



Free Spirit | Cultural Cool | Beautiful Blue Ridge

Layers of lush mountains that abound with adventure; profound cultural roots from literary royalty to American royalty; and inspired locals whose passion projects jump from pop-up kitchens to performance art...

Asheville, N.C. has been a point of pilgrimage since the 1800s as a destination for inspiration, rejuvenation and self-expression. George W. Vanderbilt chose this Blue Ridge city for his greatest legacy, Biltmore. This year, **TRAVEL + LEISURE PUT ASHEVILLE ON IT'S WORLD'S BEST CITIES LIST** and **FROMMER'S NAMED IT ONE OF ITS TOP MUST-SEE DESTINATIONS IN THE WORLD.**

ASHEVILLE'S HOLLYWOOD HIT LIST FOR LATE 2015

► **Jude Law Takes on Asheville's Literary Legacy in "Genius"**

1800s era Asheville was immortalized in *Look Homeward Angel* and late this year, Jude Law takes on the role of Thomas Wolfe (Asheville's hometown son turned great American novelist) in an adaptation of the A. Scott Berg book *Max Perkins: Editor of Genius*.

► **Hollywood Comedy Stars' Asheville Capers**

Filmed in the city last summer, the film *Masterminds* starring Zach Galifianakis, Kristen Wiig and Owen Wilson, brings a 1997 hillbilly heist to life. The stars hit many local restaurants, breweries and hot spots while they were in town. Wiig even mentioned her experiences with Asheville's good food, drum circle and new age offerings to David Letterman on *The Late Show*.

► **Redford's Film "A Walk in the Woods" Highlights Appalachian Trail**

Surrounded by more than 800,000 acres of lush wilderness and the highest peaks in the East, Asheville has a long history as a natural holy land of sorts for active vacationers in search of bucket-list adventures. The Appalachian Trail is one such adventure, as it intersects the area just 20 minutes north of downtown. Robert Redford's newest film *A Walk in the Woods* (premiere Sept. 2015) chronicles a humorous book of the same name about an attempt to hike the famous trail.

NEW Tour on the Big Purple Bus

LaZoom Tours, known for their BYOB irreverent comedy tours of Asheville, now offers the "Band & Beer" Bus Tours - a guided look at the city's great music and beer scenes. Running on the weekends, the bus plays host to a live, local band while the wheels are turning and also makes stops at a South Slope beer shop and three local breweries.

New Hotels, Rooftop Venues on the Horizon

The Asheville area is set for significant growth with a planned 25% increase in hotel inventory over the next three years.

► **Opening December 2015:** Biltmore's second onsite hotel is taking reservations. The Village Hotel on Biltmore Estate is located near Antler Hill Village, which includes the winery, dining and shopping opportunities. ► For small boutique hotels, check out The Windsor, an exquisite suite-style downtown property, or The Bunn House, a newly opened 5-room inn with rooftop terrace and small vineyard. ► A number of rooftop venues are also planned offering the gamut of river views to downtown views to scenic sights from the top of Highland Brewing Company.

► **5 Stops On A Tour of Wolfe's Asheville:**

1) Tour Thomas Wolfe's home where guides read from his works as you explore the artifact-ridden "Old Kentucky Home;" **2) Wander scenic Riverside Cemetery** where Wolfe is buried; **3) Explore downtown and Asheville's Urban Trail**



to traverse Wolfe's paper route, pinpoint his birthplace and put your feet in his size 13 shoes; **4) Visit a real speakeasy** near Wolfe's home, given new life as Lex 18 moonshine bar and supper club, featuring Thomas Wolfe Mystery Theater Dinners through December; and **5) Dive deeper into local literary folklore** via Asheville's connection to F. Scott and Zelda Fitzgerald. F. Scott summured at the historic Grove Park Inn. Although she outlived her husband by several years, Zelda perished in a fire at a nearby sanitarium.



OUTDOOR NEWS:

► Unprecedented peak-to-peak tandem racing zip lines open at Navitat offering Blue Ridge Parkway views ahead of 100-Year National Park Anniversary in 2016. ► Asheville opens nation's first KidZip, a zipline course for tiny tots at Asheville Adventure Center. ► New outdoor sports: Asheville welcomes high-tech tree climbing (rock climbing + leaves!) at Treetops Adventure Park and a kid-friendly whitewater sport, Bellyaks! (invented in Asheville). ► Wai Mauna Asheville SUP Tours offers dawn patrol and sunset stand up paddle board adventures on the French Broad. ► Opening soon, Smoky Mountain Adventure Center (SMAC) is a one-stop destination for outdoor adventures in the River Arts District. Nearby Asheville Adventure Rentals offers electric assist fat bike rentals - perfect for exploring Asheville's hilly terrain.

Bluegrass, Newgrass or NOgrass

Asheville's musical legacy spans continents and genres. The story begins with Scotch-Irish immigrants who settled in Western North Carolina because the mountains and rolling hills reminded them of home. In a progressive and collaborative arts community, folk revivalists, electronic pioneers and legit rockers co-exist in a modern music scene ripe with opportunities for musical immersion. Street buskers of amazing talent welcome visitors, and expansive new venues, cozy listening rooms and laid-back bluegrass jam sessions make access easy. ► **Musical Roll Call:** Bascom Lamar Lunsford, Jimmie Rodgers, David Holt, Bob Moog, Warren Haynes, Steve Martin & The Steep Canyon Rangers, and the newest American Idol Caleb Johnson.

Asheville Arts Scene: Creative Connections and Linking the Past to the Future

With hundreds of galleries and art studios, creative expression is a way of life in Asheville with plenty of opportunities for visitors to get in on the fun. ► **Guided Gallery Tour:** Art Connection Tours connect art lovers to makers via one-on-one tours to a variety of local studios and galleries. ► **RAD News:** A number of local efforts are planned for the next five years that will transform the River Arts District - connected greenway spaces, bike trails, rooftop event space, new adventures on the French Broad River and much more!

Mountain South: On the Edge of the Plate

Stretching back to George W. Vanderbilt's tradition of serving Biltmore guests culinary delights grown right on the Estate, Asheville chefs are undoubtedly inspired by their surroundings...obsessing over heirloom grains, foraging, tending urban farms, raising their own beef and cooking with local beer. Locally grown is only one side of the coin. Asheville's independent streak takes form in artistic and intensely artisanal culinary interpretations with a broad world view and, sometimes, theatrics to boot.

► **NEWS BITES:** Sour beers take over at Wicked Weed's new Funkatorium in emerging beer district South Slope; New cookbook *Farmer & Chef Asheville* illuminates ties to Appalachian food traditions and Asheville's homegrown "Bee City USA" initiative goes national.



► **Food Scene. FAST:**

250+ independent restaurants; 5 James Beard nominated chefs; 20+ breweries, more per capita than any city in the nation; 14 farmers markets; 1 vegan butcher; 1,000+ family farms; 1 wild foods market, the first in the nation; 3 craft hard cideries using local apples; the fifth micro sake brewery in the nation; 1 new kombucha bar, all local; 2 new honey bars/boutiques; 1 underground supper club with wild themes and secret locations; 2 insanely creative donut shops; 2 new locations to get bean-to-bar local chocolate; 1 mushroom man tour guide; and the first woman to legally distill moonshine.

More at ExploreAsheville.com/Foodtopia.



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