

# tour



# CHARLOTTE

## SPEED — ANYTHING BUT A DRAG

NASCAR's heating up as the race for the Sprint Cup gets into full swing. Come spring, drivers will take their cars of tomorrow to Lowe's Motor Speedway in nearby Cabarrus County for heart-pounding action on and off the track at the NASCAR Sprint Cup All-Star Race XXIV and the Coca-Cola 600 this May. The festivities begin May 17 with the NASCAR Sprint Cup All Star Race and continue with the Food Lion Speed Street 600 Festival throughout the week. After the concerts, NASCAR-themed events, stock car parades, and overall excitement rock Center City, then it's back to the track May 25 for the Coca Cola 600.



Adding even more speed to Lowe's Motor Speedway, the new Dragway opening in September will offer speed demons and their hot rods a quarter mile drag strip to hit breakneck speeds of up to 330mph in roughly 4.45 seconds. Groups in town can head to the track and hang out in the grandstands or the 24 luxury suites with hospitality accommodations above the main grandstand. With the sport wildly gaining momentum worldwide, the Dragway is already signed on to host six of the nation's premier auto racing series during the 2008 season. This new development will only complement Charlotte's already popular NASCAR scene as host of the Bank of America 500, NASCAR Sprint Cup All-Star Race, and Coca-Cola 600.

For information on racing packages for groups or additional details on The Dragway, log onto [www.lowesmotorspeedway.com](http://www.lowesmotorspeedway.com) or contact Dianne Eckert at 704-455-4464.

SPRING 2008

# to CHARLOTTE

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## SNACK BAGS

### LANCE SNACK BAG PROGRAM



[www.visitcharlotte.com](http://www.visitcharlotte.com)  
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Visit Charlotte offers a tasty program for motorcoach groups traveling to our area and staying overnight. To receive a snack bag filled with delicious, locally produced Lance snack foods for each member of your tour group free of charge, please contact the tourism department at 704-331-2736.

