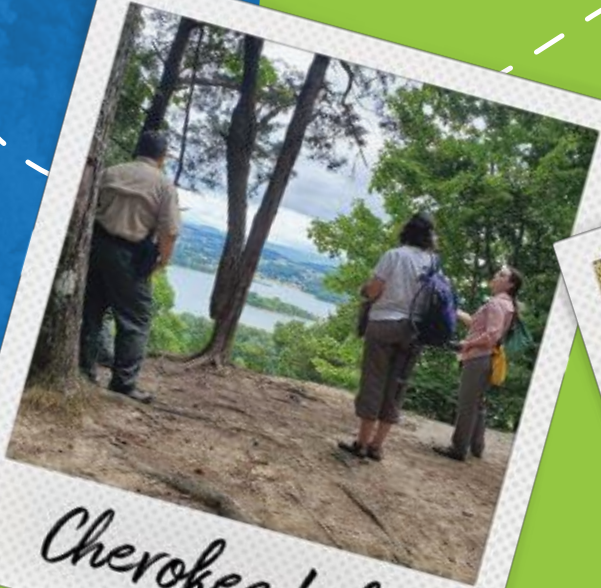


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MOUNTAIN MAKINS FESTIVAL

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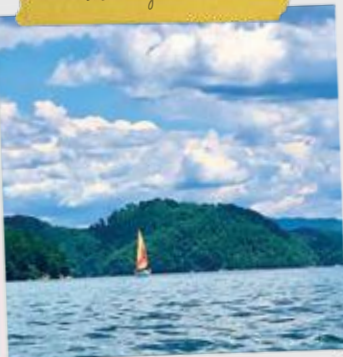
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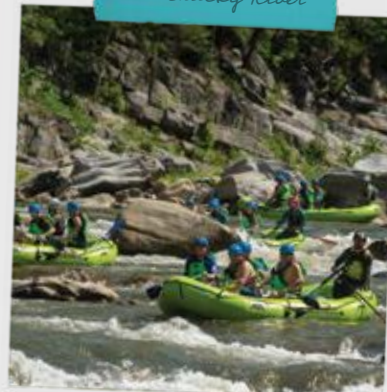
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ON THE COVER: Roan Mountain Rhododendrons by Jay Huron, caseSensitive Photos

The Tennessee

NIGHT SKY TRAIL

Explore the wonders of the Tennessee Night Sky!
Embark on an extraordinary adventure through
Northeast Tennessee's night skies, where the universe
comes alive! Several locations on the Tennessee Night
Sky Trail are wheelchair accessible.



FIND OUT MORE ON HOW
TO ENJOY NORTHEAST
TENNESSEE AS A
WHEELCHAIR USER.

VIKING MOUNTAIN

*Greeneville | 36.02651390203208, -82.72069708325559
(ADA accessible from parking lot)*

Viking Mountains' name originated from the former 1960s ski resort that used to sit slightly below the summit. It's rumored that during the peak of the ski resort, Elvis Presley was helicoptered onto the mountain. The actual name is Camp Creek Bald which sits within the Bald Mountains between the Tennessee and North Carolina border. However, locals refer to it as Viking Mountain. You can find the Appalachian Trail running just below the summit. Towering at 4,844 feet tall, Viking Mountain is just barely the second-highest peak in Greene County.

*AWD or 4WD vehicles are encouraged during rain or snow.

CROCKETT SPRINGS PARK & ARBORETUM

*Rogersville | 36.40376662087637, -83.00796882883569
(ADA accessible)*

Crockett Springs Park located in Downtown Rogersville provides an escape from busy city life, as you sit back and and enjoy the night sky surrounded by history. It was on the 281 acre grant that Davis Crockett and his wife, Elizabeth Hedge Crockett, built their log cabin home near the large spring that would be known as Crockett Spring. The area park is also a certified arboretum. You may also enjoy a stroll through Historic Downtown Rogersville with a variety of shops and restaurants (hours vary).

BAYS MOUNTAIN PARK & PLANETARIUM

*Kingsport | 36.50878760728313, -82.61020439368308
(Planetarium ADA accessible)*

Whether you enjoy viewing the skies during the day or night, the field is stunning at *Bays Mountain Park. The *planetarium theater features utilizing fiber optics for each of the over 7,000 stars and deep sky objects. The park also hosts two observatories, telescopes, and observing programs. SunWatch is held each clear Saturday and Sunday by the dam

from 3-3:30 p.m., March-October. StarWatch is held each Saturday in March, April, October, and November, starting at dusk at the observatories. If the weather is poor, an alternate activity will take place in the theater.

