



Leaf Peeping & **SCENIC MUST-DO'S**

WHERE TO WATCH THE COLORS CHANGE:

- **Chimney Rock State Park** – Open! Panoramic fall views from the top of the rock or Hickory Nut Falls Trail.
- **Dittmer Watts Nature Trail** – 3.3 miles of easy to moderate trails with benches & picnic tables to enjoy the view.
- **Broad River Paddle Trail** – Enjoy the fall foliage as you paddle the many scenic miles with easy access at US 221 to US 221-A.
- **Scenic Driving Tours** – Grab your camera and follow one of our driving routes for unbeatable fall foliage.

GETTING HERE:

- Highway 64/74A from Rutherfordton and Highway 9 from Polk County are open.
- Highway 9 North from Black Mountain and Highway 64 from Hendersonville remain closed.
- Chimney Rock State Park is open. Check chimneyrockpark.com for updates.
- Be mindful of potential detours and give yourself time to enjoy the scenic routes!

Fall Back In Love



A Season of Color. A STORY OF STRENGTH.

Fall has always been a magical time in Lake Lure and Chimney Rock Village — but this year, it means even more. On **September 27, 2024**, Hurricane Helene forever changed our mountain towns. Roads were washed out, trails were damaged and many business owners suffered loss or were displaced. But what never wavered was the strength of our community and the spirit of those who call this place home.

Now, one year later, we invite you to **Fall Back In Love** with the places that have captured so many hearts. Every meal, every hike, every purchase helps our local businesses recover and thrive. Together, let's make this a season to remember.

PASSPORT CHALLENGE

EXPLORE, EAT, AND EXPERIENCE YOUR WAY THROUGH THE SEASON

Dozens of small businesses in Lake Lure and Chimney Rock Village are open and ready to welcome you. This fall, we're inviting you to take on the "Fall Back In Love Passport Challenge."

HERE'S HOW IT WORKS:

- Visit as many participating locations as possible (full list inside!).
- Grab a coffee, book a tour, shop local art, or enjoy dinner with a view.
- Snap a photo of your visit and share it using #FallBackInLoveLLCR
- Every visit counts as an entry into our monthly giveaways — think local swag, dining vouchers, gift baskets & more!

Not only will you uncover hidden gems, but you'll be helping our businesses rebound from the impacts of Hurricane Helene. Let's rebuild — one visit at a time.

INSIDE THE PASSPORT

SUPPORT LOCAL. EXPLORE MORE. CELEBRATE RESILIENCE.

This season, every visit is a victory. As our community continues to recover one year after Hurricane Helene, we invite you to rediscover the charm, hospitality & unforgettable experiences of Lake Lure and Chimney Rock Village.

Check off each spot as you visit, shop, dine, and stay — and know that with every stop, you're helping a beloved local business stay strong.



HOW TO ENTER THE GIVEAWAY

EVERY VISIT IS A CHANCE TO WIN!

Each stop you make and check off in your passport counts as an entry into our Fall Back in Love monthly giveaways — featuring local swag, dining vouchers, gift cards, and more!

TO ENTER:

- Complete as many passport stops as you can
- Snap a photo of your completed passport
- Share it on social media with pics from your adventures
- Tag us before December 5:
 - Facebook: @LakeLureBRF
 - IG: @visitlakelureblueridgenc

*Support Local,
Win Big!*

Pro Tip!

Make sure your profile is public so we can see your post!
Prefer email? Send your entry to:
tourisminfo@rutherfordcountync.gov



PLAN EVEN MORE *Fall Fun!*

Looking for extra inspiration? Browse our curated Itineraries & Guides for birding, cycling, hiking, romantic getaways & more!

