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Wrightsville Beach, selected as one of the “South’s Best Beach Towns” by *Southern Living*, is known for its crystal blue waters and active island lifestyle. In this vibrant community where quality and wellness converge, experience world-class watersports, abundant family-friendly outdoor activities, boutique shopping, miles of pristine beach and exceptional farm- and sea-to-table dining. Visitors can unwind year-round in accommodations ranging from full-service resorts to vacation rentals. This walkable beach town invites you to expect more from your beach experience and find ultimate relaxation. Wrightsville Beach is just a 20-minute drive from Wilmington, named one of the “Best Small Cities in the U.S.” by *Condé Nast Traveler*.

WHAT’S NEW AT WRIGHTSVILLE BEACH

Year of the Trail

Wrightsville Beach provides scenic routes to discover by land and water during North Carolina’s Year of the Trail in 2023. Walk or jog along The Loop, a 2.5-mile paved fitness trail circling the inner island. Bikers can pedal down the River to Sea Bikeway, a 10-mile route from Johnnie Mercers Fishing Pier to Wilmington’s River District. Known for world-class watersports (and named a top “SUP hub” by *Outside* magazine), Wrightsville Beach’s soundside waterways can be explored on a sunrise SUP tour or eco-paddle kayaking tour. Rent your own kayak, canoe or SUP from local outfitters for a self-guided tour to spot Masonboro Island Reserve’s protected habitats and wildlife.

Water Tours Galore

Wrightsville Beach Scenic Tours’ newest cruise, the Airlie Garden & Bradley Creek Boat Trip, focuses on the rich history of Bradley Creek. Epic Excursions now offers an Oyster Farm Tour and Tasting, including a behind-the-scenes look at Middle Sound Mariculture Farm followed by a cruise to Masonboro Island to sample local oysters paired with wine.

King Neptune’s Return

First established in 1947, King Neptune is one of the area’s oldest restaurants – and the backdrop for many generations of family

vacation memories. The Wrightsville Beach staple recently reopened following several upgrades, as well as a reimagined menu featuring local seafood, an extensive wine list and a selection of craft cocktails. The iconic Pirate Lounge remains next door.

SAMPLE STORYLINES

Premier Watersports Destination

Named by readers of *Southern Living* magazine as one of the “South’s Best Beaches,” Wrightsville Beach is known as a premier watersport destination. It was also dubbed North Carolina’s most gifted watersport hub by *Men’s Journal* and recognized as a “Pioneer in East Coast” surfing and the birthplace of surfing in North Carolina. Competitors travel to the area for events like the Carolina Pro-Am and Carolina Cup, the East Coast’s biggest SUP race. Wrightsville Beach is also home to unique snorkeling and SCUBA diving adventures for all experience levels. Dive straight into the past on a group diving charter to uncover giant Megalodon teeth in higher concentrations than most other places around the world. Swim alongside rainbow-colored marine life while exploring one of the approximately 65 ocean shipwrecks within 50 miles from our shores.

Wellness Meets Relaxation

Wrightsville Beach is one of the few North Carolina beach destinations with convenient access to celebrated dining, upscale shopping opportunities and outdoor activities. Experience world-class watersports like surfing, SUP, sailing and kayaking along the sound, Intracoastal Waterway or oceanfront with Blockade Runner Soundside Adventures. Take a walk or run on The Loop or cycle down the River to the Sea Bikeway. Meditate among blooming native flowers in Harbor Way Gardens or unwind with yoga on the Crystal Pier, where classes occur seasonally. Just across the bridge in Wilmington, soak up the holistic benefits of time spent in a salt cave, then reward yourself with boutique shopping or refresh and recharge with a spa day followed by a sunset cruise.



Island Nightlife

Wrightsville Beach offers a welcoming social community and vibrant nightlife scene all year long. The energy of the day's activities continues into the night with options ranging from live music to local bars, serene lounges and waterfront drinks with a view. Grab a beverage in King Neptune's Pirate Lounge or sample local craft beers at Flying Machine at Wrightsville Beach Taproom + Kitchen. The oceanfront Oceanic Restaurant brings live music to the Crystal Pier twice weekly from April through September. On the Intracoastal Waterway, enjoy scenery and summer Sunday afternoon concerts at Bluewater Waterfront Grill. At Dockside Restaurant and The Bridge Tender, sip a glass of wine or beer at sunset and see why this waterfront has been a filming location for so many movies and TV shows. There's something for everyone, no matter your after-dark style.

