory Regional (Private Aviation)**
(828) 327-0147

Airport Shuttle

- » **The Hickory Hop:**
(828) 327-2340 - Reservations Info
(828) 312-0488 - Dispatch & Pickup

Car, Truck & Van Rentals

- » **Avis Rent-A-Car**
(828) 328-3206
- » **Enterprise Rent-A-Car**
(828) 324-5459 - Granite Falls
(828) 327-4335 - Hickory
- » **Hertz Rent-A-Car**
(828) 328-9110 - Hickory

Charter & Bus Services

- » **Burke International Tours & Christian Tours**
1 (800) 476-3900 - Toll Free
(828) 465-3900 - Local

Limousine Services

- » **Hickory Limousine**
(828) 327-3364
- » **Platinum Limousine**
(828) 291-6445

Public Transportation

- » **Greenway Transportation**
(828) 465-7634

Ride Share Services

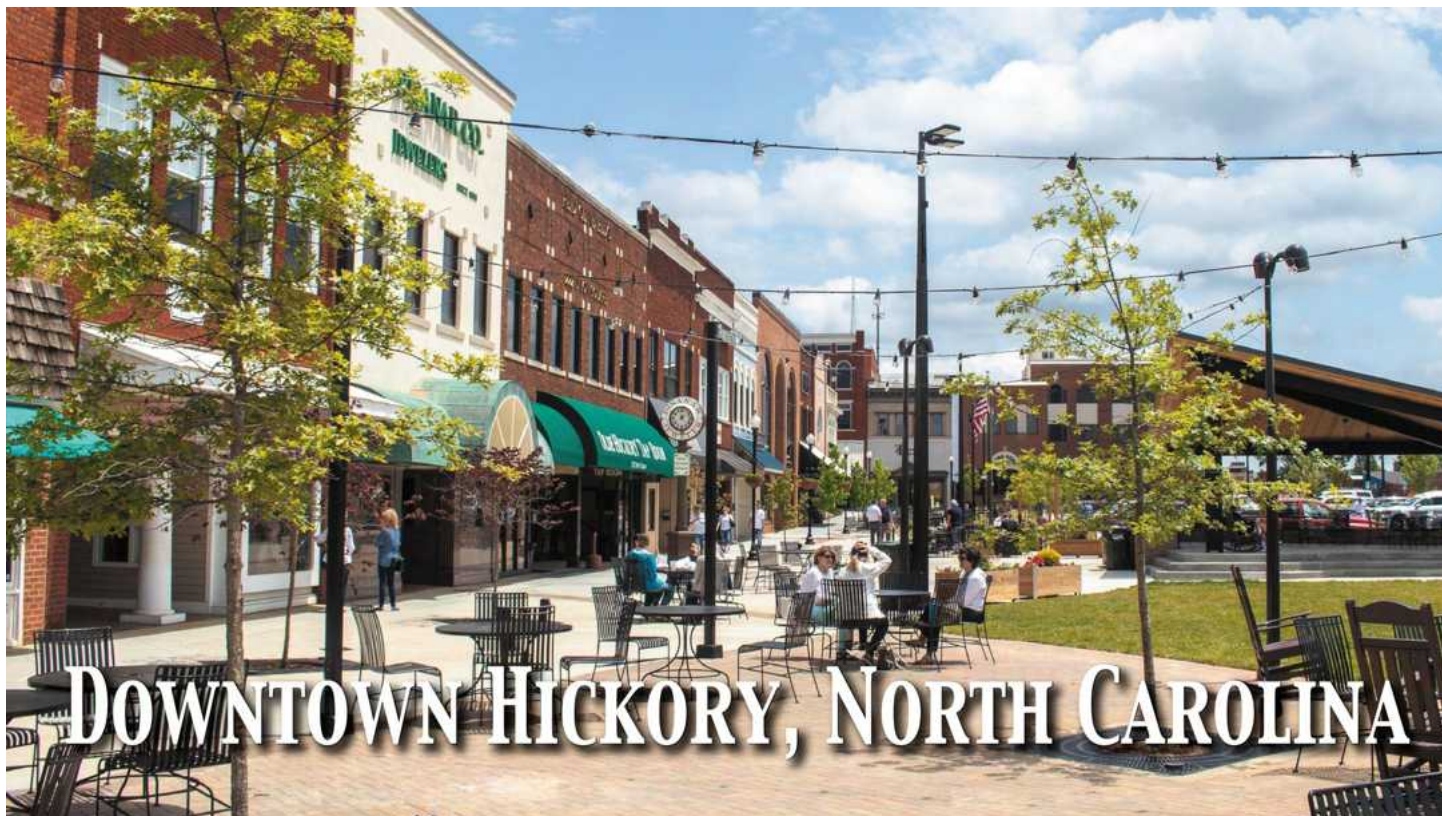
- » **Uber & Lyft Available in Hickory**

Visitor Centers

- » **Hickory Metro Convention Center & Visitors Bureau**
(828) 322-1335
- » **The Chamber of Catawba County**
(828) 328-6111



**SCAN FOR
AREA MAP**




DOWNTOWN HICKORY, NORTH CAROLINA

SHOP. DINE. DISCOVER.

Downtown Hickory offers a variety of local and unique retail shops, restaurants, and more. With the beautifully renovated Union Square, explore the area in what feels like a park in the heart of Hickory. Staying true to our roots, Hickory is crafting and creating epic adventures every day including outdoor concerts and festivals. We hope you will explore more of our area by hopping on the new Downtown City Walk.



www.downtownhickory.com

 @downtown_hickory

 @downtownhky



Hickory's Oktoberfest



Hickory's Farmers Market



Music Under the Sails



Fall Art Crawl

CONNECTED BY MORE THAN JUST WATER

There is something to say about the sheer beauty and pristine quality of our part of Western NC. We encourage you to immerse yourself by taking excursions out of the city limits and discover how the country roads will lead you places you never quite expected.



THEN AND NOW

Not many locations can trace their origins back to a tavern under a tree but in the 1850's, Henry Robinson built a tavern of logs beneath a huge hickory tree near a stagecoach junction. The inn was known as "Hickory Tavern." As more visitors passed by, the Town of Hickory Tavern was established in January 1870. Eventually the name was changed to the Town of Hickory and then again to the City of Hickory in 1889.

Over the last 150 years Hickory has transformed into a thriving, inviting and innovative city where there is energy everywhere you look, especially over the last 10 years. Hickory is a community where life is well crafted. Craftsmanship is the buzz word around the city whether it's manufacturing furniture or crafting a life around arts, culture, food, spirits, recreation and the outdoors.

In recent years Hickory has seen a large spark of enthusiasm and innovation to make the area a draw in the region for new residents and a great place to live for current residents, but also a destination for visitors to enjoy. New developments such as the **City Walk**, **River Walk** and the entire **Hickory Trail** project are just a few of the ways that Hickory is growing. Hickory residents and leadership saw a need to revitalize the city and now a

decade later the community is seeing those ideas, hopes and plans come alive. It is safe to say that there is a spark of new life, renovation and growth within **Downtown Hickory** and our surrounding neighbors in the region.

As we continue to improve and the projects take shape, we are most excited about a place where everyone is welcome and everyone experiences the true culture of our great area. With new development forthcoming of the **OLLE (Old Lenoir Road Arts District)**, **Aviation Walk**, new aviation museum and the **Historic Ridgeview Walk**, the city will be more connected than ever.

In Hickory, don't just explore and experience - we suggest you immerse yourself and become a part of our local culture. In Hickory we are growing and changing - we have a sense of revitalization that has sparked an entire wave of growth to our area and we want you to see it for yourself.

The Hickory Trail will consist of over 10 miles of pedestrian friendly pathways connecting Lenoir-Rhyne University through Downtown Hickory to Lake Hickory and the Aviation Museum. For more information, visit www.hickorync.gov/crafting-hickory





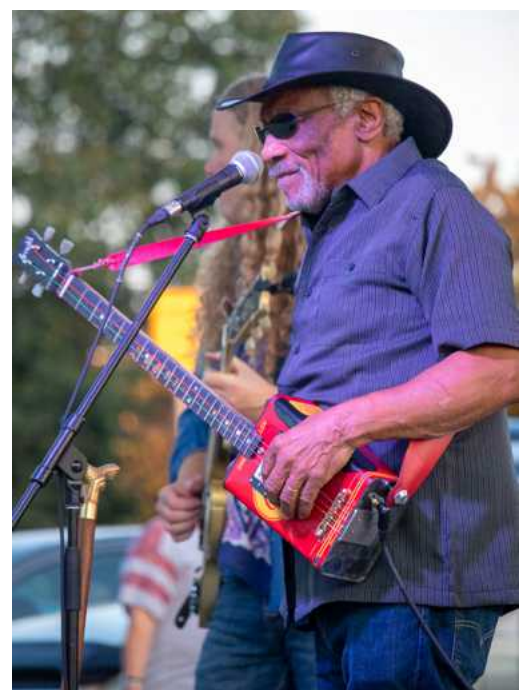
The City of Hickory has designated the Hickory Downtown Social District to allow citizens to enjoy alcoholic beverages in its newly revitalized downtown area. (10 AM - 10 PM)

What is a Social District?

On September 8, 2021, Session Law 2021-150 was ratified, allowing local governments to establish "Social Districts" within their jurisdictions. These Social Districts allow for common areas where licensed establishments (e.g., bars, breweries, restaurants) may sell alcoholic beverages in designated containers to be taken into the common area for consumption.

Rules

- Alcoholic beverages may be consumed in the Social District from 10:00 AM to 10:00 PM.
- No outside alcohol is permitted within the District. All alcoholic beverages must be purchased from establishments located within or contiguous to the district (in specially labeled cups) and must be consumed within the District.
- Upon leaving an establishment where an alcoholic beverage is purchased, the beverage must be consumed or discarded before entering a different business that serves alcohol.
- No alcoholic beverages may be brought into or consumed within Lowes Foods City Park.
- All alcohol in open containers must be disposed of before exiting the District or entering a vehicle.





CONOVER

Conover, North Carolina is home to championship level golf, rejuvenating and relaxing state-of-the-art spa spaces and outdoor adventures. The renovated downtown and main street offer a feeling of small-town charm that warms the heart. Store fronts and restaurants owned and operated by Conover natives welcome everyone to make themselves at home.

Rock Barn Country Club and Spa is a semi-private club offering championship golf along with relaxing opportunities at the state-of-the-art Rock Barn Spa. Rock Barn is known for its rigorous Robert Trent Jones Course which has hosted professionals from the Senior PGA circuit. While the Jones course is private, the Jackson Course is proud to annually receive the Golf Digest "Best Places to Play." On the same grounds, you'll find **The Spa at Rock Barn** where visitors can relax, rejuvenate and refresh at the European day spa with dozens of treatments to choose from. The spa features a Hydrotherapy Circuit deck with saltwater pool, two therapeutic waterfalls, indoor and outdoor Jacuzzis, saunas, essential oil infused steam rooms and a bracing cold-water plunge pool.

Other outdoor adventures include **TreeTop Adventures** which is located on the shores of **Lake Hickory** in Conover. It brings visitors to its numerous adventure rope courses, camping and ziplining through the treetops. TreeTop offers guided programs for youth and adults looking to test their fears of heights and agility.

If you're looking for a cozy place to spend the weekend, look no further than one of the favorite places to stay, **Sweet Tea Bed & Breakfast**. It's not your everyday bed and breakfast as the friendly owners, Patricia and Ralph, become like family to their guests. The home, which is more than 100 years old, is within walking distance to **Downtown Conover** with many shops and restaurants, parks and an outdoor amphitheater.

Conover welcomes everyone to feel at home and enjoy their little slice of southern hospitality and charm.



▲ TreeTop Adventures



▲ Sweet Tea Bed & Breakfast





ROCK BARN

COUNTRY CLUB & SPA

Rock Barn is a community in western North Carolina with 2 championship golf courses, a full-service day spa, 5 dining venues, 8 tennis courts, an aquatics center, a fitness center, and wedding & event venues.