**Admission charge*

SOUTH HOLSTON DAM SPILLWAY TRAIL

Bristol | 36.52064748773667, -82.09563207301413

Hike Length: 3.5 miles round trip / moderate

This trail's highlight is at the endpoint when you reach the shoreline of South Holston Lake with Holston Mountain towering in the background. If you chose to venture out in the summer, be on the lookout for wildflowers and even take a dip in the water, as you'll be surrounded by the lush forest along the gravel trail. For the perfect photo opp, an excursion to South Holston Lake and Dam is a must for visitors to the area. The earth and rockfill dam, completed in 1950, spans 1,600 feet across the South Fork Holston River and is 285 feet high. During the day, South Holston is among the top lakes in Tennessee and the Southeast for boating activities and fishing.

OSBORNE FARM BY THE APPALACHIAN TRAIL

Shady Valley and Mountain City | 36.481376, -81.961381

(ADA accessible)

This half-mile stretch along the Appalachian Trail is flat and spacious, leading through an active farm where you will find various barns and a cranberry bog along the way. Acquired in 2001 by the United States Forest Service, highlights will come early once you reach the panoramic views in an open field and a bench to sit on that is perfect for star gazing. Come during the day, and you will find wide open skies and room for a picnic.

ROAN MOUNTAIN ON THE APPALACHIAN TRAIL

Elizabethton | 36.106453620906905, -82.11029863394087

(ADA accessible from parking lot)

The top of Roan Mountain provides a great opportunity to escape city lights and enjoy the night sky surrounded by undeveloped national forest land. You can park at Carver's Gap and hike the Appalachian Trail a half mile up to Round Bald (just be sure to bring a flashlight), view from the parking lot, or from one of the pull-off overlooks on the way up the mountain. Be aware that the road leading up to the Carvers Gap area hosts many curves, and visibility can be limited in fog. Roan Mountain State Park sits near the bottom of the mountain and provides a great base camp a short drive away with RV and tent camping as well as cabin rentals.

CHESTOA RECREATION AREA

Erwin | 36.10273260562787, -82.44753273068554

(ADA accessible from parking lot)

Take in the sounds of the mighty Nolichucky River from this viewing point surrounded by the Cherokee National Forest. Chestoa includes picnic tables, grills, changing rooms and restroom facilities. There are two short foot trails and a sandy area for wading along the river with shoals just upstream and downstream are popular fishing spots. You can also hop on the Appalachian Trail from this point. Looking for more fun during the day? The Nolichucky is known across the globe for whitewater adventure.



Roan Mountain

WINGED DEER PARK

Johnson City | 36.389061801341086, -82.36269503369459

(ADA accessible)

Want the big, starry night feel without leaving the city? With maximum viewing space, Winged Deer Park Lakefront boasts an incredible view just outside the liveliness of Johnson City. The lakefront features two public parking lots open until 9 p.m. Winged Deer Park presents an array of activities for daytime visits as well. The playground and pavilion allow space to gather and the mountain biking routes, hiking trails, and disc golf course offer experiences for outdoor enthusiasts. Johnson City may feature an impressive downtown scene, but be sure to make time for the paths less traveled.

TRI-CITIES AIRPORT OBSERVATION DECK

Blountville | 36.48177232442712, -82.40769541164308

*(ADA accessible) *Deck is generally closed from dusk to dawn, TCAA staff may assist with access.*

Experience the magic of the night sky like never before at the Tri-Cities Airport Observation Deck. This hidden gem offers an awe-inspiring view of the celestial wonders, with the added bonus of watching planes take flight into the starlit horizon. Accessible to all, the observation deck is located on the mezzanine second level. You can reach it via stairs or the convenient elevator on the main floor. Parking is available for a small charge, ensuring your night sky adventure is hassle-free.

ERWIN REIMAGINED:

Your Guide to Northeast Tennessee's Rising Star

Nestled in the heart of the Unicoi Mountains, Erwin is shedding its “quiet railroad town” image and emerging as one of Northeast Tennessee’s vibrant outdoor hubs surrounded with love. You can feel this small town’s energy the minute you walk through the colorful downtown. If you’re looking for the perfect weekend escape that blends mountain charm with artistic flavor, look no further. Here is your guide to the ultimate night out (might as well make it a weekend) in Erwin, Tennessee.

THE STAY: ROOMS AT 108

Forget the cookie-cutter hotels. Start your visit by checking into Rooms at 108, a stunning downtown boutique loft space on Union Street. This historic building has been transformed into a sleek, industrial-chic sanctuary. With its exposed brick, massive windows overlooking downtown, and high-end finishes, it’s the perfect home base for a walkable weekend.