Holidays

For over 35 years, more than 50,000 people head to the beach over Thanksgiving weekend for the Holiday Flotilla at Wrightsville Beach. The highlight of the weekend-long celebration is the Holiday Boat Parade when the Intracoastal Waterway is transformed into a dazzling display of as many as 30 decorated yachts and boats. Plus, more than 50 holiday events take place in nearby Wilmington, including the spectacular Enchanted Airlie that features more than a million twinkling lights from late November through late December.

Restaurants and Cuisine

Wrightsville Beach is home to some of the freshest culinary creations in the area. From waterfront restaurants offering award-winning cuisine and fresh seafood, to farm-to-table kitchens with seasonal menus and locally grown ingredients, to taverns and breweries serving up gourmet burgers and craft beer, there is something to satisfy every appetite at Wrightsville Beach. Reserve a catered seafood boil dinner experience on a private island through Epic Excursions for an unforgettable meal. Visitors staying in a vacation rental and preparing a homemade meal may want to check out Motts Channel Seafood, which has some of the freshest seafood around. The annual Taste of Wrightsville Beach showcases the area's top restaurants, cuisine and noted chefs each fall.

Multi-Generational Family Travel

Featured by *Travel + Leisure* as one of the "Best Spring Break Destinations in the U.S.," many families return to spend time at Wrightsville Beach year after year, generation after generation. With year-round outdoor activities, special events, coastal cuisine, shopping and the beach and Intracoastal Waterway, it's the perfect place to plan a family reunion or vacation. With a variety of beach homes and cottages for rent, the whole family can stay in one place.

Solo Explorations

As the solo travel trend grows, Wrightsville Beach is the ultimate destination for those seeking an elevated experience with an abundance of watersports, dining options, wellness activities and comfortable accommodations. Customize a coastal itinerary tailored to your interests, whether those include taking a surf lesson and cycling solo down the River to Sea Bikeway or sampling coastal cuisine and unwinding in a nearby salt cave spa. Wrightsville Beach provides plenty to explore on an independent island escape.

Romantic Getaway

Wrightsville Beach offers all the right romantic elements for couples - resort accommodations, memorable activities and delicious dining. The Wrightsville Beach Mailbox is a must for poets. Classic romantics can seek out spectacular sunrise and sunset views. Locations from TV shows and movies filmed at Wrightsville Beach, including Dawson's Creek, One Tree Hill and The Choice, are perfect destinations for movie buffs. Outdoorsy couples can bond over activities like kayaking and sailing, while foodies can enjoy romantic meals at casual beachfront cafes, high-end restaurants and more.

A Convenient Escape

Known as North Carolina's most accessible beach, Wrightsville Beach is the ideal destination for a road trip to the coast. The island is a convenient drive for travelers in North Carolina and nearby states, making it the perfect home away from home. Check in at one of our waterfront lodging options and fuel up for adventure with a healthy breakfast at an area café or juice bar. Get active and spend time on the water with one of our world-class watersports activities or take a remote adventure to Masonboro Island Reserve. Set your watch to island time on your next road trip.

Girlfriends' Getaway

Grab your gal pals and take a trip to this vibrant island community where quality and wellness converge. When you've had enough sunbathing, visit one of the island's chic boutiques or indulge in a fresh-to-table feast that will fuel you up for a night out on the town listening to live music. Sign up for an appointment at a spa, surf or SUP the waterways or take a yoga class on the Crystal Pier overlooking the Atlantic Ocean.

Restore the Coast

Give back to the coast during a getaway to Wrightsville Beach. Learn about protecting endangered sea turtles with the Wrightsville Beach Sea Turtle Project, which hosts Turtle Talks in the Fred and Alice Stanback Coastal Education Center. Paddlers can support the North Carolina Coastal Federation's "We the Water" paddling initiative, which empowers coastal visitors to help protect and restore our water quality and natural habitats.

