

GROUP TRAVEL PLANNER

A STAY HERE
STAYS WITH YOU®

HAYWOOD COUNTY
Maggie Valley | Waynesville | Lake Junaluska | Canton | Clyde

VisitNCsmokies.com/Groups



The Only Full-Service Hotel in Maggie Valley

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GET YOUR GROUP ON!

From Great Smoky Mountains National Park and the Blue Ridge Parkway to local flavors and heritage hotspots, don't miss Haywood County's many treasured sites and celebrated culture. No matter if your group size is 10 or 2,000, Haywood County is ideal for your meeting, group outing with friends, destination wedding, reunion, car or motorcycle rally, sporting event or religious retreat. Our team will help manage your reservation and provide you with a customized agenda that best serves your group's needs. No matter what type of group, Haywood County is a great fit.

WHY HAYWOOD COUNTY?

For starters, we boast 46 of the most scenic miles of Blue Ridge Parkway and serve as the Gateway to the Smokies. You'll discover authentic Appalachian history and culture. Plus, our towns offer some of the most unique experiences in Western North Carolina.

EXPERIENCES APLENTY

Our festivals, events, live music and theatrical shows occur year-round and can be part of what makes your group experience special. From the Folkmoot Festival to the Balsam Range Winter Concert Series, there is something for every group to attend.

CENTRALLY LOCATED

Just minutes from Asheville, NC, groups can explore Biltmore Estate, North Carolina Arboretum, Chimney Rock State Park, Lake Lure, Great Smoky Mountains Railroad, Cherokee Indian Reservation, Harrah's Cherokee Casino and more. We'll help craft the perfect itinerary.

HOMEGROWN HOSPITALITY

Our sales team will help coordinate all the details. We offer personalized itineraries and FREE step-on guide services for any group staying overnight in Haywood County. We will make sure your group gets the best pricing available for lodging, meals and attraction admission.



Ron Bower, MCM, CTIS

Group Sales Manager
Ron@VisitNCSmokies.com
800.334.9036 | 828.944.0761
VisitNCSmokies.com
#HaywdGroups

Disclaimer: The HCTDA makes every effort to provide accurate information. However, details listed are subject to change.



GROUP FAMS & EXTRAS

FAM TOURS

We welcome travel planners to join us for a familiarization (FAM) tour of Haywood County. Contact us to experience firsthand all the area has to offer. We provide the following for approved tour operators, group leaders, receptive operators or travel planners plus one guest:

- Exclusive access to group VIP experiences that are not available to the general public
- Overnight lodging accommodations
- Personalized itinerary based on your group specifications and needs
- One-on-one planning session with our Group Sales Manager

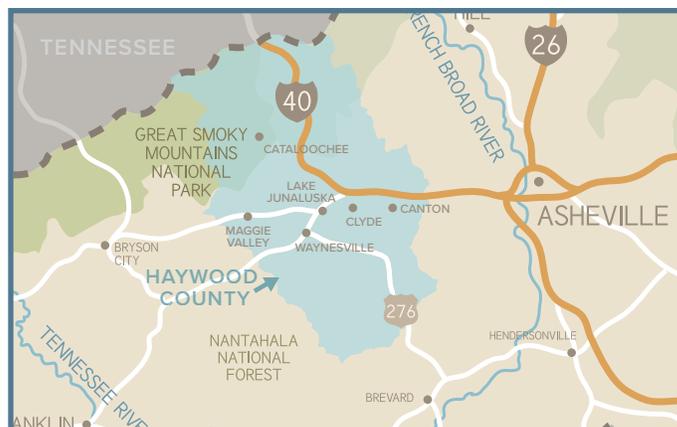
GROUP EXTRAS

When you contact our sales staff, group tour planners get many perks and free extra amenities:

- Free step-on guide services throughout your entire visit for groups staying in one of our accommodations (small fee for day trips)
- One complimentary room per coach
- Motorcoach driver lodging, meals and admission are always complimentary
- Free itinerary for your entire trip to Haywood County and the surrounding area
- Exclusive discounts and coupons
- Free motorcoach parking

DRIVING DISTANCES

Asheville, NC	30 min	25 mi
Atlanta, GA	2 hrs 30 min	175 mi
Charlotte, NC	2 hrs 20 min	150 mi
Greenville, SC	1 hr 30 min	75 mi
Knoxville, TN	1 hr 35 min	90 mi
Myrtle Beach, SC	5 hrs 10 min	328 mi
Nashville, TN	4 hrs	270 mi
Pigeon Forge, TN	1 hr 15 min	34 mi
Raleigh, NC	4 hrs 30 min	248 mi



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MAGGIE VALLEY

In 1904, the U.S. Postal Service named the town after the daughter of John “Jack” Setzer, who founded the area’s first post office. Today, Maggie Valley is a hotbed of tourism activity with a variety of lodging and family-friendly activities.