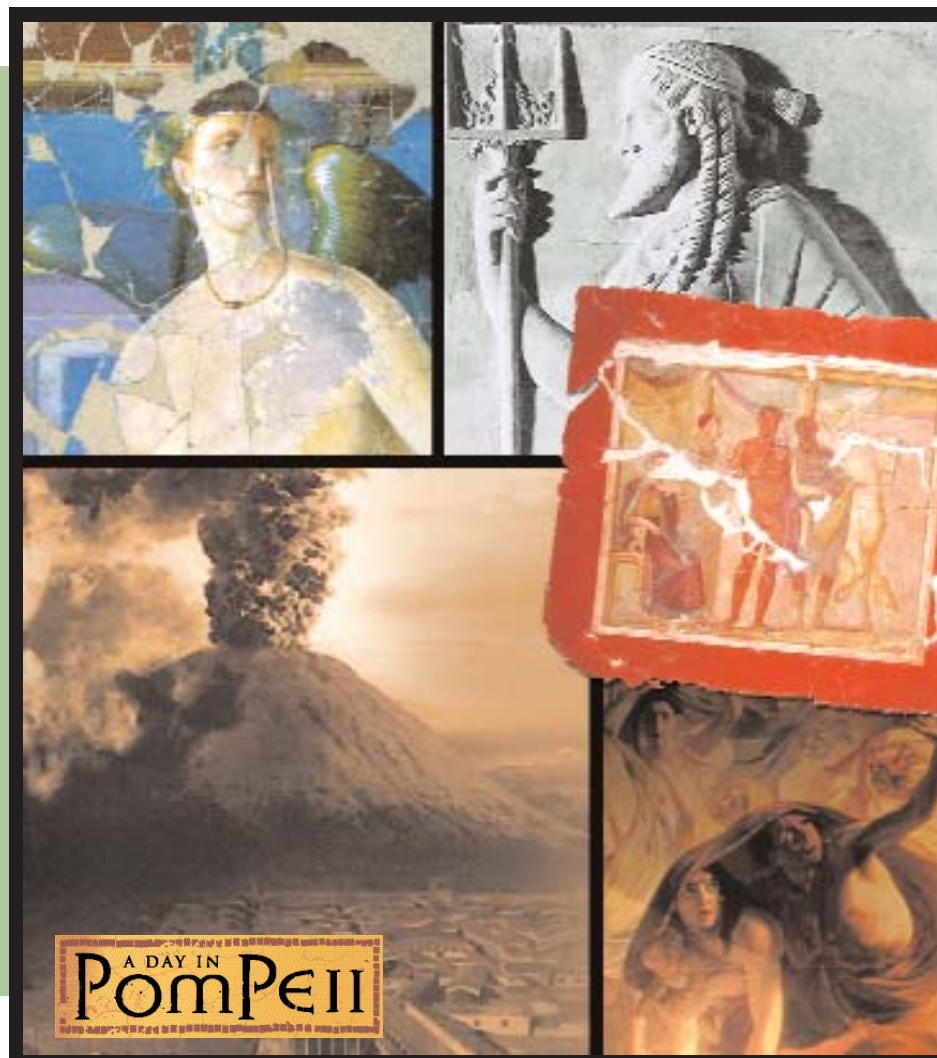


## ERUPTING INTO DISCOVERY PLACE...

# Pompeii

THE ERUPTION OF MOUNT VESUVIUS CONTINUES TO BE ONE OF THE MOST FASCINATING MOMENTS IN ROMAN HISTORY. AND THE CITY OF POMPEII, FOREVER FROZEN IN TIME BY VOLCANIC ASH, IS ONE OF THE RARE ARCHEOLOGICAL TREASURES THAT GIVES US A GLIMPSE INTO THE EVERYDAY LIVES OF ITS INHABITANTS. NOW YOU DON'T HAVE TO TRAVEL ACROSS AN OCEAN TO EXPERIENCE THIS PIECE OF HISTORY – DISCOVERY PLACE IS PROUD TO HOST "A DAY IN POMPEII" JULY 11, 2008 – JANUARY 4, 2009. FULL OF DISCOVERY AND HUMAN DRAMA, 250 AUTHENTIC ARTIFACTS WILL BE ON DISPLAY. MARVEL AT BEAUTIFULLY PRESERVED FRESCOES, EIGHT HUMAN PLASTER CASTS, STATUES, AND EVERYDAY HOUSEHOLD ITEMS THAT WILL SHOW GROUPS WHAT LIFE WAS LIKE FOR ROMANS.

A DAY IN POMPEII WILL TRAVEL TO ONLY FOUR U.S. DESTINATIONS, DISCOVERY PLACE BEING THE LAST STOP, MARKING A MILESTONE FOR THE RENOWNED EDUCATIONAL DESTINATION. IT WILL BE THE LAST MAJOR TRAVELING EXHIBITION BEFORE THE FACILITY CLOSES IN JANUARY 2009 FOR A GROUNDBREAKING \$31 MILLION RENOVATION. SET TO DRAMATICALLY CHANGE THE CENTER'S INTERIOR, IT WILL IMPROVE AND REPLACE AGING EXHIBITS WITH MORE CONTEMPORARY, HANDS-ON, AND TOPICAL ONES IN ADDITION TO OPENING A 3-D SCIENCE THEATER WHERE PATRONS WILL WEAR SPECIAL GLASSES. THE RENOVATION WILL ALSO ALLOW FOR BIGGER EXHIBITS LIKE TWO OF THEIR MOST RECENT RAVE REVIEWS, THE DEAD SEA SCROLLS AND GUNTHER VON HAGENS BODY WORLDS. STAY TUNED FOR MORE DETAILS ON THIS RENOVATION IN THE COMING MONTHS. BUT IN THE MEANTIME, DON'T MISS THIS RENOWNED FACILITY'S LAST EXHIBIT BEFORE ITS 2010 UNVEILING!



For more information, log onto [www.discoveryplace.org](http://www.discoveryplace.org) or [www.visitcharlotte.com](http://www.visitcharlotte.com).

# tour CHARLOTTE

visitcharlotte.com

SPRING 2008

## Charlotte to host ABA... JUST ONE YEAR AWAY!

Mark the calendars – ABA hits Charlotte in less than a year! Fresh on the heels of ABA Marketplace in Virginia Beach, the Queen City is revving up for the action to come when Marketplace hits Charlotte in 2009. This year, an action-packed week of events culminating in a bash that made Studio 54 look tame gave attendees a sneak peek of this Southern city that

certainly loves the nightlife and knows how to boogie.

Throughout the week, ABA attendees flocked to Charlotte's booth to get a taste of the fast lane, courtesy of Thunderdome Racing. A mini-speedway complete with remote-control cars sponsored by some of Charlotte's finest attractions and tour operators from across the country allowed drivers to go head-to-head like real NASCAR die-hards...Just without the breakneck speeds and nail-biting crashes. There, attendees could discover the Carolinas' many gems including Asheville, York County, SC, and the Outer Banks in addition to checking out itineraries and more highlighting what's in store when Marketplace pulls into Charlotte.

ABA's last night channeled "Disco Inferno" with hits from the Bee Gees, Village People, ABBA, and others by the Right On Band that got toes tapping and hipsters hustling. Rick James and Cher look-alikes were shoe-ins for the costume contest. And the discotheque-themed ballroom glittered with more than 130 disco ball centerpieces. Decked out in flares and polyester, Visit Charlotte Executive Director Mike Butts and North Carolina Division of Tourism, Film, and Sports Development Executive Director Lynn Minges could hardly contain their excitement to have ABA experience some Southern hospitality in the coming year. By night's end, the 70s clad attendees knew one thing was for sure – North Carolina sure knows how to throw a party.