SHOPPING

- ___ 2 Curios Antiques & Decorative Arts
- ___ Lil's Thrift Shop
- ___ April's Boutique
- ___ Chimney Rock Harley Davidson
- ___ Riverwatch Gift House
- ___ The Finderie
- ___ Willow Creek
- ___ Chimney Sweeps
- ___ Lured Market
- ___ Candy Cabin Lakeside Treats
- ___ Ingles Market
- ___ Bubba O'Leary's General Store
- ___ Hickory Nut
- ___ Native's Rest Candles
- ___ The Sacred Chakra

TRAILS & PARKS

- ___ Chimney Rock State Park
- ___ Chimney Rock State Park – Rumbling Bald
- ___ Dittmer-Watts Nature Trail Park

ACTIVITIES & ATTRACTIONS

- ___ Doug Bowman Galleries
- ___ Lake Lure Pottery
- ___ Fae Nectar (meadery & event space)
- ___ Escape Lake Lure
- ___ Lake Lure Escape Games
- ___ Chimney Rock Gem Mine
- ___ Pangaea Plants
- ___ The Highlands Market
- ___ Apple Valley Golf Course
- ___ Bald Mountain Golf Course
- ___ Canopy Ridge Farm Outdoor Adventure Park
- ___ Lake Lure Outdoor
- ___ Riverside Riding Stables
- ___ Medicine Bear Therapeutic Massage & Yoga
- ___ The Gym at Lake Lure
- ___ Mountains Branch Library
- ___ Pool Creek Picnic Park
- ___ Morse Park
- ___ Lake Lure Green Space
- ___ Bills Creek Community Center

SALONS & SPAS

- ___ Chimney Rock Essential Therapies
- ___ Lake Lure Massage
- ___ Medicine Bear Therapeutic Massage & Yoga

DINNING & DRINKS

- ___ Village Scoop
- ___ Riverwatch Bar & Grill
- ___ Riverwatch Coffee House & Gift House
- ___ Fae Nectar Tavern
- ___ Moose & Goose Lounge @ The Lake Lure Inn
- ___ The Veranda Restaurant @ The Lake Lure Inn
- ___ El Lago Mexican Restaurant
- ___ La Strada at Lake Lure
- ___ Lured Market & Grill
- ___ Lured Coffee Shop
- ___ Grey Hawk Bar & Gardens
- ___ The Hatchling Coffee House by Grey Hawk
- ___ The Lake House Restaurant Bar & Grill
- ___ Appalachia Restaurant @ Lodge on Lake Lure
- ___ Canoe Kitchen & Bar
- ___ The Highlands Reserve
- ___ Victory Kitchen & Restaurant
- ___ Legends on the Lake @ Rumbling Bald
- ___ The Gardens @ Rumbling Bald
- ___ The Bears Cup Café @ Rumbling Bald
- ___ Rocky River Ice Cream and Fudge
- ___ Chimney Rock Smokehouse



PLACES TO STAY

- ___ The Chimney Rock Inn & Cottages
- ___ Pine Gables Cabins
- ___ The Lake Lure Inn & Spa
- ___ Grafton Lodge
- ___ The Lodge on Lake Lure
- ___ Rumbling Bald on Lake Lure
- ___ Club Wyndham Resort at Fairfield Mountains
- ___ Bluegreen Vacations - Fox Run Townhouses
- ___ Apple Valley Farm Motorcoach Resort
- ___ Hitching Post Campground
- ___ Dogwood RV Park (Primitive Camping)
- ___ The Shaded Crest

VACATION RENTALS

- ___ Allure Mountain Properties & Retreats
- ___ Banjoe Vacation Rentals
- ___ Buffalo Junction Properties
- ___ Cabin Hosts
- ___ Carolina Mornings Vacation Rentals
- ___ Carolina Properties
- ___ Cielo Real Estate
- ___ Exclusive Mountain Properties
- ___ Greybeard Rentals
- ___ Lake Lure Cabins
- ___ Mr. Lake Lure Vacation Rentals
- ___ Paradise Mountain Cabin Rentals
- ___ Sunscape Property Management, LLC
- ___ Yonder Luxury Vacation Rentals