Rock Barn Country Club & Spa Members enjoy discounts on Spa services, lodging, and event spaces, in addition to member golf tournaments, varied social events, and monthly themed dining events.

The Jackson Course, our public course at Rock Barn, is a historic course that appeals to golfers of all levels and handicaps.

The undulating fairways and changes in elevation throughout the course puts ball position at a premium. This iron and approach shot friendly course brings new challenges to the golfer with every round.

The Tom Jackson Course is proud to annually receive the Golf Digest "Best Places to Play."

www.rockbarn.com/Golf/Jackson_Course
(828) 459-9279



Relax, rejuvenate, and refresh at The Spa at Rock Barn, a European day spa featuring our Hydrotherapy Circuit with salt water pool with music underwater, two therapeutic waterfalls, indoor and outdoor jacuzzis, saunas, essential oil infused steam rooms, and a bracing cold plunge pool. The spa offers health and beauty treatments, restoration, poolside dining with fresh menu items and smoothies, and an unparalleled service menu. The Spa at Rock Barn is open to the public.



VISIT OUR WEBSITE TO VIEW CURRENT PACKAGES AND SPECIALS

WWW.ROCKBARN.COM/SPA • (828) 459-9150



▲ Murray's Mill Harvest Folk Festival

CATAWBA

The Town of Catawba in the eastern part of Catawba County is a small town with a quaint main street filled with shops and restaurants, and is home to **Catawba Creamery Ice Cream** and not far from downtown, is one of the area's most visited sites, the **Murray's Mill Historic District**.

The Murray's Mill Historic District looks just as it did a century ago along the banks of Balls Creek. Perfect for a picnic or a hike on a piece of the **Carolina Thread Trail**, Murray's Mill is a step back into a simpler time.

On this National Registered Historic Site, a pond flows over a mill dam and the 28 foot waterwheel makes its slow way 'round. Preserved intact are the 1913 mill itself, the 1890's **Murray & Minges General Store**, the 1880's wheat house which is used as an exhibit gallery, the 1913 John Murray House, furnished to the period and numerous outbuildings. Three generations of the Murray Family have maintained and operated the site which closed operations in 1967.

The picturesque structures and surrounding land are remnants of the last milling complex in the county,



▲ Cherry Pop's Soda Shop

meticulously preserved and interpreted by the **Catawba County Historical Association** since 1980 when restorations began.

The General Store is open daily; guided and self-guided tours are available. **The Annual Murray's Mill Folk Festival** takes place in September with live demonstrations, food vendors, crafts and more.



▲ Glenn Hilton Park

VIEWMONT

An entire district and corridor dedicated to retail therapy, unique dining experiences and brew pubs, parks and more - that's Viewmont! Eat and shop like a local in the Viewmont District just outside of Downtown Hickory.

With some of the best boutiques in the area - from trendy women's fashion (**Aqua B & Ever A Woman**) and high-end consignment shops (**Coco's Closet & Adriene's**) to home interiors at Bumblebee's, dozens of gift shops, and locally owned nosh locations. You may even see the crowd favorite **Coffee Bus**,

parked along the infamous Highway 127 corridor - stop in and grab a delicious cup of joe from Malachi with **Taproot** coffee.

If you're looking for a little green space to escape the hustle and bustle of a day of shopping or a place to enjoy a to-go picnic; locations like **Viewmont Park**, **Glenn Hilton Park**, **Bruce Meisner Park** and **Neill Clark Park** are just a short drive off the main roads of Viewmont and are full of fun for kids of all ages. Playgrounds, disc-golf courses, lake access, wetland exploring spaces and more. Hickory and Catawba County are



▲ Unique World Gifts

full of green spaces, and these are just four of the 26 parks in Hickory and the 50+ in the county (Page 18).

Hickory's culinary scene is boiling over with growing excitement for new locations and that is no different in Viewmont. With locally owned locations like **Standard Oyster** and their towers of fresh seafood, to fried broccoli baffle at **Café Rule & Wine Bar**, to one of the best burgers in the county at **Backstreets Bar & Grill**, to blackberry wine cake at **Fourk** and of course homemade ice cream at **Udderly Delicious** - all and more can be found in the Viewmont district.



▲ Murray's Mill Historic District



Exciting renovations to downtown Newton, like an outdoor amphitheater, have made the way for further growth to include more music and outdoor centers, new brewery locations, distilleries and more. It's no surprise that visitors from Charlotte and beyond are finding new things to sip, shop and explore just a short drive from the hustle and bustle of the metropolitan city.

Expanding the brewery scene in our region, D9 Brewing opened **Bevana Taproom** in downtown Newton, bringing in many different brands of beer and an open-air tap room on site. Often you can find locals and visitors playing corn-hole and games, listening to live music from the brewery floor and more. Bevana is located right next door to another local favorite **Novel Taproom**. Open during the height of the pandemic but proven to persevere, Novel is one of the go-to locations for rotating beers on tap (they have a ton!) and great live music acts from throughout the region and beyond.

Did you know that Newton has one of the best railroad museums in the southeast? **The Newton Depot** is home to the **Southeastern Narrow Gauge & Shortline Museum**. At the center of the four-acre campus is an authentic Southern Railroad depot, built in 1924. It houses a collection of vintage railroad equipment, boxcars, log cars, passenger cars, cabooses, and a steam locomotive and is the largest collection of vintage narrow-gauge railroad equipment in the south.

Newton is growing, and the heartbeat of the community continues to be in the Downtown District with a newly implemented Social District. Sip and shop your way around town at some of the best boutiques like **2 Pink Magnolias** and **Raised in the South**. Looking for a good southern breakfast and lunch, head to **The Hen & Egg** but if you feel like Italian, don't miss **Geppetto's Pizza**. It's been a favorite spot for decades. Coffee breaks are always a great idea at **Narrow Coffee & Nosh** and the best



▲ Novel Taproom

desserts can be found at **The Chocolate Possum**, yes you read that right, The Chocolate Possum!

Newton is home to a great local theatre and for decades **The Green Room Theatre** has provided an escape to magical places, many laughs and tears and moments of unforgettable memories. From humble beginnings of two shows a season to having twelve productions a year; watching these amazing productions come to life is truly a treasure. Don't miss opportunities to catch plays and Shakespeare in the park outside!

Discover something **NEW** in Newton!



▲ History Museum of Catawba County



▲ Music on Main Concert Series

Discover

SOMETHING NEW

Greetings from
NEWTON
N.C.



DOWNTOWN
Newton

From friendship to folk art,
there's always something
new in Newton.

www.downtownnewton.org

REGIONAL PARTNER SPOTLIGHT:

Alexander County

The true Gem of NC, Alexander County is home to mining for emeralds, panning for gold, rock climbing, many outdoor trails and more. Alexander County is nestled in the Brushy Mountains of Western, NC and is a short drive from the heart of Hickory. Alexander County and the town of **Hiddenite** is known for the only emerald mine in the world open to the public for prospecting, **Emerald Hollow Mine**. It's one of the most unique geological locations in North America to mine with more than 60 different types of naturally occurring gems and minerals.

After panning and digging for buried "treasure," take on the breathtaking views of **Rocky Face Mountain Recreational Area**. This 318-acre park that opened in 2012 as a recreational haven, but before it was a hiking and explorers paradise, it was a rock quarry dating back to the early 1920's. The 100-foot sheer cliff face is attractive for qualified rock climbers, with 60 established climbing routes. The park includes five miles of hiking trails which



take hikers along the top of the quarry cliff to the mountain peak with awe-inspiring views. Bring the kids along to play on the playground, pack a lunch and have a picnic on-site and don't forget the pup - Rocky Face is very pet friendly!

Brushy Mountain Motor Sports Park has trails designed, built and maintained for dirt bike, sport quad, 4X4 quad and Side X Side riders. The park consists of over 1,700 acres with over 100 miles of trails for dirt bikes.

There are public lake access points on **Lake Hickory**, public golf courses, paintball courses, apple picking and great places to eat and shop. To learn more visit www.VisitAlexanderNC.com.



Rocky Face Mountain Recreational Area

Caldwell County

Caldwell County, located at the foot of the Blue Ridge Mountains and a beautiful part of the Hickory Metro, is home to trout fishing along a wild and scenic river, hiking on diverse and lush trails from 900 to 5,964 feet in elevation, charming small towns and more!

Wilson Creek was designated by Congress as a National Wild and Scenic River in 2000 and has more than 49 acres of wilderness with a meandering 23.3-mile stream. The upper Wilson Creek area is filled with great trout fishing spots, including short pools, riffles, runs and plunges. The Wilson Creek Visitor Center in **Collettsville** offers visitors information about hiking, fishing, waterfalls and kayaking for guests of all skill levels from novice to professional.

Caldwell has roughly 30 different **hiking trails** with more than 100 total miles to enjoy from different elevations. Anything from short trails to long trails including the greenway in **Lenoir**. Walk around the block in Downtown Lenoir and visitors



Wilson Creek

will find themselves walking in the footsteps of American patriots on the **Overmountain Victory National Historic Trail**.

Lenoir is home to the **North Carolina Blackberry Festival** and a downtown full of boutiques, restaurants and arts. **Hudson** is home to the **Mitford Museum** which showcases the life and work of #1 New York Times-bestselling author and Caldwell County native, Jan Karon.

Your Adventure Begins 3...2...1
Explore Caldwell County for your next outdoor adventure.
www.explorencaldwell.com



NC Blackberry Festival

Burke County

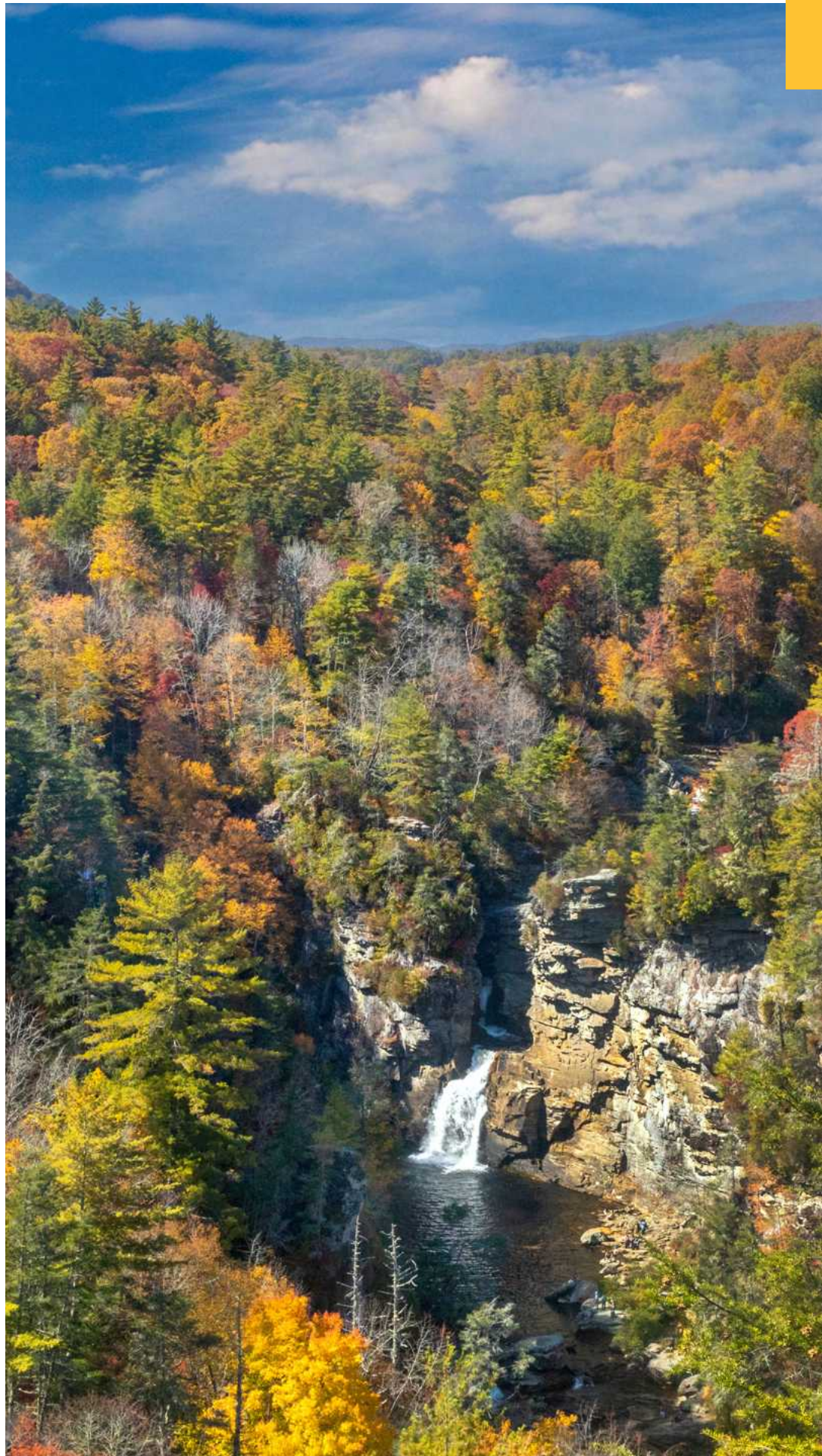
Burke County is an outdoor paradise at the base of the mountains, just off Interstate 40. With the historic towns of **Morganton** and **Valdese**, two state parks, the only wilderness area in North Carolina, hundreds of miles of hiking and biking trails, a pristine mountain lake and boulder-strewn rivers, there is something for everyone.