*Don't wait until January 7 – 12, 2009 to discover Charlotte's heart-pounding, thrill-seeking, and one-of-a-kind attractions. Contact Tracy Aldridge at 704-331-2748 to find out how the Queen City can invigorate your next group tour.*



## CLASSES ARE COOKING FOR GROUPS

With invigorating restaurant concepts cropping up on every corner showcasing Carolina flavors, Charlotte's culinary scene is certainly sizzling. On your next motorcoach excursion, how about getting a chef's eye view and learning just how these savory eats come together firsthand? Add these Charlotte favorites to your next tour itinerary, where groups can see what's cookin' in the Queen City and take some tips home to recreate the area's delectable dishes. Bon Appetit!

### REID'S FINE FOODS

Since 1928, Charlotteans have called on Reid's Fine Foods for elegant Southern fare prepared with timeless recipes and the finest ingredients. See how these pros do it. Demonstrations start at \$40 and hands-on classes start at \$90. Groups can take part in classes such as "Fear of Frying?" which shares sizzling sautés and dramatic deep fries or "This Little Piggy Went to Market" showcasing some Southern flair with pork chops, ham, and Reid's homemade sausage. Private classes can accommodate groups as large as 40. [www.reids.com](http://www.reids.com)

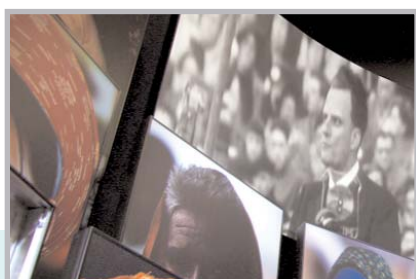
### JOHNSON & WALES UNIVERSITY

One of the top culinary schools in the country, Johnson & Wales University moved to the Queen City in 2004 and has been spicing up the restaurant scene ever since. Groups as large as 20 can move to the head of the class with custom hands-on courses taught by a faculty member and student volunteers. Mediterranean and French menus seem to be most popular during these four-hour sessions. Groups also receive a recipe book upon completion. [www.jwu.edu](http://www.jwu.edu)

### GW FINS

This New Orleans import fits right at home in Charlotte's Center City with an extensive seafood menu including their signature, not-to-be-missed lobster dumplings. GW Fins' private demonstrations start at \$30 for four-hour demos with wine pairings and are set along GW Fins' expansive and sophisticated bar for groups of 20 and up. Expect four to five courses with lectures changing seasonally. [www.gwfins.com/charlotte/](http://www.gwfins.com/charlotte/)

*For information on all of these spots and others to satisfy your appetite, head to [www.visitcharlotte.com](http://www.visitcharlotte.com). Also, be sure to contact Visit Charlotte's dedicated Tourism staff for ideas on how these itinerary stops and others can spice up your next group tour.*



## BILLY GRAHAM'S LEGACY DRAWS THOUSANDS

OVER HALF A YEAR HAS PASSED SINCE THE CELEBRATED OPENING OF THE BILLY GRAHAM LIBRARY, MARKED BY GLOWING REMARKS FROM THREE FORMER U.S. PRESIDENTS. MONTHS LATER, THE FACILITY'S POPULARITY IS STILL GOING STRONG WITH WELL OVER 110,000 VISITORS TO DATE. ITS INTERACTIVE EXHIBITS, TOUCHING MEMORABILIA, AND FAMILY-FRIENDLY APPEAL ARE ATTRACTING VISITORS FROM ALL WALKS OF LIFE AND FROM ACROSS THE GLOBE. "THIS YEAR, WE WILL BEGIN TO OFFER SEVERAL SPECIAL EVENTS AT THE LIBRARY THAT WILL CONTINUE TO EXPAND OUR REACH BEYOND THE

QUEEN CITY AND FURTHER THE MINISTRY OF MR. GRAHAM," SAID KEN BARUN, SENIOR VICE PRESIDENT OF COMMUNICATIONS AND DEVELOPMENT FOR THE BILLY GRAHAM EVANGELISTIC ASSOCIATION. IN ADDITION TO THE LIBRARY, BROWSE RUTH'S ATTIC GIFT SHOP, TOUR THE RECREATED GRAHAM FAMILY HOMESTEAD, AND STOP FOR LUNCH AT THE GRAHAM BROS. DAIRY BAR. PERFECT FOR GROUPS, THE BILLY GRAHAM LIBRARY OFFERS FREE MOTORCOACH PARKING, FREE ADMISSION, AND COMPLIMENTARY LUNCHEES FOR DRIVERS AND ESCORTS. RESERVATIONS ARE REQUIRED FOR GROUPS OF 15 OR MORE – SIMPLY CALL 704-401-3200.

*For more information on this attraction, log onto [www.billygraham.org/library](http://www.billygraham.org/library) or [www.visitcharlotte.com](http://www.visitcharlotte.com).*