- **Cataloochee Ski Area** is the Southeast’s longest-operating ski area. With 17 slopes and trails, it offers mountains of fun for everyone—from skiers to snowboarders and novices to veterans. **VIP Access: Exclusive lessons and pricing.*
- Saddle up at **Cataloochee Guest Ranch** and enjoy a mile-high horseback ride. **VIP Access: Experience the Way Back When Dinner, an Appalachian dinner made the way they were in the 1800s, complete with a wagon ride and clog dancers.*
- **Stompin’ Ground** and **Maggie Valley Opry House** showcase Appalachian music traditions, such as bluegrass, mountain music, clogging and square dancing.
- **Wheels Through Time Museum** is home to the world’s premier collection of rare American motorcycles, memorabilia and unique one-off American automobiles. The museum was featured on The History Channel’s *American Restoration* and Velocity’s *What’s in the Barn?*
- **Cataloochee Valley** is a section of **Great Smoky Mountains National Park**, where elk have been successfully reintroduced and can be viewed in open meadows. Once a thriving mountain community, the valley is rich in history. A preserved school, churches, barns and several homes let visitors understand what life was like for early settlers of the area.
- **Elevated Mountain Distillery** provides only the highest-quality, ultra-premium whiskey, bourbon and gin with traditional and flavored spirits. **VIP Access: Behind the scenes tours, distilling secrets, mixing tips and exclusive tastings.*

WAYNESVILLE

Founded in 1810 by Revolutionary War soldier Colonel Robert Love, Waynesville is the county seat and the oldest town in Haywood County. It is also the largest town in Western North Carolina west of Asheville.

- **Downtown Waynesville** is full of historic buildings and quaint charm. Unique shops, art galleries, cafés and restaurants are all within walking distance. Don’t forget to check out the iconic **Mast General Store**.
- **Folkmoot Festival** is North Carolina’s official International Folk Festival. Every July, the 10-day celebration of cultures from around the world features performances, parades and workshops by more than 350 performers from across the globe. **VIP Access: Exclusive entertainment and workshops available year-round.*
- **Haywood Arts Regional Theatre (HART)** is where local, talented actors stage productions of classic and lesser-known works. **VIP Access: Behind the scenes tours, exclusive workshops, meet-and-greet the cast and special show access.*
- The **Museum of North Carolina Handicrafts** is housed next door to the HART in the historic **Shelton House**. Experience the history and charm of the late 19th century architecture in Haywood County’s first property to be listed on the National Register of Historic Places.
- **Hazelwood** is a historic section of town that has been revitalized with **Hazelwood Soap Company** and **Smoky Mountain Coffee Roasters**, unique local shopping and restaurants groups are sure to enjoy.
- The **Frog Level District** was recently designated as a historic district and is located only a few blocks from Main Street. The revitalized area features chic furniture studios, art galleries, a unique coffee shop and more.
- **Craft microbreweries** are ready to be explored. Each offers a distinct flavor and atmosphere. **Boojum Brewing**, **Frog Level Brewing**, and **Tipping Point Brewery** are all located in Waynesville. **BearWaters Brewery** is in nearby Canton. **VIP Access: Tours, tastings and exclusive access.*



CANTON

Incorporated in 1837, Canton sits along the banks of the Pigeon River in the southeastern section of the county. The town was named for Canton, Ohio, the source of the steel used to build the bridge over the Pigeon River.

- Interesting **Festivals and Events** await. The annual **Labor Day Festival** (the oldest in the Southeast), Shining Rock Riverfest, Pickin' in the Park, the holiday Festival of Lights and a nighttime Christmas Parade offers visitors and locals alike the opportunity to experience Canton's homegrown hospitality. **VIP Access: Festivals offer exclusive group seating and tents.*
- The historic **Colonial Theatre** was built in 1932 and underwent renovations in 1992 and 2006. It hosts concerts, movies and special events throughout the year, and is perfect for meetings and reunions. **VIP Access: Experience the vintage, original movie posters from the 1920s and '30s, when the theatre was a vibrant movie house.*
- **Southern Porch at The Imperial** is one of Canton's finest restaurants. The beautiful Victorian-style building from the late 1800s offers fine family dining and live music in one of Canton's most historic landmarks.
- The **Evergreen Papermill** offers a unique group tour experience. The mill is one of the oldest in the country and has been a leader in producing environmentally friendly paper products for Starbucks and others. It was the inspiration for the 2013 IBMA Album of the Year, *Papertown*, by local bluegrass band **Balsam Range**. **VIP Access: Group tours are not offered to the general public.*
- Award-winning bluegrass band **Balsam Range** hosts the Winter Concert Series at the Colonial Theatre, featuring four shows from January through April. **VIP Access: Exclusive meet-and-greet the band before the concert.*