DINNER: APPALACHIAN SOUL AT RED FORK

Just a short stroll from your room is Red Fork, a restaurant that has quickly become a culinary crown jewel of the region. This isn’t just “country cooking”—it’s elevated Appalachian cuisine with a modern twist.

The Menu: Start with the Happy Campers (whipped pimento cheese on fried crackers with house-made chow-chow). For the main event, the Beef & Taters (braised beef with brown butter and tomato red wine gravy) or their signature Red Fork Burger with parmesan fries are absolute must-tries.

THE SHOW: GRAND OPENING AT CAPITOL

The Capitol Theatre reopened after a total restoration in April 2026. This 1930s-era landmark has been meticulously restored to bring the “Golden Age” of performance back to the Valley.

Movies, Music and Shows: Catch high energy local music, crowd-favorite classic movies and other entertainment at the Capitol Theatre year round.

LATE NIGHT: DRINKS AT UNION STREET TAPROOM

After the final curtain call, head around the corner to Union Street Taproom. This is where the locals gather. The vibe is industrial, pet-friendly, and always welcoming. They specialize in regional craft brews—try a pint from a nearby brewery or enjoy their rotating selection of ciders and seltzers on the outdoor patio.

MORNING: BREAKFAST AT STEEL RAILS COFFEEHOUSE

Wake up slow and follow the scent of locally roasted beans to Steel Rails Coffeehouse. This rail-themed cafe captures the spirit of Erwin’s history.

The Fuel: Order the North Bounder (a buttery croissant with egg, cheese, and protein) and pair it with a Panda Hug latte (white and dark chocolate) for a sweet start to your day.

DOWNTOWN SHOPPING: BOUTIQUES & BLOOMS

Erwin’s downtown is a treasure trove of curated style and local finds. Take a stroll and visit:

The Plant Palace: Located in the town’s original post office, this is a massive gift shop filled with tropical houseplants, local pottery, and unique home decor.

Weathered and Worn and Whiskey River Dry Goods: Perfect for those seeking that “boho-western” vibe, featuring curated apparel and unique jewelry.

Hunter Bleu + Mercantile: A chic mercantile offering high-end styles and carefully selected lifestyle goods.

OUTDOOR EXPLORATION: MOUNTAINS & RIVERS

You can’t visit Unicoi County without answering the call of the wild. Erwin is surrounded by the Cherokee National Forest, offering world-class adventure:

The Beauty Spot: For the most iconic views in Northeast Tennessee, drive (or hike the Appalachian Trail) up to this high-elevation grassy bald on Unaka Mountain. It offers breathtaking 360-degree panoramic views and is the ultimate location for a mountain sunset.

Whitewater Rafting on the Nolichucky: Known as one of the best free-flowing rivers in the Southeast, the “Noli” offers everything from family-friendly floats on the Lower Nolichucky to adrenaline-pumping Class III-IV rapids through the Nolichucky Gorge. Get ready for the new Nolichucky with the same heart-pumping experience. Guided trips depart just minutes from downtown.

Rock Creek Recreation Area: Just 3.5 miles from Main Street, this park offers a unique stream-fed swimming pool and the Rock Creek Falls Trail, a moderate hike leading to a series of stunning waterfalls.

The Appalachian Trail: The legendary “A.T.” crosses right through the county. Take a short day hike to the Chestoa Overlook for a panoramic view of the river carving through the mountains.

SUMMIT A MOUNTAIN **AND** SIP ON SOMETHING SPECIAL.

Find yourself summiting a peak in the morning and sipping on a craft cocktail in a boutique hotel in the evening—all in the beautiful Mountain South.

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Best of Northeast Tennessee for GROUPS

DAY 1: RHYTHM & RACING IN BRISTOL

BRISTOL MOTOR SPEEDWAY

Go behind the scenes and on the track at one of the most popular tracks in NASCAR, complete with a bonus trip down the drag strip at Thunder Valley.

SHOPPING

The Pinnacle Shopping Center is an open air outlet destination also including a variety of dining options, a movie theatre, trampoline park, and more.

BIRTHPLACE OF COUNTRY MUSIC

It all started here in 1927. Learn about the Bristol Sessions, and how Bristol plays a role in many genres of music you hear today.

Local Tips:

A trip to downtown Bristol isn't complete without putting one foot in Virginia and Tennessee with the iconic Bristol sign in the background.