The towns of Morganton, the largest town and county seat, and Valdese, the second largest town, have very rich histories, featured in museums, public art, and area retailers. The history of the Waldensians in Valdese and the Revolutionary War history in Morganton are fascinating and worthy of the time spent in our amazing local museums.

For people that enjoy the outdoors, there is a reason Burke County is deemed "Nature's Playground." The county is home to the largest state park in North Carolina, **South Mountains State Park**, as well as **Lake James State Park** which features paddle-in camping, boat rentals, a swim beach and lots of trails to explore. If hiking is your thing, there is nothing like the breathtaking views of **Linville Gorge**, deemed the "Grand Canyon of the East." It features easy hikes like **Wiseman's View** to moderate hikes like **Table Rock** and **Hawksbill** that boast 360-degree views looking into the 2,000-foot drop from the peaks to the **Linville River** below.

Burke County is also home to multiple long-distance trails like sections of the **Mountains to Sea Trail**, the **Fonta Flora State Trail**, **Overmountain Victory Trail**, and the future **Wilderness Gateway Trail**. These joined with our greenway systems, **Valdese Lakeside Park** and **Burke River Trail**, gives Burke County the most trailheads of any other county in the state. There are many opportunities for various loops, so you'll never have to do the same trail twice (unless you want to because they are so great!).

Come discover Burke County and see what you have been missing at the base of the mountains!



THINGS TO DO

Playing isn't just for kids. In Hickory it's encouraged and we hope to inspire everyone to play and enjoy their time in our area. Life is meant to be lived, it is meant for laughter, time with nature, experiencing something new, conquering fears and time together with family and friends.

Whether you're visiting or maybe you're a local to the area, there is truly something here for you - no matter your age - and don't just take our word for it, go out and experience it for yourself! Get outdoors with over 50 parks in Catawba County which include miles of walking, biking, and hiking trails, playgrounds, disc-golf courses and dog parks.

Test your knowledge and learn something new at our state-of-the-art science center & planetarium, with rotating exhibits, a touch pool with "Splashy" the stingray and animatronic dinosaurs. Most notably we are excited to announce their sensory hours allowing everyone to feel welcome and come as they are.

The Hickory Museum of Art offers rotating exhibits, our historical sites allow us to "time-hop" back to the 1800's and before to experience life in a simpler time and our music scene is as diverse and dynamic as the artists and musicians that call this area home.

Finding those off-the-beaten-path things to do and see is just a car ride away. Don't just create memories that will last a lifetime but immerse yourself and become a part of our local culture.





▲ Sails Original Music Series - Union Square



▲ Autolawn Party at the SALT Block

ANNUAL EVENT CALENDAR

**Please note that specific dates of events
each month may change from year to year.
For more calendar information visit
our website calendar of events.*

JANUARY-MARCH:

- Western Piedmont Symphony Concert Series
- Queen's Feast with Local Restaurants
- Hickory Winter Farmers Market
- Catawba Valley Antiques & Pottery Festival
- Choral Society Concert Series
- Gem & Mineral Show
- Hickory Motor Speedway Season Begins

APRIL-JUNE

- Hickory Hops Beer Festival
- Crawdads Baseball Season Begins
- Hickory Motor Speedway Racing Season
- Hickory Furniture Mart Spring After Market Sale
- Conover & Hickory Outdoor Farmers Markets Open
- Swingin' Under the Stars
- Sails Original Music Series in Downtown Hickory
- Downtown Hickory Art Crawl
- Furniture Mart Memorial Day Weekend Sale
- Murray's Mill Bike Race
- Juneteenth Celebrations



▲ Celebration of the Nations

JULY-SEPTEMBER

- Hickory Furniture Mart - Furniture Festival & Clearance Sale
- Newton Music at the Farm & Farmers Market
- Hickory Motor Speedway Season
- Conover & Hickory Outdoor Farmers Markets
- Newton Soldiers Reunion Parade
- Footcandle Film Festival
- Autolawn Party at the SALT Block
- Sails Original Music Series in Downtown Hickory
- Hickory Furniture Mart Labor Day Weekend Sale
- Murray's Mill Harvest Folk Festival
- Downtown Hickory Art Crawl
- Crawdads Season Comes to a Close
- Hickory Celebration of Nations
- Todos Somos America- Celebrate Hispanic Heritage Month
- Catawba Valley Pride Festival

OCTOBER-DECEMBER

- Hickory's Oktoberfest
- Foothills Folk Art Festival in Newton
- Hart Square Living History Festival
- Conover & Hickory Outdoor Farmers Markets
- Hickory Furniture Mart - Fall After Market Sale
- Town of Catawba Veterans Day Festival & Parade
- Lowes Foods Christmas Parade and Tree Lighting - Downtown Hickory
- Conover & Newton Christmas Tree Lighting
- Hickory Motor Speedway Season Closes
- Hickory Choral Society Christmas Concert
- Victorian Christmas at Propst House
- Hickory Winter Farmers Market
- Christmas in the Village at Hart Square
- A Very Murray Christmas



▲ Town of Catawba Veterans Day Festival & Parade



▲ Footcandle Film Festival

PARKS

Catawba County Park System: Outdoor Haven

By Amy McCauley

Looking for outdoor adventure? Put the Catawba County Park System on your bucket list.

Nestled in the foothills of the Appalachian Mountains and bordered by the Catawba River, Catawba County offers easy access to our region's natural play spaces: the great outdoors. Residents and visitors alike appreciate the area's striking scenery and mountainside sunsets, but it's the ability to truly experience the outdoors that brings people back for more. The Catawba County Park System was designed to help them do both.

The Catawba County Park System was created to provide access to the county's beautiful outdoors while also preserving our natural heritage. Established in 1999 with the opening of Riverbend Park in Conover, the park system has grown to encompass nearly 1,500 acres including Bakers Mountain Park in Hickory, St. Stephens Park in Hickory and Mountain Creek Park in Sherrills Ford - the system's newest outdoor destination is now open.

The size and scope of each park allow visitors to immerse themselves in unique natural habitats and experience a variety of outdoor activities. Visitors can spend an entire day escaping into any one of the county's four parks or make a long weekend out of visiting all four.



The county's parks are open seven days a week, 362 days a year (closed on Thanksgiving Day, Christmas Eve and Christmas Day), starting at 8:00 a.m. with seasonal closing times to maximize daylight hours throughout the year.

Bakers Mountain Park

189 acres / 6 trail miles

6680 Bakers Mountain Rd.,
Hickory, NC 28602 / (828) 324-8461

Located at the highest elevation point in Catawba County (1780 feet), Bakers Mountain's easy to advanced trails are a haven for hikers and are often used as training ground for tackling the Appalachian Trail. The park's trail system ascends over creeks and through mature Chestnut Oak forest to a mountaintop observation deck with stunning year-round views. The park also features a paved Literacy Trail perfect for getting youngsters engaged with the outdoors.



Carolina Thread Trail is a regional network of connected greenways, trails and blueways that reach both Carolinas. Fortunately, the Trail comes right through the Hickory Metro. To find where to jump on the trail on foot or on water, go to carolinathreadtrail.org.





Mountain Creek Park

606 acres / 18.7 trail miles

6554 Little Mountain Rd., Sherrills Ford,
NC 28673 / (828) 465-9645

Mountain biking is at the heart of Mountain Creek, which is located on the northwestern tip of Lake Norman. Catawba County's newest outdoor destination features 18.7 miles of biking and hiking trails, including several bike-only sections, with enough combinations to ensure you rarely have to take the same route twice. Other major amenities include an adventure playground, pickleball courts, a dog park, and lake access for paddling and fishing.

Riverbend Park

690 acres / 19.7 trail miles

6700 NC Hwy 16, Conover, NC 28613
/ (828) 256-9157

Named after its idyllic location along the Catawba River shoreline, Riverbend's trail system winds through two distinct habitats - densely wooded upland forest and preserved native grasslands - which are affectionately known as "trail runner's heaven." Visitors to this park also enjoy hiking, biking, river access for paddling, a dog park and an observation deck perfect for viewing Oxford Dam or casting a line.



▲ Mountain Creek Park



▲ St. Stephens Park & Dog Park

St. Stephens Park & Dog Park

9 acres / .3 mile trail loop

2247 36th Ave NE, Hickory NC 28601
/ (828) 441-7277

Whatever you decide to do at St. Stephens, don't forget to bring your dog. The park's signature one-acre off-leash dog park offers unfettered playtime for Fido and has become a beloved hangout for locals and their four-legged companions. This suburban oasis on the outskirts of Hickory also features a playground, horseshoe pits, a paved Literacy Trail and a wooded 1/3 mile hiking loop.

The Catawba County Park System offers countless options to fulfill your itch for exploring the outdoors. Learn more about the Catawba County Park System and all the parks in our community at catawbacountyparks.org.



▲ Riverbend Park



▲ Mountain Creek Park

MAKE IT YOUR NATURE TO PROTECT NORTH CAROLINA'S OUTDOOR SPACES



PLAN AHEAD AND PREPARE

North Carolina is home to endless opportunities for outdoor recreation. Before you travel, learn about your destination, its regulations and safety matters.



STICK TO TRAILS AND OVERNIGHT RIGHT

Keep to designated trails and durable surfaces to protect trailside plants. Camp at existing or designated sites.



TRASH YOUR TRASH

Pack it in, pack it out. Place all trash in garbage bags and carry it home. Food scraps, cigarette butts and other litter can take years to decompose and are unhealthy for wildlife.



LEAVE IT AS YOU FIND IT

North Carolina is home to an amazing diversity of indigenous plants and animals. Snap a picture instead of picking flowers, gathering shells and collecting pine cones.



BE CAREFUL WITH FIRE

If you choose to have a fire, check on regulations, secure a permit if needed and keep the fire small. If allowed, gather wood from the ground instead of breaking branches from trees. Buy firewood locally to avoid bringing in invasive species.



KEEP WILDLIFE WILD

From black bears and wild horses to salamanders and birds, all wildlife should be treated with respect in the natural areas you are visiting.



SHARE OUR TRAILS

People have a range of skill levels and different ideas about how to enjoy the outdoors. Respect others so that North Carolina's natural spaces will be welcoming and relaxing for all.



visitnc.com/outdoor-nc
© Leave No Trace: LNT.org



Tee-rific Golf

Un-fore-gettable golf on our beautiful championship courses.