CLYDE

Clyde, a small town of 1,400 people just west of Canton, is home to Haywood Community College, which maintains an 83-acre arboretum open free to the public and Haywood Regional Medical Center, one of the top employers in the county.

- Visit the **Shook Museum**. It is located at Shook-Smathers House (circa 1795), which is called the "oldest frame house west of the Blue Ridge" by Preservation North Carolina. Bishop Francis Asbury, a traveling preacher who helped establish Methodism in the United States, spent time at the Shook House.
- The **Haywood County Quilt Trail** runs through Clyde with multiple quilt blocks on display. The trail promotes quilting, storytelling and rural heritage using the colorful blocks to guide the journey. **VIP Access: Groups can play Quilt Block Bingo while visiting. See how many quilt blocks you can spot.*
- A very special **9/11 Memorial** at the Clyde Fire Department honors the Fire Department of New York and all victims of the attacks of September 11, 2001. Two steel beams recovered from the debris of the World Trade Center are on display.
- The **Big Gun** is a battleship cannon located in the town square. Where else can you see nautical history in the mountains?
- **Civil War Slave Cemetery** is one of the most important landmarks in Western North Carolina. **VIP Access: Learn the history behind the discovery of the graves and stories about the incredible people buried here from several local dignitaries.*

Experience a side of Haywood County only available to groups! Look for our "Exclusive VIP Access" opportunities throughout the Group Travel Planner and book your group visit today!



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J. Arthur's Restaurant
JArthurs.com



LAKE JUNALUSKA

A majestic setting in the center of the county, Lake Junaluska is a popular destination and features a 200-acre lake and 1,200 acres of rolling hills and valleys. Take a stroll through the popular Rose Walk or a paddleboat ride on the lake.

- The **World Methodist Council**, a consultative body linking almost all churches in the Methodist tradition, is headquartered at Lake Junaluska. **VIP Access: Private guided tours of the museum.*
- Lake Junaluska also serves as a retreat and conference center, hosting religious conferences, family reunions and events. Many lodging options are available, including a modern hotel, a historic inn, cabins, home rentals and apartments.
- Stuart Auditorium hosts the **Smoky Mountain Folk Festival**, a two-day event that, for more than 35 years, has featured the finest traditional Southern Appalachian music and dance.
- Want outdoor adventure? Take advantage of paddleboarding, swimming, fishing and a scenic guided pontoon boat ride with unmatched views. Or, take a nature stroll along the banks of the lake on a nearly four-mile paved path.
- Don't miss the annual **Balsam Range Art of Music Festival**, held the first weekend in December. Interact with the band, take music workshops and hear a variety of musical artists from bluegrass, country, folk and more. **VIP Access: Special access to workshops, exclusive seating for performances and meet-and-greet the bands/performers.*
- The annual **Appalachian Christmas** features uplifting holiday music, lights, decorations and scenery that is unmatched. The event is held the second weekend of December.

OTHER COMMUNITIES

Haywood County is full of off-the-beaten-path experiences from little-known hiking trails to sites where Hollywood movies were filmed. These are just some of the special places your group can visit.

- **Fines Creek** is a rural community bordering **Pisgah National Forest** and **Harmon Den Wildlife Management Area**. The Appalachian Trail, which crosses **Max Patch** (a popular bald with amazing vistas), is only minutes away.
- **Cruso** is just 15 minutes south of Canton and between **Pisgah National Forest** and **Shining Rock Wilderness Area**. It is full of natural splendor, from the Pigeon River to **Cold Mountain**. An entrance to the **Blue Ridge Parkway** is nearby, and a quintessential mountain golf course, Springdale Country Club, is a great place to enjoy the area's peaks and valleys. **VIP Access: See where many scenes were shot for the movie Cold Mountain.*
- **Lake Logan** is a privately owned, 300-acre sanctuary. **Lake Logan Episcopal Center** hosts spiritual retreats, business conferences, seminars and family reunions, and is home to the **Lake Logan Triathlon**. The popular **Sunburst Trout Farms** is just upstream on the West Fork of the Pigeon River. **VIP Access: Private group lessons on fly-fishing and cooking demonstrations.*
- **Haywood County Fairgrounds** is centrally located between Waynesville, Lake Junaluska and Clyde. It is comprised of two large exhibit halls, a covered regulation-size arena, a livestock barn, 30 box stalls and beautiful grounds with Smoky Mountain views.