Got a sweet tooth that just won't quit? Pop into Southern Churn for a scoop of incredible ice cream or some decadent fudge. If you're more of a baked goods person, Blackbird Bakery is calling your name with their fresh pastries, donuts, and cakes!



DAY 2: FOSSILS, BREWS, & MOUNTAIN VIEWS IN JOHNSON CITY

HANDS ON! DISCOVERY CENTER/GRAY FOSSIL SITE

This active fossil dig site dates back nearly 5 million years ago, and is located alongside an all-ages science center with activities including a climbing tower, tesla coil, museum, and hours of interactive fun.

DOWNTOWN BREWERY HOP

Visit six craft breweries in a one-mile stretch downtown. Make your way through a variety of libations including award winning brews, southern staples paired with tacos, hard to find favorites on draft, and even a brewstillery that offers beer and liquor.

BIKES & MUSIC

Rent a bike and take on the Tweetsie Trail, Tannery Knobs, or roll through downtown.

Check the Downtown Johnson City event calendar before you go! You might be lucky enough to catch one of their lively festivals like Blue Plum or Little Chicago Downtown Music and Arts Festival, or a "Fridays After 5" concert at King Commons Park.

THE DOWN HOME

Established in 1976 hosting musicians from Townes Van Zandt, Willie Dixon to Robin and Linda Williams. This is where you'll find up and coming artists.

Local Tip: Kenny Chesney got his start here!





DAY 3: HISTORY, HAMBURGERS, & HOWLS IN JONESBOROUGH & KINGSPORT

HISTORIC JONESBOROUGH TOWN TOUR

Depart from the Chester Inn Museum as costumed guides discuss the history of Tennessee's Oldest Town, its people, and the lives they built as you stroll down Main Street.

Local Tip: A trip to Jonesborough isn't complete without a tasting at Tennessee Hills Distillery in the old Salt House.

STORYTELLING CAPITOL OF THE WORLD

Everyone has a story to tell! Hear from some of the best in the business with a private concert for your group inside the International Storytelling Center.

BAYS MOUNTAIN PARK

Howl with the wolves, fly through the trees, ride the barge, and take a trip through the stars at this 3,650 acre nature park and planetarium in Kingsport.

MILKSHAKES AND FRENCHIE FRIES

Walk right up to iconic burgers and fries, with a saucy twist known across the globe for their speedy service and smiles at Pal's.

Local Tip: Downtown Kingsport is only location you can get a peanut butter milkshake.



Bays Mountain Park in Kingsport



ORIGINAL PAL'S
LOCATION

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MORE KINGSFORT.**



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AND PLANETARIUM**



**LONG ISLAND
ICED TEA TRAIL**



**KINGSFORT CAROUSEL
AND PARK**

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Storytelling Center is dedicated to
enriching lives through the art of
storytelling.

Home of the world-renowned National
Storytelling Festival, the Center offers
year-round programs that celebrate the
power of stories to connect and inspire.

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Copperhead Road Landmark

UNLEASH YOUR INNER OUTLAW.

Deep beneath the emerald embrace of these Appalachian hills whispers a hidden history, a legend of moonshine runs and roaring engines. Are you ready to carve your own legend on the asphalt tapestry of the Bootleggers & Burnouts Trail?

This ain't your mama's scenic drive - it's a heart-pounding journey through time, where history meets horsepower and every twist and turn promises an unforgettable tale. So, buckle up, dust off your thirst for adventure, and prepare to unleash the outlaw spirit within. The Bootleggers & Burnouts Trail awaits, beckoning you to write your own chapter in the wild and untamed story of Northeast Tennessee. Let the legends guide you, adrenaline fuel you, and let the adventure begin!

BRISTOL MOTOR SPEEDWAY: 151 Speedway Blvd. Bristol, TN 37620

TENNESSEE HILLS:

127 Fox St, Jonesborough, TN 37659

458 West Walnut Street, Johnson City, TN 37604

90 Tennessee Hills Way, Bristol, TN 37620

LOST STATE DISTILLING: 200 State St., Bristol, TN 37620

BOND-O TO BURGERS: 3500 TN-126, Blountville, TN 37617

KINGSPORT SPEEDWAY: 2961 N John B Dennis Hwy, Kingsport, TN 37660

KING CITY DISTILLERY: 215 Commerce St Ste 100, Kingsport, TN 37660

HOOK & LADDER DISTILLERY: 316 Broad St #100, Kingsport, TN 37660

HOLSTON HERITAGE MUSEUM: 337 Carter Street Bluff City, TN 37618

EAST TENNESSEE DISTILLERY: 220 Piney Flats Rd. Piney Flats, TN 37686

OVERMOUNTAIN RALLY: Johnson City | September (annually)