Brushy Mountain Golf Club

300 Golf Course Lane
Taylorsville, NC 28601
brushymountaingolf.com
(828) 632-4804

Catawba Country Club

1154 Country Club Road
Newton, NC 28658
catawbacc.org
(828) 294-3727

Catawba Springs

3820 Wandering Lane
Hickory, NC 28601
lakehickorycc.com
(828) 256-2171

Glen Oaks Golf Club

245 Golf Course Road
Maiden, NC 28650
glenoaksgolf.com
(828) 428-2451

Granada Farms

10 River Drive
Granite Falls, NC 28630
granadafarmsgolfcourse.com
(828) 396-2313

Mimosa Hills

611 Golf Course Road
Morganton, NC 28655
mimosahills.org
(828) 437-2967

Ole Still Golf Club

1157 Players Ridge Road
Hickory, NC 28601
olestillgolf.com
(828) 598-0327

Orchard Hills Golf Club

2515 Connelly Springs Road
Granite Falls, NC 28630
Find Us on Facebook!
(828) 728-3560

Rock Barn Country Club and Spa

3791 Clubhouse Drive NE
Conover, NC 28613
rockbarn.com
(828) 459-9279

Silver Creek Plantation

4241 Plantation Drive
Morganton, NC 28655
silvercreekplantation.com
(828) 584-6911



▲ Rock Barn Country Club

MADE TO SOAR



Nestled on a hilltop overlooking Lake Hickory and located at the Hickory Regional Airport, the Hickory Aviation Museum is home to military aircraft, artifacts and memorabilia ranging from the WWII era to present day. The museum is an aviation and historical buff's playground displaying photos, uniforms, helmets and other pieces that were flown in WWII, the Korean War, Vietnam, Desert Storm and Kuwait. Get up close and personal with amazing aircrafts.

Housed at the museum is the F-14 Tom Cat and other memorabilia made famous by Goose & Maverick from the movie "Top Gun." The F-14 located on the flight deck that was acquired by the Hickory Aviation Museum was the last one to be flown by the Navy before the model was retired. In addition, the Museum acquired the cockpit of another F-14 fighter jet, (rescued from the scrapyard), that allows visitors to hop in the seat of the fully equipped cockpit to experience the "Top Gun" feeling.

On-site you will find the Naval Aviation Annex located in the old baggage claim area of the airport. While visiting this portion of the museum you can learn about carrier aviation and observe various artifacts such as: an F-14 Camera Pod, two 20mm Vulcan cannons, one of which was



carried in an F-14 and the other in a F/A-18. United States Naval and United States Military uniforms are on display along with models of a WWII era aircraft carrier and a modern Nimitz Class Carrier. Also on the flight deck is the P-C3 Orion, a submarine chaser wherein you can take virtual and guided in-person tours.



The Aviation Museum is manned and operated by passionate volunteers, some of which are military veterans and those looking to educate visitors on the magnificent aircraft that have been collected and assembled at the museum.

Dedicated to maintaining the facts and artifacts of the Golden Age of Aviation, the Museum provides a unique opportunity for all generations to learn and appreciate aviation history. To achieve this goal, new exhibits and aircraft are added on a regular basis. Plans are also in the works to expand the museum by creating a large indoor exhibit for aircraft display along with the creation of the Aviation Walk that will connect to the Hickory City Walk project.

During your next trip to Hickory, make plans for an exciting and informative visit to the Hickory Aviation Museum. The Museum is free to the public Tuesday-Friday: 10 am until 3 pm; Saturday: 10 am until 4 pm; and Sunday: 1 pm until 4 pm. Private tours and school groups can also be arranged with advance notice.

Hickory Aviation Museum
3101 9th Ave Dr NW, Hickory, NC 28601
828.323.1963 | hickoryaviationmuseum.org



BIRTHPLACE OF THE NASCAR STARS



There is a distinct feeling that comes with a night at the speedway. From the moment the green flag is waved you can feel the electricity in the air and the suspense as the cars make their way around the short loop. The tires on the pavement have a distinct smell, the engines roar with horsepower and the cheers resound from the crowd as the cars round the fourth turn, barreling into the home stretch. The checkered flag is waved, signaling victory and the crowd erupts!

Hickory is home to that feeling and the Hickory Motor Speedway which has been in operation since 1951. The Hickory Motor Speedway is what is known as a short track with just over a three tenths mile oval loop. When the track was in its initial opening stretch, it was home to NASCAR's Grand National Series (later the Sprint Cup). Originally a dirt track this Hickory staple has been a racing home to house-hold names and racing legends such as Junior Johnson, Ned Jarrett and Ralph Earnhardt. These notable names and the legacy that this track leaves is why it is one of stock car racing's most storied venues and is often referred to as "The World's Most Famous Short Track" and the "Birthplace of the NASCAR Stars."

Traditional racing not your speed? Hickory Motor Speedway hosts many other events throughout the year including demolition derbies, firework shows, car shows and more. One of the favorites of locals and visitors is the "Tour of Destruction," a

dynamic evening of monster truck feats and school bus demolition racing. Race fans of all ages enjoy this thrilling, often sold-out event that occurs multiple times each year.

Hickory's racing season spans from March until early October with seasonal events continuing until late November. Whenever you visit Hickory, take time to check out this historic one-of-a-kind speedway. Enjoy all of the fast paced fun with a memorable evening of raceway excitement for the entire family.

Hickory Motor Speedway
3130 US Hwy 70, Newton, NC 28658
828.464.3655 | hickorymotorspeedway.com







HART SQUARE VILLAGE

Hart Square – From Passion to Purpose

What started as a wildlife preserve located in Vale, NC has since become the nation's largest collection of historic log structures from the 1800's thanks to the vision of one man and his family. Nestled on a 200-acre property, one man's passion has left a legacy of living history for all to enjoy. With a "Hart" for preservation and keeping traditions alive, Hart Square takes you back to a time where handcrafted and hard work was the way of life.

Dr. Bob Hart began his adventure in August of 1967 when he purchased a plot of land to designate as a nature preserve for native animals such as deer, geese and wood ducks. A few short years later in 1973, a patient of the family doctor suggested that a derelict cabin on his own property would make a nice addition to the banks of one of the man-made ponds on the nature preserve property. After painstakingly moving the cabin, log by log, stone by stone, Dr. Hart was emblazoned with a newfound passion for collecting and restoring cabins from the Piedmont and Western regions of North Carolina.

Presently, the property that is now known as Hart Square Village, displays over 100 authentically restored cabins and structures, most of which are fully complemented with artifacts from the 1800's. Most of the decor pieces were located by family members at flea markets and estate property sales or from donations from contributors to the quickly expanding site. Structures that have been preserved and erected at Hart Square include thirty pioneer homes, two churches and numerous trade shops.

In 2017, the property, structures and collections were donated to the newly created Hart Square Village Foundation for the intended purpose of historic preservation. The village has evolved to the present day "living history museum" where Dr. Hart's vision is shared through annual events with live demonstrations



of the pioneer lifestyle, membership, craft classes and field trip programming. The village is truly hidden in nature and has been kept that way through the years to preserve the sacred space that preserves the history of this part of the Appalachian's. Every October, the Village comes alive with the Annual Living History Festival, which brings in thousands of visitors that are welcomed by hundreds of volunteers, docents and descendants of families. Time-hop back to the late 1800's and early 1900's for a glimpse at a unique and eye-opening experience to the way things truly were - there is no other experience like it.

Hart Square Village is the go-to location for anyone visiting the Catawba Valley region or locals looking for a glimpse of life from a simpler time. Dr. Hart's passion for restoring historical treasures has turned into the Hart Square Village Foundation's purpose and mission to maintain our local traditions and history for generations to come. Tickets to year round events are available on-line and if you would like to learn more about becoming a member, contact 828.320.9461 or hartsquare.com.

Hart Square Village
5029 Hope Rd., Vale, NC 28168



HICKORY CRAWDADS[™] BASEBALL

Fun at the Frans all summer long!



Season runs April-September!



Crawdads baseball arrived in Hickory in 1993 when Don Beaver, Luther Beaver and Charles Young purchased the Gastonia Rangers and relocated the team to their hometown. Upon arrival in town, the owners held a contest to select the name of the team. Crawdads was selected, beating out other nominations such as Hound Dogs and River Cats.

Contests were also held to name the team mascot Conrad and his long-time love interest, Candy. Conrad and Candy were married in an on-field ceremony during the 2018 season, which was the first mascot wedding in Minor League Baseball.

The Crawdads have played at L.P. Frans Stadium since their inaugural season in 1993. The stadium was built on donated land and is named after the local Pepsi bottler, Lee Polk Frans, who partially funded the stadium's

construction. The stadium has undergone several major renovation projects. The first round of renovations took place following the 2013 season and focused on fan experience while the second round was following the 2017 season and primarily focused on the playing area. Prior to the 2020 season, the playground and clubhouses were completely remodeled.

The 2023 season marks the 'Dads 15th year of affiliation with the Texas Rangers after being originally affiliated with the Chicago White Sox (1993-1998) and the Pittsburgh Pirates (1999-2008). In October 2017, the Rangers announced they had purchased the organization. Some notable Crawdads alumni that have gone on to the Major Leagues include

Magglio Ordonez, Jose Bautista, Carlos Lee, Andrew McCutchen, Joey Gallo and Jurickson Profar.

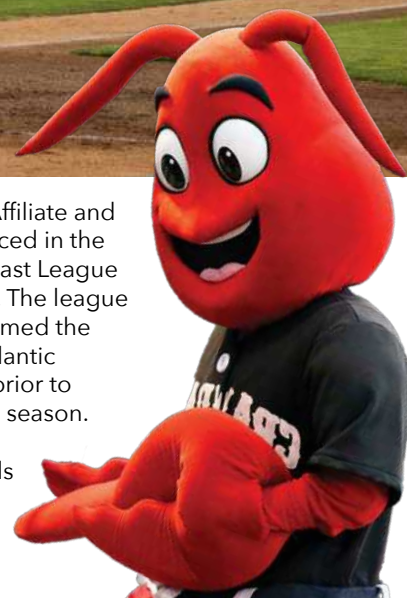
The Crawdads played in the South Atlantic League from their inception in Hickory through 2020. Following a Minor League Baseball reorganization of the leagues, the 'Dads were promoted to a

High-A Affiliate and were placed in the High-A East League for 2021. The league was renamed the South Atlantic League prior to the 2022 season.

The Crawdads have won three league championships (2002, 2004, and 2015). They have also hosted three SAL All-Star Games (1994, 2001, and 2014).

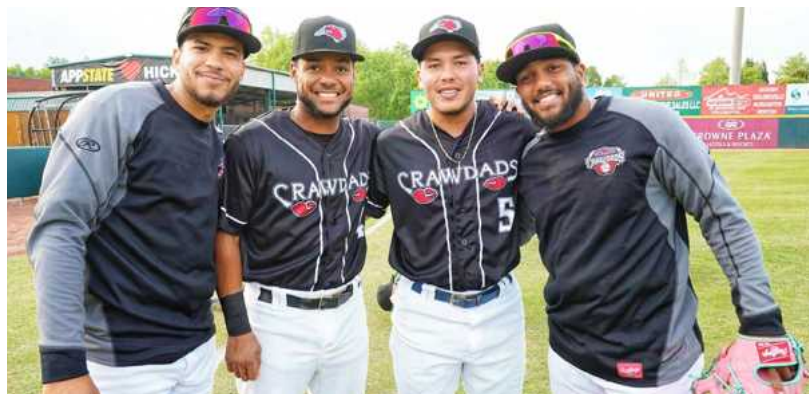
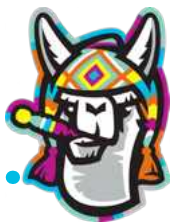
Following the 2015 season, the Crawdads announced a rebranding in which they revealed new uniforms and a new logo set. Included in the rebrand was adding a light blue into the official color scheme and tweaking the official Crawdads font.

The 'Dads play 66 home games a season and pack a promotional schedule full of giveaways, movie tributes, dog days, food and drink specials and post-game Christian concerts. The Crawdads also shoot fireworks following every Friday night home game!