SAMPLE ITINERARIES



GET YOUR GROUP ON IN THE NC SMOKIES

Are you looking for a fresh group experience rich in homegrown mountain heritage?

- The North Carolina Smoky Mountains are immersed in true mountain traditions and southern hospitality.
- Our central location serves as the perfect base to explore the area's breathtaking scenery.
- Explore the area's cultural roots with plenty of heritage hotspots right here in Haywood County.
- The historic communities of Maggie Valley, Waynesville, Lake Junaluska, Canton and Clyde offer antiques, local restaurants and specialty shops.



NOSTALGIA, MUSIC AND MEMORIES

Go back in time to experience a simpler way of life.

- Experience Wheels Through Time Museum's vintage cars and motorcycles.
- Bird-watch along the banks of Lake Junaluska and tour the World Methodist Museum.
- Enjoy Canton's 110th Annual Labor Day Festival, the oldest Labor Day celebration in the country.
- Tap your toes to live music at The Classic Wineseller, The Strand Theatre, Colonial Theatre or Maggie Valley Opry House.
- Take a VIP backstage tour of a live musical or theatrical play and enjoy cocktails with the cast at the Haywood Arts Regional Theater.



DAY TRIPS

- Harrah's Cherokee Casino in nearby Cherokee is 80,000 square feet of thrilling casino action, open 24 hours a day.
- Native American history comes to life at the Museum of the Cherokee Indian. Explore the Oconaluftee Indian Village and experience an authentic Native American meal afterward.
- The historic Biltmore Estate is 25 minutes away in Asheville. Explore the gardens, tour the winery and enjoy the charm of the Estate.
- Take a scenic train ride on the Great Smoky Mountains Railroad in neighboring Bryson City.
- Visit Chimney Rock State Park to observe scenic mountain views in a unique, natural setting.

BREWS, CHEWS AND HUES

Mountain spirits, Appalachian bites and local artisans abound in Haywood County.

- Our microbreweries, wine shops and new Elevated Mountain Distilling Company offer unique group experiences and tasty homegrown products.
- Jukebox Junction Restaurant & Soda Shoppe combines local cuisine with nostalgic tunes.
- Folkmoot Festival is a celebration of international folk music and dance from nations across the globe.
- Art After Dark is held from 6 to 9 pm on the first Friday of the month (May–December) on historic Main Street in Waynesville.





HAPPY TRAILS TO YOU . . .

Haywood County offers incredible wildlife, amazing views and scenic hiking.

- Hitch up the steel horse for **motor-touring adventures**. The winding roads of Haywood County draw thousands of auto and motorcycle enthusiasts searching for the area's best scenic twists and turns from the Blue Ridge Parkway to the Tail of the Dragon.
- Tour the Haywood County Quilt Trail, featuring historic, colorful and meaningful quilt squares placed on buildings around the county.
- Don't forget to tour the Blue Ridge Parkway and experience the Cataloochee Valley elk in Great Smoky Mountains National Park.
- Explore the **Blue Ridge Heritage Music Trail**. Traditional music flourishes in the mountains and foothills of North Carolina, where music is part of the fabric of community life.

GET YOUR MEETING ON IN HAYWOOD

Looking to hold a meeting, reunion or corporate retreat?