GREASY COVE RACETRACK: Erwin | 36.124076, -82.440936

COPPERHEAD ROAD: 6952 Big Dry Run, Butler TN 37640

JONESBOROUGH VISITORS CENTER: 117 Boone Street Jonesborough, TN 37659

CITY GARAGE CAR MUSEUM: 210 S. Main St. Greeneville, TN 37743

VOLUNTEER SPEEDWAY: 14095 W Andrew Johnson Hwy, Bulls Gap, TN 37711

MAHALA MULLINS CABIN: 3845 Vardy Blackwater Road Sneedville, TN 37869

ACE CUSTOM COPPER AND FLAMING ACES DISTILLERY: 783 TN-91 #1 Elizabethton, TN 37643

CHEERS TO RESPONSIBILITY!

The Bootleggers & Burnouts Trail celebrates the spirit of adventure, but safety is always our top priority. That includes enjoying yourself responsibly when it comes to alcohol. Here's a friendly reminder:

SIP SMART:

Pace yourself: Savor your drinks, don't rush them. **Know your limits:**

Everyone handles alcohol differently, listen to your body. **Eat food:** Food slows down alcohol absorption and helps you stay energized **Alternate non-alcoholic drinks:** Stay hydrated and mix it up. **Plan ahead:** Arrange a designated driver or ride-sharing service before you start drinking.

REMEMBER:

Drinking and driving is never okay. Choose a safe ride home, every time **Be respectful:** Responsible drinking means being mindful of others and your surroundings. **Have fun:** That's what it's all about! But do it responsibly, so you can create memories that last.

Cheers to a safe and enjoyable experience on the Bootleggers & Burnouts Trail!



HEART *for the* HOLIDAYS

Discover the magic of Northeast Tennessee this holiday season as charming mountain towns and vibrant cities sparkle with twinkling lights, festive décor, and more than 100 seasonal events. We've gathered a few favorites where Southern hospitality meets Christmas magic.

BRISTOL MOTOR SPEEDWAY IN LIGHTS

Each winter, the legendary speedway becomes a glowing drive-through wonderland. Cruise past millions of lights forming dazzling scenes such as dinosaurs, underwater worlds, a swirling light tunnel, and this year's new Santa Safari. End your trip in the iconic Christmas Village with rides, treats, and Santa himself. The event runs from November through January and advance tickets are recommended.

HOLIDAYS IN ELIZABETHTON

Holiday music fills the covered sidewalks of this charming downtown with events like the tasty Holiday Sip and Shop, extended Holiday Wrap-Up hours, and ice skating in the park. It is the perfect place to find one-of-a-kind gifts while enjoying the small-town spirit that makes Elizabethton shine.

HANDMADE IN ERWIN

Erwin celebrates the season with handmade markets, a festive Christmas parade, a glowing tree lighting, and hearty farm-to-table feasts. The candlelight Nativity Parade in mid-December is a treasured local tradition that is worth the visit.

HISTORIC GREENEVILLE

The Olde Towne's historic buildings take on new holiday charm. Visit the stately General Morgan Inn, enjoy cocoa at Brumley's, and explore the Southern Sanctuaries tour where eight historic churches, some dating to the 1700s, welcome guests with carols and seasonal décor.



Christmas in Olde Jonesborough



Johnson City's Candyland Christmas

JOHNSON CITY'S CANDYLAND CHRISTMAS

From late November to early January, more than 180 decorated trees transform King Commons, Founders Park, and Commerce Street into a glowing urban forest. Themed trees created by local businesses make for perfect holiday photo opportunities. Stop by the Visitors Center for tips on dining and shopping downtown.

CHRISTMAS IN OLDE JONESBOROUGH

Tennessee's oldest town becomes a living Christmas card each Saturday from Thanksgiving to Christmas. Enjoy storytelling concerts, historic home tours, and streets decorated in old-fashioned style that feels straight out of a Hallmark movie.

KINGSPORT SANTA TRAIN & SANTA'S DEPOT

The CSX Santa Train travels from Kentucky through Virginia, tossing out gifts to excited families before arriving in Kingsport. At Santa's Depot, enjoy games, treats, snow, and a visit from Santa in this beloved Appalachian tradition that has lasted for more than 80 years.

