

Media Contact:

Leah Knepper 919.277.1176 LKnepper@fwv-us.com

Carolina Beach offers the best of a North Carolina beach experience from the past with a family-friendly spin for today. Experience a nationally recognized seaside boardwalk, Carolina Beach State Park, one-of-a-kind events, world-class fishing, miles of beautiful beach, and all kinds of people united by their love of good times. There are a lot of beaches in North Carolina, but only one Carolina Beach. The area is known for having great weather and fairly mild temperatures year-round. Carolina Beach is also located within an easy 30-minute drive from Wilmington, which was voted as America's Best Riverfront and is home to more than 200 restaurants, shops and attractions in the downtown area alone.

WHAT'S NEW AT CAROLINA BEACH

New Hotel

The 106-room Hampton Inn and Suites Carolina Beach Oceanfront is officially welcoming guests for the first time this peak tourist season. The seven-story hotel is situated at the northern end of Carolina Beach with breathtaking oceanfront views and direct access to the Carolina Beach Boardwalk.

Biological Wonderland Hikes

Learn about the different habitats that exist within Carolina Beach State Park and how each habitat affects the plants and animals that call the park home during a park ranger-guided Biological Wonderland Hike.

History Tasting Tours

Discover the rich history of the island while enjoying tastings from some of its best restaurants during a History Tasting Tour. Starting in 2017, a new "Eat Around the World" tour will celebrate international cuisines.

Overnight Kayak Expeditions

Paddle NC will offer overnight expeditions starting in 2017, thanks to a new fleet of overnight kayaks. The new expeditions will let visitors explore both coastal and land areas surrounding Carolina Beach State Park. Avid kayakers can receive ACA (American Canoe Association) instruction through a program started by Paddle NC in 2016.

Award-Winning Surfer

Tony Silvagni is no stranger to the winner's circle: the owner of Tony Silvagni Surf School in Carolina Beach is a former Olympic gold medalist. He added to his impressive resume in 2016 by winning first place at the World Surf League Trump Hyuga Pro Men's Longboard Tour in Japan in October, and a national title at the USA National Pro Longboard Championships in California in November. Tony Silvagni Surf School offers surf, paddleboard and even paddleboard yoga lessons for aspiring and experienced ocean enthusiasts.

Boardwalk Extension

The northern extension of the Carolina Beach Boardwalk will open in the spring of 2017. The extension runs from the marina even longer seaside stroll.



SAMPLE STORYLINES

Kid-Friendly

Carolina Beach is the perfect destination for a family vacation. Plenty of things to see and do means both the kids and adults will be kept entertained. Thanks to kid-friendly finds like an award-winning boardwalk and seaside amusement rides in the summer, to surfing and standup paddleboard lessons, to free outdoor movies and fireworks, families keep coming back year after year. Even hard-to-impress tweens and teens will request a repeat visit!

One-of-a-Kind Events

Annual events and festivals at Carolina Beach include the Pleasure Island Chowder Cook Off (April); Carolina Beach Music Festival (June); Boardwalk Film and Fireworks Series (June through August); Carolina Beach Dragon Boat Regatta and Festival (September); and Island of Lights (Thanksgiving through New Year's).

Music Lovers

Music lovers flock to Carolina Beach to enjoy the sounds of local bands, traveling musicians and popular music festivals. Signature events include the Carolina Beach Music Festival – one of the country's longest running music festivals and the biggest and only music festival held on the beach along the North Carolina coast – and the Pleasure Island Seafood, Blues and Jazz Festival.

Outdoor Adventure

Try your hand at kayaking in the ocean, fishing in the surf, or catching some waves from atop a surfboard during your visit to Carolina Beach. Carolina Beach State Park — one of the coast's most popular destinations and one of the only places in the world indigenous to the Venus flytrap — is home to a marina that provides access to great fishing, a secluded camping area and more than six miles of hiking trails. Tony Silvagni Surf School — owned by professional surfer and Olympic Gold Medalist Tony Silvagni — offers surf, paddleboard and even paddleboard yoga lessons. Visitors also flock to the area in the fall as the Loggerhead sea turtle nests scattered along the shoreline began to hatch.

Pet-Friendly

Bring your four-legged friend with you during your next trip to Carolina Beach. Beginning April 1, 2017, leashed dogs are allowed on the beach daily before 9:00 a.m. and after 5:00 p.m., even during peak season. During the off-season (Oct. 1 through March 31), dogs are allowed off-leash at Freeman Park. Another great place to take man's best friend is Carolina Beach State Park, a dog-friendly secluded camping area with miles of hiking trails perfect for off-road adventures with your pooch.

Vintage Experiences for New Generations

The past and present collide happily at Carolina Beach. From the Carolina Beach Boardwalk to the Carolina Beach Music Festival to beach motels, several present-day attractions offer visitors a nod to the past. This coastal community is ideal for groups like multi-generational travelers — there's plenty to please everyone from grandma and grandpa to the grandkids, and everyone in between.

Travel Without Kids

From young professionals to empty nesters, and everyone in between, fall is a perfect time to take a beach vacation. With kids back in school, visitors traveling without kids can enjoy less crowds, mild temperatures and more affordable lodging rates in the off-season.

Nightlife

Experience nightlife at Carolina Beach by visiting local favorites such as the Fat Pelican, voted as one of "The 32 Diviest Dive Bars in America" by impulcity.com, thanks to its legendary walk-in cooler, a surfing cow on the roof, and a bar made out of a boat. You can also groove to the tunes from local and regional bands at The Ocean Grill & Tiki Bar – named one of "America's Best Beach Bars" by EndlessVacation.com – and Seawitch Café & Tiki Bar, which feature a regular lineup of live entertainment starting in the spring each year.

Millennial Getaways

Millennial travelers seeking authentic experiences will want to plan a 2017 getaway to Carolina Beach. Enjoy coastal cuisine served at trendy, non-chain restaurants like Surf House and craft beer from local brewery Good Hops, or aboard the Port City Brew Bus. Get an adventure fix on the water with activities ranging from fishing, kayaking, standup paddleboarding or surfing. Groove to live music while making new friends at one of Carolina Beach's live music venues like The Fat Pelican, voted the No. 1 dive bar in the state; or The Ocean Grill & Tiki Bar, named one of "America's Best Beach Bars" by Endless Vacation.com.