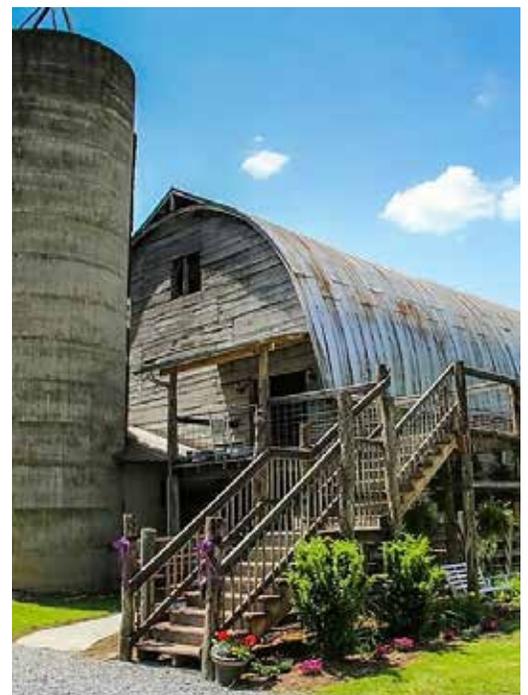
- Haywood County has plenty of unique, accommodating spaces to choose from. Our various event spaces can hold any size group, up to 2,000 guests.
- Our Tourism Sales team can customize events to fit your needs. Our meeting and event venues provide both indoor and outdoor spaces, break-out rooms, in-house or outside catering, Wi-Fi and more.
- Exclusive access to golf courses, trails, restaurants and mountain scenery that is unmatched.
- Our towns offer unique, picturesque meeting and event venues and overnight lodging.





UNIQUE BARN AND THEATER VENUES

- Eaglenest is an 800-seat theater available for corporate and government meetings, special events and training seminars, as well as musical and theatrical performances.
- The Town of Canton offers the Colonial Theatre, a perfect venue for film festivals, stage productions and weddings, as well as corporate conferences.
- Stompin' Ground is a unique barn setting used to showcase clog dancing, perfect for a mid-size group.
- The Strand at Thirty-Eight Main is an intimate, historic theater that holds up to 100 guests for events, corporate gatherings, meetings, live music and movies.
- Majors Estate is ideal for weddings, retreats, family reunions and meetings. It can serve 20 to 200 guests.
- Chestnut Ridge Event Center, opening October 2017, will be perfect for corporate events, weddings and meetings. It will offer catering and will be able to serve 20 to 299 guests.



GET HITCHED IN HAYWOOD

- All are welcome!
- Appalachian Farm Weddings and Events' Rolling Roof Barn seats 100 tabled to 150 auditorium style, and can easily accommodate up to 300 guests with multiple tents.
- The beautiful Smoky Mountains are your backdrop.
- We offer farm-fresh catering options.
- We have unique event spaces for your ceremony, reception, bachelor/bachelorette parties and wedding showers.
- Our local breweries and distilleries can provide a unique reception location or serve your catering needs.
- Try a theater wedding experience at Colonial Theatre or The Strand at Thirty-Eight Main.





CONFERENCE AND EVENT CENTERS

- Lake Junaluska Conference and Retreat Center offers a wide array of meeting facilities, equipment and services for 200 to 2,000 guests.
- Lake Logan Episcopal Center, where the power of nature's bounty nourishes, restores and rejuvenates, has 47 lodging rooms available and multiple meeting spaces.
- Wells Event & Reception Center offers an elegant upper level and an industrial-style lower level space that can accommodate events for up to 200 guests.
- Maggie Valley Inn and Conference Center can accommodate up to 200 guests for weddings, meetings or reunions with full catering, a Tiki Bar and 90 renovated lodging rooms.



MOUNTAIN COUNTRY CLUB RESORTS

- The Waynesville Inn Golf Resort & Spa is perfect for corporate events, private meetings or celebrations, with exclusive golf access and 111 lodging rooms available.
- Maggie Valley Club & Resort has scenic views and state-of-the-art facilities with four indoor and three outdoor venues to host up to 200 guests, complete with 29 lodging rooms.
- Springdale Country Club offers 36 lodging rooms for an intimate gathering with exclusive access to the golf course.
- Laurel Ridge Country Club & Event Center can accommodate large or small events, including corporate outings, business conferences and seminars, class reunions, events and private parties.





TOP 10 REASONS TO BRING YOUR GROUP TO CATALOOCHEE!

- 1** Friendly personalized service for hassle-free group reservations, arrival to departure!
- 2** Reduced pricing on lift tickets and rentals with pre-reserved groups of 15 or more!
- 3** One free lift and rental chaperone package with every 15 paid skiers!
- 4** Reduced pricing on ski or snowboard lessons with your group package.
- 5** 18 slopes and trails with a variety of terrain for all ability levels.
- 6** 121 days of skiing and riding on average each season.
- 7** Group parking close to the lodge with group assistance upon arrival.
- 8** Group discounts on snowtubing tickets at Tube World in Maggie Valley.
- 9** Large group and corporate meeting facility.
- 10** Bringing your group to Cataloochee is **FUN!**



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For more information or reservations contact Group Sales
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7am-9pm

Sunday

8:30am-3pm