MOUNTAIN CITY'S CHRISTMAS ON MAIN

On a single Saturday in early December, downtown bursts with events including a tree festival, cookies with Santa, Christmas Village shopping, a parade, and live theatre performances. It is worth the scenic mountain drive to take in the celebration.

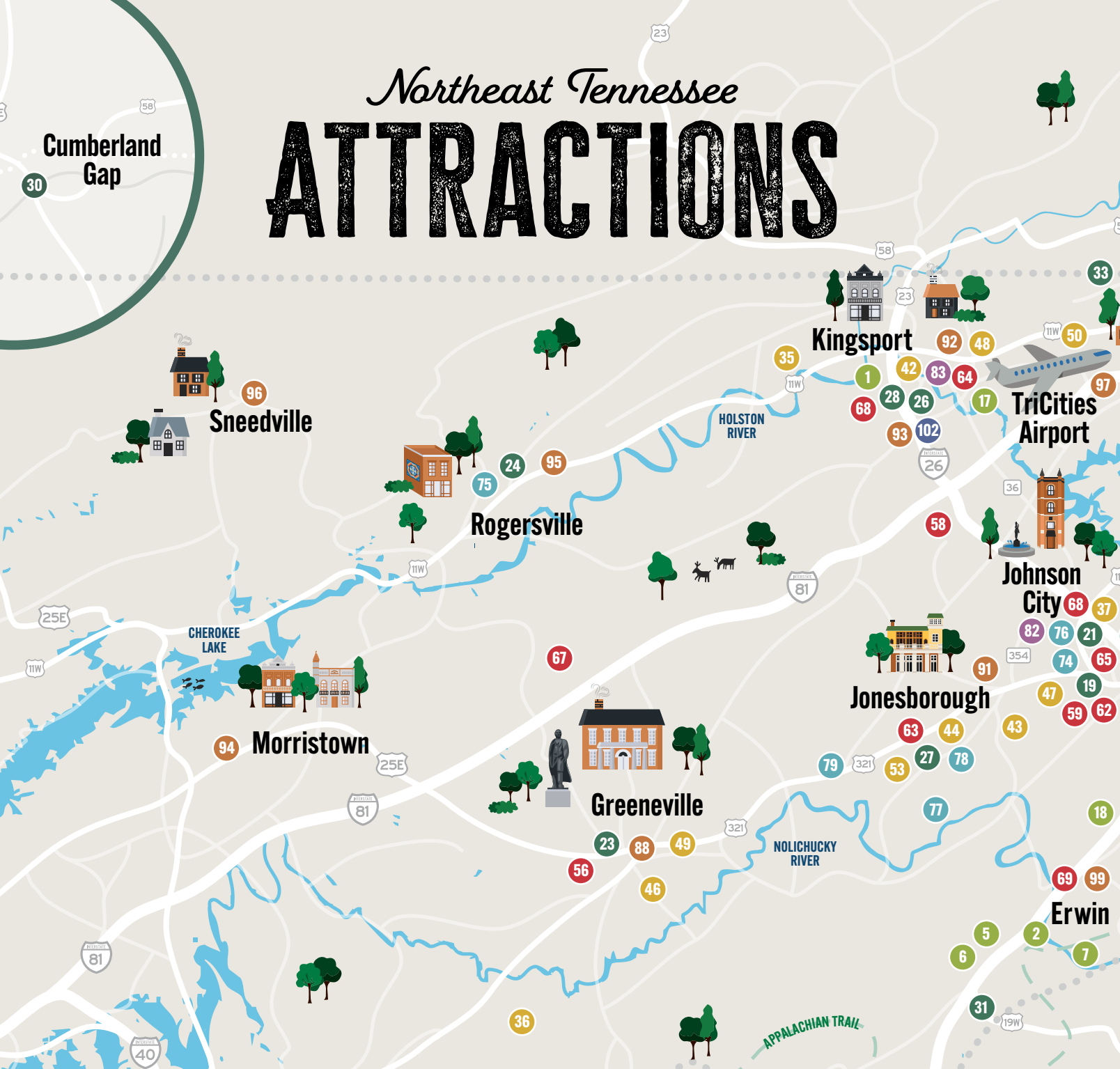
FAMILY FUN IN ROGERSVILLE

Stay at the historic Hale Springs Inn, sip coffee from a local café, and stroll decorated streets. Events such as a Christmas carnival, cookies with Santa, holiday crafts, and pizza making offer family fun in a postcard-perfect setting.

HEART FOR THE HOLIDAYS

Beyond the lights and cheer, shopping local helps communities thrive. Each purchase supports jobs, families, and traditions, turning your holiday spending into a gift that keeps giving.