Did you know:

For select games during the season the Crawdads take on the alternate identity of las Llamas de Hickory as part of Minor League Baseball's Copa de la Diversion initiative. The logo features a llama chewing on a furniture leg in a tribute to the Hickory Metro area which is known as the furniture capital of the world!





ARTS & CULTURE

Explore the southeast's largest collection of Southern Folk Art, The Hickory Art Walk full of unique sculptures and whirligigs, our eclectic local galleries, mural trail and more.





SALT BLOCK FOUNDATION PROVIDES

- Catawba Science Center
- Hickory Choral Society
- Hickory Museum of Art
- United Arts Council
- Western Piedmont Symphony

A Community Cultural Hub

- Freedom to Focus on Programming
- Buildings and Grounds Maintenance
- An Endowment for the Future

PROVIDING A HOME FOR **SCIENCE, ARTS & LITERATURE** TOGETHER.

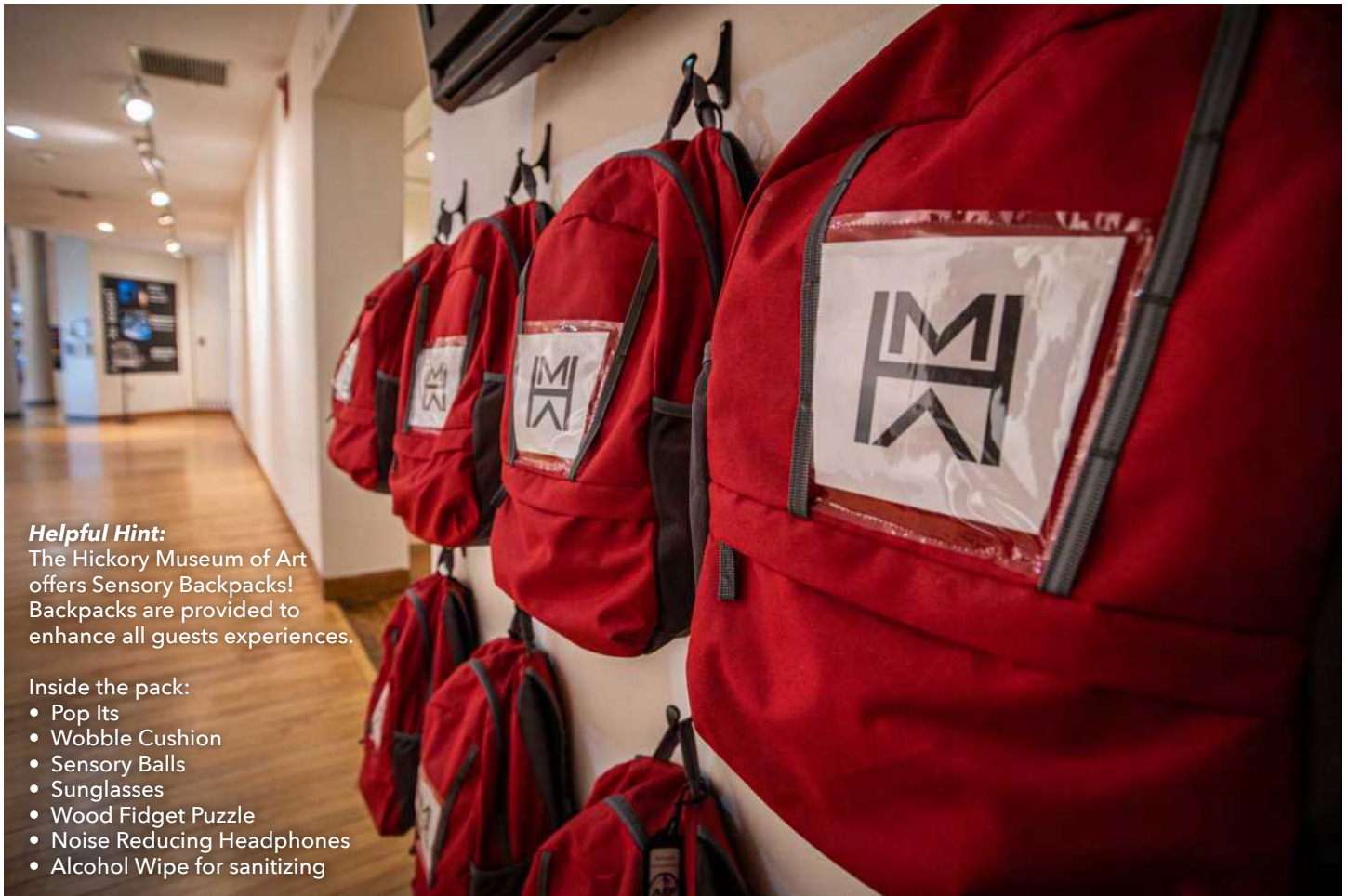


SaltBlockFoundation.org

Plan Your Visit Soon!!



243 3rd Ave. NE
Hickory, NC



Helpful Hint:

The Hickory Museum of Art offers Sensory Backpacks! Backpacks are provided to enhance all guests experiences.

Inside the pack:

- Pop Its
- Wobble Cushion
- Sensory Balls
- Sunglasses
- Wood Fidget Puzzle
- Noise Reducing Headphones
- Alcohol Wipe for sanitizing



The Catawba Science Center (CSC) offers hands on experiences to brighten a child's learning experience. CSC has a state-of-the-art planetarium where you can travel around the universe without even leaving your seat. Walk through the live animal exhibit and meet everyone's favorite stingray, Splashy. He is sure to give you a high five. CSC is taking science and simple games and turning them into fun learning opportunities.




MOVE WITH THE MUSIC

Music is a part of the fabric of our community, drawing in all types of musicians, singers and enthusiasts. For a full list of concerts in the area, visit our events calendar.

The Hickory Choral Society raised its collective voice for the first time in 1978, touching music lovers in the Catawba Valley with the spirit of song. Today, some 110 singers blend their voices in harmony, brought together by a common devotion to musical excellence.





WESTERN PIEDMONT SYMPHONY


MATTHEW TROY, MUSIC DIRECTOR

2022 - 2023

58TH SEASON

Experience the Music. Hear Your Story.

For tickets and more information, visit wpsymphony.org.





the hum is Hickory, NC's new outdoor amphitheater located a short walking distance from Union Square in Downtown Hickory. **the hum** features regional music events and private engagements.



- Public Parking
- Family Friendly
- Rotating Food & Drink Vendors



227 2nd Ave SW
Hickory, NC 28602

www.thehum.live
info@thehum.live



@thehumhickory

AN ART FOR THEATRE

The lights are dimming, the music begins and the curtain begins to rise. The theatre comes alive with acting, dancing and singing as you settle into your seat for a trip to enchanted lands, meeting characters from beloved stories and musicals and the crowd cheers with laughter or cries from a tender love story. The theatre is often an escape or a reminder of stories from our childhood. Hickory and the region are home to several locally operated theatres boasting many shows each season.

The Hickory Community Theatre, in Downtown Hickory, is housed in the original Hickory City Courthouse Building and plays host to over 10 shows a year. Notable local stars and successful Hollywood stars like the late James Best



▲ Hickory Community Theatre

have graced the stages at the Hickory Community Theatre. From Shakespeare to musical hits like Rock of Ages there is something for everyone and every age.

The Green Room Community Theatre offers incredible talent, Broadway shows and more. The Green Room Community Theatre also

provides an escape to magical places, many laughs and tears, and moments of unforgettable memories. From humble beginnings of two shows a season to now having a renovated location within the "Old" Newton Post Office and 12 productions a year, watching these amazing productions come to life is truly a treasure. Don't miss opportunities to catch plays and Shakespeare in the park outside!



▲ The Green Room Community Theatre



▲ The Green Room Community Theatre



The Old Post Office Playhouse - Home of The Green Room Community Theatre

Located in Historic Downtown Newton, NC

thegreenroomtheatre.org

(828) 464-6128







▲ Hickory Community Theatre



November 2021

Hickory Community Theatre

Incredible performances by an incredible cast. From the front entrance to the box office to concessions to being ushered to our seats nothing but complete professionalism and excitement that we enjoy the performance. Can't wait to see the next show.

-Bev Spe***

Quote from Google Reviews



HICKORY
COMMUNITY
THEATRE

HICKORYTHEATRE.ORG

828-328-2283 • DOWNTOWN HICKORY, NC

METRO MURALS



The Miracle of Hickory (2019)
Downtown Hickory 241 1st Ave NW
Artist: Hunter Speagle



Welcome to Hickory (2019)
Downtown Hickory 2nd St. SW
Artist: James Smith



@visithickorymetro

Share pictures and tag us for a chance to be featured on our social media!



Train Mural (2019)
1500 13th St SW, Hickory, NC 28602
Artist: Charles Kimso



Break Free (2020)
1042 Old Lenoir Rd, Hickory, NC 28601
Artist: James Smith



Welcome to Historic Catawba - Pepsi Mural (2022)
105 N Main St, Catawba, NC 28609
Artist: Garrett Huffman



where
the arts
thrive

An 80-year-old, former school campus has been transformed into a 21st century hub for artistic creation and business development. The Arts Center is home to an art gallery, art studios, the Mitford Museum by Jan Karon, retail shoppes and more. Enjoy performing arts and take lessons in instruments and dance. Monthly events on First Fridays and Third Thursdays. **Come celebrate the arts!**



828.726.8871 • TheHubStation.com
145 Cedar Valley Rd, Hudson, NC



ART is just the START

Being a member at Hickory Museum of Art means you get to be part of an ever-growing community of diverse, creative, and inclusive minds that grow together and challenge each other through exhibitions, lectures, tours, classes, workshops, and trips.

Our members receive global reciprocal privileges at **250 Museums** in the Reciprocal Organization of Associated Museums (ROAM)*

*Limited to Fans Member Level or higher.



150 Museums
in the Southeast Reciprocal
Membership Program (SERM)

Location:

On The SALT Block
243 3rd Avenue NE
Hickory, NC 28601
828-327-8576
www.hickoryart.org

Museum & shopHMA Hours*:

10 AM-4 PM	Wednesday, Friday, & Saturday
10 AM-8 PM	Thursday
1 PM-4 PM	Sunday

*Closed Mondays, Tuesdays, & Holidays

HICKORY
MUSEUM
OF ART



Flower Mural (2020)

932 3rd Ave NW, Hickory, NC 28601
Artist: Sara Jenne Eche



Exodus: Strength in Diversity (2020)

610 Fourth St. SW, Hickory, NC 28601
Artist: James Smith



Historic Beginnings (2006)

234 Union Square,
Hickory, NC 28601
Artist: Roger Cooke



Together Mural (2022)

24 1st Ave NE, Hickory, NC 28601
Artists: Hickory Youth Council



Flying Around Hickory (2021)

87-A 4th St NW, Hickory, NC 28601
Artist: Charles Kimso

WHERE TO SHOP

Shopping looks different when you look out of the box, or rather out of the big box stores and support local by shopping Hickory's unique shops. From downtown eclectic and local artisan shops like **Life Doesn't Succ** and **Bottega**, to the places to go for designer furniture finds like **The Hickory Furniture Mart** and **The Hickory Tree**.

Hickory is full of unique finds, specialty gifts and more. Our women's clothing boutiques like **Aqua B**, **Splentique** and **Ella Blú**, offer chic styles. Our antique stores are full of treasures just looking for a new home and our specialty shops include candle and self-care locations like **Carolina Crafted**, or home decor stores like **Jenny's**, and we can't forget our stores that welcome and love on our pups like **Lulu's Corner**.

Sample and sip your way through the market at **Olde Hickory Station** for snacks, wine, dessert and beer or take the spice home with a visit to **The Natural Olive**.

If you're looking to shop outdoor supplies for an upcoming hike or need last minute items for your trip on the trails, our outdoor outfitters and bike shops have you covered! Shop small and support Hickory's local shops.



OutdoorSupplyCompany.com
2427 N Center St. Hickory, NC 28601
Monday-Saturday 10 am - 6 pm
Facebook & Instagram: @outdoorsupplycompany

GEAR UP

Our local outdoor gear store, **Outdoor Supply Company** holds the best selection of gear to get you out on the trails and on the water.