Northeast Tennessee ATTRACTIONS



OUTDOOR ADVENTURES

1. Bays Mountain Park
2. Blue Ridge Paddling & Taphouse
3. Bristol Caverns
4. Doe Mountain Recreation Area
5. Glamping Retro / Pond House
6. Lamar Alexander Rocky Fork State Park
7. Nolichucky Outdoor Learning Institute
8. Osprey Whitewater
9. Pedals on Rails
10. River Run Angling
11. Roan Mountain State Park
12. Rocky Top Campground
13. South Holston Dam & Osceola Island

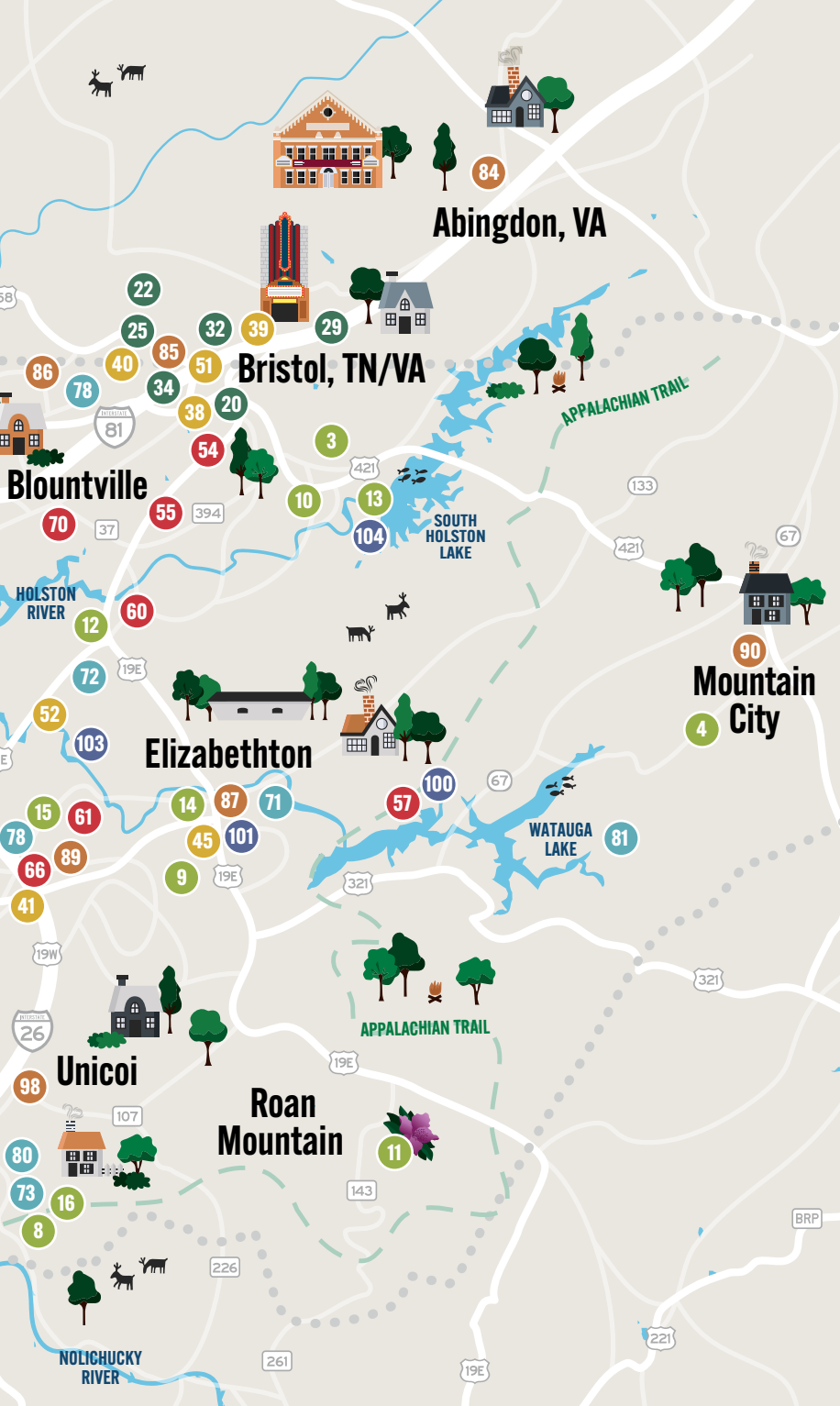
SELECT ACCOMMODATIONS

14. Sycamore Shoals State Historic Area
15. Tannery Knobs Mountain Bike Park
16. Wahoo's Adventure
17. Warriors' Path State Park
18. Woods smoke Campground
19. Carnegie Hotel
20. Bristol Parkway Inn
21. DoubleTree by Hilton
22. Fairfield Inn Bristol
23. General Morgan Inn & Conference Center
24. Hale Springs Inn
25. Hampton Inn Bristol
26. Hampton Inn Kingsport