Keep your hands free to take pictures-carry all your gear in this **Camelbak M.U.L.E Pack**.

Keep your pack dry on those rainy days with a **Sea To Summit Pack Cover**

Stay hydrated with a **Nalgene Water Bottle**.

We hope you never have to use this; be prepared with a **Coleman First Aid Kit**.

Don't let those fingers freeze with these **Outdoor Research Gloves**.

Brighten your path with a **Astro 300 Headlamp**.

Off the beaten path is great but stay true to course with a **Garmin InReach-Compact Satellite Communicator with GPS**.

Keep those ears toasty warm with an **Outdoor Research Beanie**.

Shed those water drops with an **Outdoor Research Rain Jacket**.

Travel light with a towel that does the most, with less of the bulk, use a **Pack Towel**.

Rope in those adventures with **550 Paracord-Emergency Cord**.

Fun Socks that do more than just look good, they are **Darn tough Socks**.

CYCLE SAVVY



The natural amenities and trails in Hickory and the surrounding area are a beacon for cycling enthusiasts. Beginners, intermediate and advanced riders can feel the wind against their face on any one of the numerous bike trails that meander their way through Catawba County. Lake Hickory Trails and Mountain Creek Park are two of the premier locations where you can set aside the distractions of modern life and immerse yourself in the cycling zone.

Every cyclist knows the importance of quality equipment. What better place to purchase a new bike or accessories than the oldest bike shop in Hickory? Owners Angie and Lanny Lambert have been welcoming riders to **Rock N Road Bicycles** for over 12 years. Being more than a place to shop, Rock N Road Bicycles is a hub for cycling activity. During prime riding season, group rides begin at the store and are suited for all levels of ability. Experienced riders can join the fun on Tuesdays and Thursdays while beginner riding groups depart on Wednesdays. Be there at 6:00 p.m. sharp to share in the fun.

Rock N Road Bicycles is not the only option in town for cycling paraphernalia. **Carolina Pedal Works** and **Lightning Cycles** diversify your options in town guaranteeing you will find all that is needed for a memorable day on the trails.

Before, during or after your ride, jump into Carolina Pedal Works on-site café for a quick cup of joe or one of their five craft beers on tap. Being a full-service bike shop offering sales, service and accessories, Carolina Pedal Works provides all the essentials for your cycling adventure as well as some tasty beverages for the cyclist.

Specializing in IBIS, Norco, Santa Cruz, and Marin bikes along with a broad range of gear for all your mountain and road biking needs, Lightning Cycles has you covered. They are a rider-owned store that loves sharing their passion for cycling by providing professional bike repairs, fitting services and quality products at exceptional prices.

Hitting the trails and purchasing gear in Hickory is guaranteed to bring endless miles of smiles with your cycling family and friends.



▲ Carolina Pedal Works



▲ Carolina Pedal Works



▲ Lightning Cycles

BIKE SHOPS

Carolina Pedal Works

883 Highland Ave SE, Hickory, NC 28601
(828) 212-3435 | carolinapedalworks.com

Lightning Cycles: Bicycle Shop

575 10th St Blvd NW, Hickory, NC 28601
(828) 466-0624 | lightningcyclesnc.com

Rock N Road Bicycles

2435 N Center St., Hickory, NC 28601
(828) 324-9350 | rocknroadbicycles.com



▲ Lightning Cycles

SHOP WITH LIFESTYLE IN MIND

TOP 5 SPECIALTY GIFT IDEAS



▲ City Walk on Union Square—Downtown Hickory



1

Barley Market Bottle Shop & Tasting Room
 Gifts with spirit! Barley Market Bottle Shop and Tasting Room is Hickory's one-stop-shop for exceptional craft beer, wine and spirits. shopbarley.com/barley-hickory



2

Life Doesn't Succ
 Plant boutique focusing on growing and cultivating your knowledge of succulent plants. Add some LIFE to your space. lifedoesntsucc.com



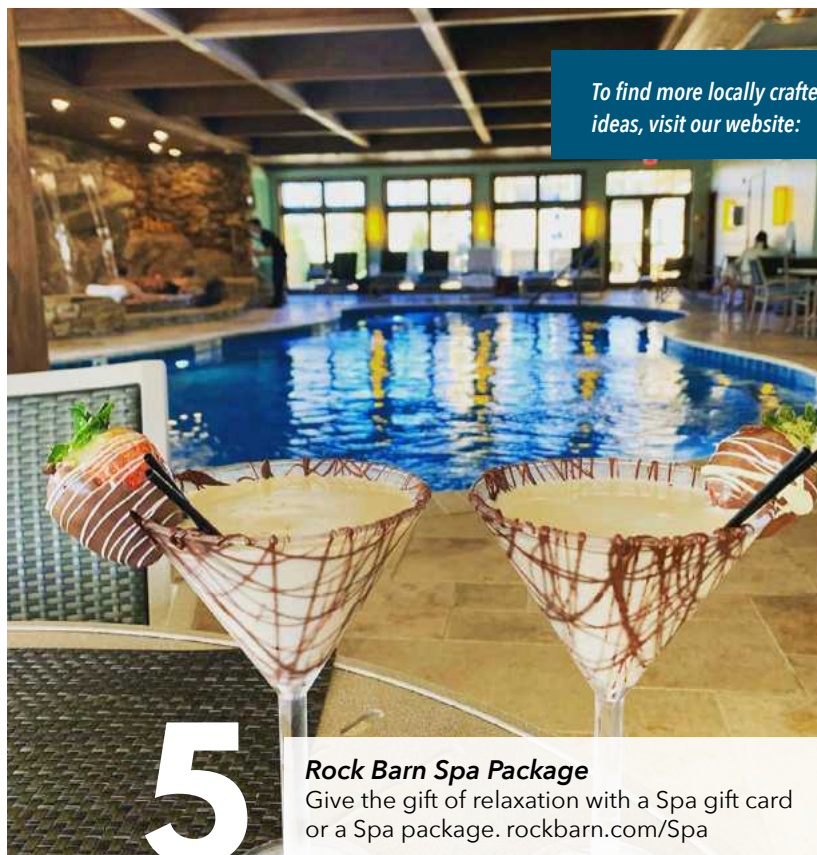
3

Dive Bar Hickory
 Dive Bar is an epic arcade & billiards experience with weekly events like Karaoke Wednesdays and games/food/beer galore. Under 21 welcome until 8 pm daily! Did we mention they are also part of the Downtown Hickory Social District. Gift cards to Dive Bar would make a great gift. divebarnc.com/hickory



4

Seven Seed Soap Company
 Family owned & operated handmade soap, candles, essential oil products and more since 2001! sevenseedsoap.com



5

Rock Barn Spa Package
 Give the gift of relaxation with a Spa gift card or a Spa package. rockbarn.com/Spa

To find more locally crafted gift ideas, visit our website:

SWING
INTO STYLE.

Hickory Furniture Mart.



HICKORY
FURNITURE
MART

Proudly supporting our North Carolina furniture manufacturers.

www.hickoryfurniture.com | 1-800-462-MART (6278)

INSPIRING HOMES AROUND THE WORLD FOR OVER 60 YEARS

Antiques - Hickory is home to several Antique stores including **ACME Antique Market**, **Hickory Antiques Mall** and **Vintage Blue: Mid Century to Modern Furniture & Decor**. Hidden gems and specialty collectibles are just waiting to become treasures in your home.



Clothing - The Hickory region is full of options for the entire family if you are looking to shop local for clothing. There are specialty boutique locations for all like **Splentique**, **Aqua B**, **The Natty Buck**, **Ella Blú** and **Two Pink Magnolias**. We even have a great assortment of high-end consignment clothing stores like **Jitterbugs**, **Coco's Closet**, and **Plum Pretty Consignment**, offering amazing prices on everything.



Specialty Gifts - If you are looking for that something special for birthday gifts, baby showers, wedding gifts etc., we have a few places for you to check out. **Lou Lou's Corner** hosts an array of items from infant to adult and even the pups! **Jenny's Gifts** is the location for home decor gifts and specialty items; and let's not forget the **Natural Olive** where you can shop the best assortment of balsamics, olive oils, spices and other unique finds.



Furniture - The Hickory Furniture Mart is the best location for all of your furniture needs. Housing hundreds of brands and finds from lighting and rugs, to outdoor furniture and more. The Hickory Furniture Mart offers shipping discounts and often has sales including "after market sales" where samples from the Furniture Market are sold at very discounted prices. **The Hickory Tree** is a furniture consignment treasure trove. You're likely to discover new or gently used brand name treasures that are perfect for your home decor. There are many other furniture stores within the Metro region including **The Loft Furniture & Accessories**, **Lindy's Furniture**, **Bernhardt Furniture Outlet** and more.



WHERE TO EAT & DRINK

Grazing, sipping, tasting and savoring - enjoy the art of having a meal! A meal is more than a plate of food; but it's the story behind the dish, the passion behind the chef's creativity and the lasting impact that joining together has on us for a lifetime.

Hickory's culinary scene is growing at a rate in which the area has never seen before. Now more than ever, the true flavor of our region is bursting on the scene with new locally operated dives, pubs, cocktail lounges and more. Something about these words, graze and savor, make you want to gather around a table to enjoy the moment.

There is a passion for creativity in the culinary arts and it is taking the Hickory area by storm with our local artisans and purveyors who are crafting new menus and new cocktails weekly.

In the pages ahead, check out the places to **Nosh** (eat enthusiastically). Grab a bite, visit the places to savor the moments and the places to indulge in the sweeter side of life. Sip your way around the Ale Trail or grab a cup of joe from one of our local "recharge stations" or coffee shops. The world is your oyster, donut or martini... see what we did there? Cheers!



▲ Notions 828



▲ FOURK



▲ Taste Full Beans Coffee, Tea & Cafe



masamorcantina.com



caferule.com



peppervine.com



imagine one.

hospitality



vintagehouserestaurant.com

2 NEW
RESTAURANTS



Eat. Drink. Crow.
The Frothy Rooster serves a killer breakfast, delicious coffee drinks, and lunch driven grab and go items!



COWA·SAKÉ
SLIDERS SUSHI SPIRITS & MORE

Sliders, Sushi, Spirits and More!
Also features amazing bento boxes, sliders, sushi, and all kinds of show-stopping drinks and delights!

A SPIRITED FUTURE IN FLAVOR

Since 2003, with the opening of Granny's Kitchen, the Cranford family of hospitality entrepreneurs have fed the Hickory community and its many visitors in more ways than just by food. Their love of people and good southern hospitality drove them to continuing this tradition and instilling in Zack a love for the industry but also a drive that shows in everything he does today. A leader in his family both immediate and industry, Zack Cranford has taken his passion for hospitality and people and breathed life into many projects including 1712 Spirits (Foothills Distillery), Standard Oyster Company, The Charolais Steakhouse and now has followed inspiration and dreams to create three new concepts that promise to be just as exciting and innovating as the previous endeavors.

Hickory's first traditional raw and seafood bar, The Standard Oyster, is in Viewmont on Highway 127 next door to the location of Granny's Country Kitchen. The vibe in "Standard" is exceptionally chill but maintains a great date night atmosphere. With all seating located at the "Bar," you have a feeling of being connected to the space and the employees. The oysters and catch of the day are always fresh from locations all along the East Coast with daily deliveries.

The Charolais Steakhouse, known for its "Cheers" like atmosphere, specialty "Bubba" steak seasoning and an extensive salad bar, has always been a go-to for special occasions, prom dates and romantic date nights. Zack put his spin and design on the space by renovating the location from floor to ceiling. The Charolais now boasts a large



Take a Walk in the Life
of Downtown Hickory





CITY

WALK

BREWING & DISTILLING

205 Main Ave NE • Taproom & Brewery - CityWalkBrewing.com
Cocktail Lounge & Distillery - CityWalkDistilling.com

wine cellar (which has landed them in issues of Wine Spectator Magazine), a hand-laid penny bar with cowhide bar stools and friendly faces who have welcomed guests for decades.

Growing his family of locations, Cranford Hospitality has three new projects on the horizon. Finding a home in the heart of downtown along the newly constructed City Walk - "Take a Walk in the Life" of Downtown Hickory with City Walk Brewing and Distilling. Very soon visitors and locals will be able to sip and explore their way around the newest additions to Downtown's thriving scene. These locations will also be a part of the newly established Social District, where you can take your "to-go" beverage in a provided cup to enjoy all of downtown's shops and fun! Along with the new spirits and brews, Cranford Hospitality is expanding into a

southern staple, BBQ. North Carolina is no stranger to good BBQ but it's safe to say Zack and family are "fired up" about this newest venture that will be making its way to Downtown Hickory.

With an arsenal of flavor-packed restaurants, spirits and brews, Cranford Hospitality is excited for a future filled with flavor, zest and spirit.



A Variety of Flavors for All in the Hickory Metro!



Icard • Viewmont • Claremont

GrannysCountryKitchen.com



StandardOysterCo.com



CranfordBros.com



TheCharolais.com

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▲ Shadow Line Vineyard



▲ Silver Fork Vineyard & Winery



▲ Twisted Vine Winery



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marketonmainhickory.com

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\$2.00 Corona
• Thursday offering
½ price house wines
• Entertainment
Wednesday-Saturday

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Southern wineries are well known for Southern Hospitality and they know how to awaken your taste buds. The Metro is home to muscadine grapes but also has expanded to well known old world grapes. Whether you have an experienced wine palate or are looking for new tastes, we welcome you to our part of North Carolina's wine county.

Shadow Line Vineyard

2550 Shadow Line Lane,
Granite Falls, NC 28630
828.234.5773 | shadowlinevineyard.com

Silver Fork Vineyard & Winery

500 Patton Road, Morganton, NC 28655
828.391.8783 | silverforkwinery.com

Six Waterpots Vineyard

4040 James Dr., Hudson, NC 28638
828.728.5099 | sixwaterpots.com

Southern Charm Winery

235 E Main St., Lincolnton, NC 28902
704.240.9899 | southerncharmwinery.com

Twisted Vine Winery

487 Legion Road, Lenoir, NC 28645
828.726.3185 | twistedvinewinery.com

Waldensian Heritage Wines

4940 Villar Lane NE,
Valdese, NC 28690
828.879.3202 | waldensianwinery.com

Woodmill Winery

1350 Woodmill Winery Lane,
Vale, NC 28168
704.276.9911 | woodmillwinery.com

SIMPLY JAM'N BOARDS

GATHER & GRAZE

Jessica Anaya, a Catawba County native and owner of Simply Jam'n Boards, takes her love of food and family to the next level with her uniquely designed charcuterie boards, boxes and grazing tables.

Through the years, food always took center stage at all of Jessica's family gatherings. Her love of food and desire to provide delicious treats to family and friends forged a lifelong passion for the culinary arts. After studying culinary arts at Asheville-Buncombe Technical College, Jessica married her husband and felt the call of home, so she returned to the city she loves. Being a stay-at-home mom, she found a creative outlet for sharing her passion for food and fellowship by catering on the side.

With catering, she began crafting meals for others but wanted a way to focus on her own family. Thus came the delicious idea of crafting charcuterie boards for friends and relatives to share her passion and culinary creativity. Her ability to create delectable and visually stunning pallets from seasonal ingredients

naturally progressed to opening her own business, Simply Jam'n Boards in February of 2021.

Filling a niche market that had yet to be tapped in the Hickory food scene, her journey began as a food truck operator but quickly evolved to her current store front that opened in May of 2022 at Hollar Mill. Jessica was looking for a place to connect her charcuterie food truck to a central location to make it easier for

customers to pick up their orders. Believing that Simply Jam'n offers something unique and different not only to Hollar Mill but to Hickory also spurred the move to a brick-and-mortar storefront.

Simply Jam'n Boards offers custom charcuterie boards, boxes and grazing tables for corporate and special events in the Hickory, North

Carolina area. Centered around various meats, cheeses, fruits and seasonal treats, these delicious, creative and personalized masterpieces can take anywhere from 10 minutes to several hours to construct depending on the amount of prep and



size of the board or table. Each creation offers Jessica an opportunity to showcase her culinary talents in a visually inspiring arrangement. They are truly edible works of art.

The store front is open Monday-Tuesday by appointment or Wednesday-Saturday 11 am - 5 pm offering fresh grab 'n go charcuterie boxes "Adult Lunchables!" They also have a small retail section with specialty foods & gifts including artisan wood-crafted boards made by local Hickory artisans. In addition to event catering and grab-and-go charcuterie boxes, Jessica also offers monthly workshops where groups can learn cheesy





artistry skills for their own homemade boards. With freshness and no food waste being of great importance to Jessica, she often distributes un-purchased boards to patrons who are enjoying the many amenities at Hollar Mill.

Simply Jam'n Boards specializes in creating one-of-a-kind grazing and charcuterie experiences with fresh, quality ingredients crafted with passion and love. Whether you're looking for a quick snack from the grab 'n go fridge at the shop or if you're needing help with making your event, wedding or gathering unforgettable and unique, Simply Jam'n Boards is here to assist.

Jessica has been featured in local publications as well as Our State Magazine for her charcuterie work. "Simply Jam'n Boards was born out of my passion for food & wanting to utilize my creativity in a new way. Gathering friends and family around food has always been a way for me to express my love to them," says Jessica Anaya. "I take pride in providing a unique quality product to my friends, family and community."

Stop by Simply Jam'n Boards at 883 Highland Ave SE, Hickory, NC (Hollar Mill Building) or order on-line at simplyjamnboards.com for an amazing tasty treat that is sure to please!



TIPS & TRICKS TO CREATING THE PERFECT CHEESEBOARD:

CHEESE: To start off pick a few favorite cheeses. Cut or slice in different ways to style them on the board.

ANCHORS: Place your anchors on the board. Anchors are dips, jams or anything that stays put on the board.

CHARCUTERIE: Charcuterie or cured meats are next to head on the board. Create salami roses, ribbons or zippers! Enhance the board by including prosciutto, capocollo, pepperoni or chorizo.

FRUITS: Next...add those fresh seasonal fruits to the board. Spread the color all around.

TO CARB OR NO CARB: Add different crackers to enhance cheese pairings.

FILL IN THE HOLES: Last...But not least, you want to add in the nuts and dried fruits to fill in any holes. Complete the board with some fresh herbs to add aromatics & color to the board.



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▲ Narrow Coffee & Nosh



▲ Fat Cat Coffee



▲ Waterbean Coffee - Startown



▲ Taproot Coffee

Emerson's Café

3050 S Hwy 127, Hickory, NC 28602
828.324.9000 | emersonscafe.com
Coffee Shop and Bakery

Fat Cat Coffee

For Location Check Website
828.781.3686 | drinkfatcatcoffee.com
Mobile Coffee Shop offering Coffee and Snacks

Taproot Coffee

For Location Check Website
828.514.1557 | taproot.coffee.com
The Coffee Bus- Fresh Roasted Coffee

Taste Full Beans Coffee, Tea, & Café

29 2nd St NW, Hickory, NC 28601
828.325.0108 | tastefullbeans.com
Coffeehouse, Teahouse, Café and Gallery

Narrow Coffee & Nosh

13 N College Ave, Newton, NC 28658
704.325.3146 | Facebook
Coffee & Sandwich Shop

Waterbean Coffee - Hickory

1839 N Center Street, Hickory, NC 28601
828.855.0311 | waterbeancoffee.com
Coffee Shop

Waterbean Coffee - Startown

1995 Startown Road Ste 201 Hickory, NC, 28602
704.479.8888 | waterbeancoffee.com
Coffee Shop

Whisk & Barrel

31 N College Ave, Newton, NC 28658
828.994.4200 | whiskandbarrel.com
Coffee Shop, Bakery, Eatery & Sweetery

February 2022



Taproot Coffee Bus

OMG! This place is super cool. You actually get to walk inside the bus, they even have seating. A friend told me about this place and I was expect to just walk up to the bus and find a window that I place and pick-up my order. I was blown away by the joyful experience. The barista was kind and the coffee was top notch. One of my go to coffee spots in Hickory!

-Elsie

Quote from Google Reviews



▲ Taproot Coffee



The Catawba River is named for the Catawba Native American Tribe which translates to "the people of the river." This area was their home for more than 12,000 years prior to European exploration. Now the Catawba River Valley is home to more than 2 million people who continue to utilize the river's many resources for needs such as power, food and recreation.

Catawba Valley Ale Trail focuses on the section of the river at Old Fort, where the river forms, to Lake Hickory. Each segment seems to have a different culture based on the surrounding landscape. The first section goes through the Foothills of North Carolina where small towns combine with mountain culture to create some amazing crafts, among these crafts is beer.

The area is home to many award-winning breweries that try to use as many local ingredients as possible and strive to give back to the earth and the river when able. Their connection to the land around them and their desire to do good in their community really sets these breweries apart from your standard watering hole and their delicious and creative beer makes visitors want to come back for more. We are so lucky to have these breweries in our region and we hope you discover new, creative beverages while enjoying the atmosphere of the Catawba River Valley Region.

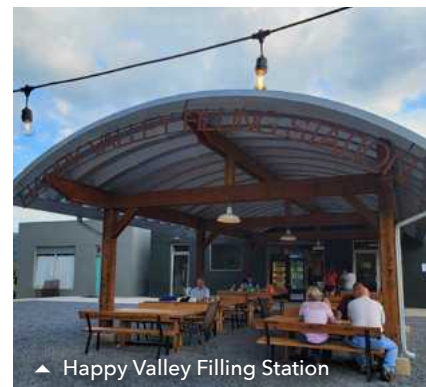
**FOR ALL THE BREWERIES ON THE
CATAWBA VALLEY ALE TRAIL**



▲ Blowing Rock Draft House & Brewery



▲ Olde Hickory Brewery



▲ Happy Valley Filling Station

October 2022

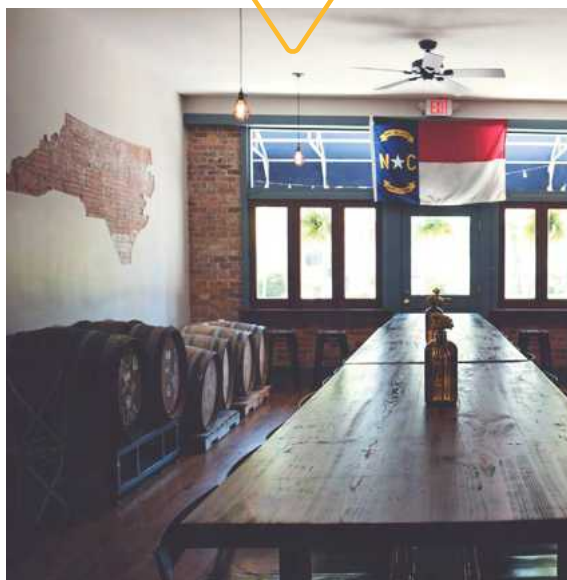


Fonta Flora...

in Downtown Morganton has a nice variety of their own craft beers, in addition to some local wines and ciders to choose from. Their beers are super unique, sometimes with flavors that you don't even expect to be in beer--like Kudzu! Supper table was a fun seasonal beer, with sweet potato and pie spices, like allspice, cloves, and cardamon. Really tasty and good depth of flavor. Will definitely be back!

-Jess***

Google Reviews





Bevana is a platform that partners with small-to-medium-size beverage makers to keep the craft in craft beverages and to provide customers with the best liquid, no matter where they are.

116 West A Street
Newton, NC 28658
(828) 949-3033
bevana.com

WAREHOUSE DISTILLERY

A SPIRIT LIKE NO OTHER



In the city of Newton, NC in an unassuming warehouse off SW Boulevard, you'll find the crafted works of sisters Baillie Rector and Andi Foss. This dynamic duo and business partnership unites a passion for distilling craft spirits, family and entrepreneurship.

Baillie and Andi come from a family of entrepreneurs, but it was around their kitchen island that the family agreed their next great adventure would be the art of distilling. Through hard work, learning the distilling industry and trying different recipes, they finally found the perfect recipe for success - a beautiful arsenal of award-winning rye whiskey, maple whiskey and bourbon and a personally curated beverage list showcasing their craft.

That desire to put in hours of hard work, learning an entirely new skillset and overcoming whatever challenges life threw at them lead this sister/partner duo to adapt quickly. When Covid entered the scene during the early days of

the business, they were able to think on their feet or from their bar stools rather. While businesses with years of experience struggled to remain open, newly created Warehouse Distillery met the challenge head-on by switching production to hand sanitizer.

Supply and demand during the onset of the pandemic pushed hand sanitizer into an overnight hot and rarely located commodity. With quick thinking, the sisters converted the distillery into a manufacturing site for the creation and production of hand sanitizer. Their savvy decision gave Warehouse Distillery the ability to provide a much-needed product to our local community.

With their newfound real-world business experience and Baillie's previous hospitality industry know-how as a mixologist in other cities, Warehouse Distillery excelled beyond the production of hand sanitizer. Having ingenuity on their side, the sisters rallied together making it through a global pandemic by also offering drive thru hours to pick up bottles of whiskey, hand sanitizer and specially curated cocktail kits. Baillie's unique way of putting a personal touch on their cocktail menu spurred the creation of a well-known, mouthwatering local favorite - the Rosemary Fizz.



Made with fresh ingredients daily, this crafted concoction is a delight to the palate with the perfect blend of rye whiskey, rosemary, simple syrup, lemon and ginger beer. If you desire something with a distinctive flavor, pull up a seat and enjoy sipping on one of the many other classically crafted cocktails from the menu, have your drink on the rocks or purchase a bottle of your favorite distilled treat for making your own exceptional cocktails at home.

If you're planning a visit to the Hickory region, a bucket list "must" is the Warehouse Cocktail Lounge, located on-site at the distillery. This spot offers an eclectic and laid-back atmosphere with





August 2022



Warehouse Distillery

I cannot say enough great things about Warehouse Distillery, we went on a Saturday night, we went pretty early to beat the weekend crowd. We spoke with the owner a little bit about what they distill and some of the drinks they make. We brought our black lab in with us and they treated him like king. They brought out a puppy bed for him, gave him a towel to chew on and gave him tons of attention. The drinks were absolutely amazing, everything tasted so fresh. If you are looking for a good cocktail and are in the area, you absolutely need to go here. Great atmosphere and even better drinks, we can't wait to go back.

-Steven B.

Quote from Google Reviews



a flavor and pizzazz for the “Mad Men” mid-century modern style, a drink list with alluring cocktails for everyone including mock-tails. Added touches like weekly food trucks, games, pet friendly environment and live music make this a social hot spot Wednesday's & Thursday's 4 pm - 9 pm and Friday & Saturdays from 4 pm - 10 pm.

As their business continues to grow so will their list of spirits and smooth cocktails. Warehouse Distillery always keeps their family mission and vision in mind- “to cultivate a passion for craft spirits and empower future generations of entrepreneurs, for the love of booze.” A visit to the Warehouse Cocktail Lounge and you will see that passion come to life before your eyes and more importantly you will find that passion within the taste of their unsurpassed mouthwatering cocktails. They treat you like family from the moment you walk through the door offering a unique and creative cocktail experience that truly comes from the heart of the creators.

Warehouse Distillery
2628 Northwest Boulevard,
Newton, NC 28658
828.464.5183 | warehousedistillery.com



WHERE TO STAY

Relaxation and comfort await when you stay in the Hickory Metro. Whether you are looking to stay in one of our many well-known and loved hotels or want something a little off the beaten path in our B&B's, Hickory has you covered. Our hotels include the names you know, love and trust from **Marriott, Hilton, IHG** and others.

Hickory is also home to B&Bs like **Sweet Tea Bed & Breakfast, Stay Here Instead, 2nd Street Inn** and more. 2nd Street Inn is the newest addition of locations to stay in Downtown Hickory with access to the City Walk and the Downtown Social District.

If you're looking for a way to explore at your own pace - just park the camper and head out. The Hickory region is home to several campgrounds offering a range of amenities for those in tents to RV's.

From family friendly to romantic weekend getaway spots, there's a comfortable place for everyone.

VisitHickoryMetro.com/hotels



▲ Best Western



▲ Lake James State Park



▲ 2nd Street Inn



▲ Courtyard Marriott

BED & BREAKFAST



Stay Here Instead

2nd Street Inn
Downtown Hickory, NC
980.272.0010 | 2ndstreetinn.com

The Holly & Ivy Inn
Newton, NC
828.238.3370 | airbnb.com

The Lodge at Rock Barn
Conover, NC
828.459.1125 | rockbarn.com

The Townhomes at Rock Barn
Conover, NC
828.459.1125 | rockbarn.com

Stay Here Instead
Downtown Hickory, NC
919.602.4807 | stayhereinstead.com

Sweet Tea Bed & Breakfast
Conover, NC
704.325.3736 | sweetteabb.com

Loft 220
Downtown Hickory, NC
828.291.0151 | 220unionsquare.com



2nd Street Inn



Sweet Tea Bed & Breakfast



Loft 220



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AVAILABLE FOR EVENTS

Location	Telephone	ADA Compliant	Business Center	Comp. Breakfast	Fitness Facility	Indoor Pool	Outdoor Pool	Microwave In Room	Pets Allowed	Refrigerator	Restaurant On Site	Room Service	Free WiFi	Number Of Rooms
Baymont Inn & Suites by Wyndham 1120 13th Avenue Dr. SE Hickory, NC 28602 wyndhamhotels.com	828.270.7580	●	●	●	●		●	●	●	●			●	60
Best Western Hickory 1520 13th Avenue Dr. SE Hickory, NC 28602 bestwestern.com	828.323.1150	●	●	●	●		●	●	●	●			●	118
Comfort Inn/ MainStay Suites 1607 Fairgrove Church Rd. Conover, NC 28613 choicehotels.com/nc408	828.465.1100	●	●	●	●		●	●	●	●			●	138
Courtyard by Marriott 1949 13th Avenue Dr. SE Hickory, NC 28602 marriott.com/hkycy	828.267.2100	●	●		●	●		●		●	●		●	140
Crowne Plaza 1385 Lenoir Rhyne Blvd. SE Hickory, NC 28602 crownplaza.com/hickorync	828.323.1000	●	●		●	●		●	●	●	●		●	120
Days Inn by Wyndham 1710 Fairgrove Church Rd. Conover, NC 28613 wyndhamhotels.com	828.465.2378	●	●	●			●	●	●	●			●	56



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- Meeting Rooms

Location	Telephone	ADA Compliant	Business Center	Comp. Breakfast	Fitness Facility	Indoor Pool	Outdoor Pool	Microwave In Room	Pets Allowed	Refrigerator	Restaurant On Site	Room Service	Free WiFi	Number Of Rooms
Days Inn & Suites 1725 13th Avenue Dr. NW Hickory, NC 28601 wyndhamhotels.com	828.270.7441	●	●	●	●		●	●	●	●			●	100
Fairfield Inn & Suites 1950 13th Avenue Dr. SE Hickory, NC 28602 marriott.com/hkyfy	828.431.3000	●	●	●	●	●		●		●			●	107
Hampton Inn by Hilton 1956 13th Avenue Dr. SE Hickory, NC 28602 hickorync.hamptoninn.com	828.624.2000	●	●	●	●	●		●	●	●			●	121
Hilton Garden Inn 1320 17th Street Dr. SE Hickory, NC 28602 hickory.hgi.com	828.327.1000	●	●		●	●		●	●	●	●	●	●	113
Holiday Inn Express & Suites 104 10th Street NW Conover, NC 28613 ihg.com	828.465.7070	●	●	●	●		●	●		●			●	90
Holiday Inn Express 2250 US Highway 70 SE Hickory, NC 28602 hiexpress.com/hickory-mart	828.328.2081	●	●	●	●			●		●			●	86
Quality Suites 1125 13th Avenue Dr. SE Hickory, NC 28602 choicehotels.com	828.323.1211	●	●	●	●		●	●	●	●			●	114
Sleep Inn 1179 13th Avenue Dr. SE Hickory, NC 28602 choicehotels.com	828.323.1140	●	●	●	●			●	●	●			●	98



May 2022

Hilton Garden Inn Great Hotel, Location and Bar

Staff is very friendly and their drive to make our stay comfortable, was superb. Hotel is very clean and the lay out is beautiful. Location of the hotel is perfect because it's close to the major highway and surrounded by a lot of restaurants. My family and I enjoyed our stay and we will definitely return to stay here again.

-Song T.

Quote from Google Reviews



▲ Hickory Holiday Inn Express



▲ Courtyard Marriott



▲ Best Western

COME CAMP WITH US

When Camping in the Hickory Metro make sure to remember the 7 Principles of Leave No Trace. See page 20 for more details.



▲ Lake James State Park

Betsey's Ole Country Store & Cabin Rental

8395 NC-90, Collettsville, NC 28611
explorecaledwell.com/directory/betseys-ole-country-store-cabin-rental/
828.758.5051

Cross Country Campground

6254 NC-150 E., Denver, NC 28037
crosscountrycampground.com
704.483.5897

Green Mountain Park

2495 Dimmette Rd., Lenoir, NC 28645
thousandtrails.com/north-carolina/green-mountain-park
828.758.7766

Hiddenite Family Campground

601 Princess Lane
Hiddenite, NC 28636
hiddenitecampground.com
828.632.3815

Lake Hickory RV Resort

6641 Monford Dr.
Conover, NC 28613
lakehickoryrvresort.com
828.256.4303

Lake James State Park - Paddy's Creek Area

2693 Park Trail, Nebo, NC 28761
ncparks.gov/lake-james-state-park
828.584.7728

Lake Norman Motor Coach Resort

6738 NC-150, Sherrills Ford, NC 28673
lakenormanmotorcoachresort.com
704.489.6033

Mortimer Campground

8384 NC-90, Collettsville, NC 28611
recreation.gov/camping/campgrounds/10046915
828.652.2144

Indian Springs Campground

4361 Whitener Dr.
Hickory, NC 28602
indianspringscampgroundnc.com
828.397.5700

Riverside RV Park

611 Independence Blvd.
Morganton, NC 28655
riversidegolfrvpark.com
828.433.6464

Rose Creek Campground

3471 Rose Creek Rd.
Morganton, NC 28655
rosecreekfamilycampground.com
828.433.7162

South Mountain State Park

3001 South Mountain State Park Rd.
Connelly Springs, NC 28612
ncparks.gov/state-parks/south-mountains-state-park
828.433.4772

Steel Creek Campground

7081 NC-181, Morganton, NC 28655
steelcreekpark.com
828.433.5660

Wildlife Woods Campground

4582 Beaver Blvd.
Sherrills Ford, NC 28673
Find Us On Facebook
704.483.5611

Please check with campground for availability prior to visiting.



Convention Center & Visitors Bureau

1960 13th Avenue Drive SE
Hickory, North Carolina 28602

828.322.1335

1.800.509.2444

info@hickorymetro.com

visithickorymetro.com

Monday-Friday | 8 AM-5 PM
Closed on most major Holidays

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Madison Conner
Olde Hickory Station
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Ruth Mich Photography
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Seven Seed Soap Company
Shadow Line Vineyard
Silver Fork Vineyard & Winery
Table Rock Media
Taproot Coffee
The Green Room Community Theatre
Town of Catawba
Twisted Vine Winery
Visit North Carolina
Western Piedmont Symphony
What A Delight Photography
Woodmill Winery

The Hickory Metro Convention Center & Visitors Bureau has made every effort to ensure the accuracy of information presented in this guide, but assumes no responsibility for errors, changes or omissions.



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Convention Center & Visitors Bureau



@visithickorymetro