CULTURE

27. Historic Eureka Inn
28. MeadowView Marriott Conference Resort & Convention Center
29. Nicewonder Farm & Vineyards
30. Olde Mill Inn Bed & Breakfast
31. Pond House/Glamping Retro
32. The Sessions Hotel
33. Tru by Hilton
34. Quality Inn
35. Allandale Mansion
36. Appalachian Auditorium at St. James
37. Appalachian Resource Conservation & Development
38. Believe In Bristol

39. Birthplace of Country Music Museum
40. Bristol Rhythm & Roots Reunion
41. Downtown Johnson City
42. Downtown Kingsport Association
43. Heritage Alliance
44. International Storytelling Center
45. Main Street Elizabethton
46. Main Street Greeneville
47. Martin Center for the Arts
48. Netherland Inn/Exchange Place
49. Niswonger Performing Arts Center
50. Northeast Tennessee Museums Association
51. Paramount Bristol
52. Rocky Mount State Historic Site
53. The Jackson Theatre



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FAMILY FUN

- 54. Appalachian Bouldering Center
- 55. Bristol Motor Speedway & Dragway
- 56. City Car Garage Museum
- 57. Cove Ridge Marina
- 58. Hands On! Discovery Center & Gray Fossil Site
- 59. Harvey Family Farm
- 60. Holston Heritage Museum
- 61. Johnson City Doughboys
- 62. Johnson City Railroad Experience
- 63. Jonesborough Storytellers Guild
- 64. Kingsport FunFest!
- 65. The Mall at Johnson City
- 66. Meet the Mountains Festival

- 67. Midfield Lavender Farm
- 68. Tiebreakers (Locations in Johnson City & Kingsport)
- 69. Unicoi County Apple Festival
- 70. Victory Sports

OUR FAVORITE FOOD & DRINKS

- 71. The Coffee Company
- 72. East Tennessee Distillery
- 73. Ginseng Mobile Bar
- 74. Knob Creek Vineyard
- 75. McKinney's Restaurant & Tavern
- 76. Off Leash Social
- 77. Serenity Knoll Farm
- 78. Tennessee Hills Distillery (Locations in Jonesborough, Johnson City, & Bristol)
- 79. Troyer's Mountain View Country Market

- 80. Union Street Taproom
- 81. Villa Nove Vineyard

LIFESTYLE

- 82. Soleus Massage
- 83. Unify Fitness

VISITOR INFORMATION

- 84. Southwest Virginia Cultural Center
- 85. Explore Bristol Visitors Center
- 86. Bristol TN Welcome Center
- 87. Carter County Visitor Center
- 88. Greene County Partnership
- 89. Johnson City Visitors Center
- 90. Johnson County Welcome Center
- 91. Jonesborough Visitors Center

- 92. Kingsport Visitors Center
- 93. Kingsport Welcome Center
- 94. Visit Morristown
- 95. Rogersville-Hawkins County Chamber of Commerce
- 96. Sneedville Department of Tourism
- 97. Sullivan Co. Dept. of Archives
- 98. Town of Unicoi Tourist Information Center
- 99. Unicoi County Chamber of Commerce

VACATION HOME RENTALS

- 100. Cove Ridge Marina
- 101. The Downtown Post
- 102. Peaceful Peak Vacation Rentals
- 103. Still Water Flats
- 104. Tailwaters Lodge on the South Holston



Your Gateway to Northeast Tennessee's Mountain Paradise

CLOSEST, FASTEST, EFFORTLESS

When planning your visit to Northeast Tennessee, choose the closest and fastest air transportation provider for an effortless travel experience. Tri-Cities Airport (TRI) serves as your gateway to adventure, providing seamless connections to this beautiful region.

In partnership with Breeze Airways, Allegiant, American Airlines, and Delta Airlines, TRI offers service to Atlanta, GA; Charlotte, NC; Dallas, TX; Orlando, FL; St. Petersburg, FL; and Chicago, IL. From these hubs, travelers from over 250 cities worldwide can easily reach Northeast Tennessee through just one connection. Private and charter aircraft services are also available at Tri-Cities Airport for travelers seeking a smooth, personalized experience.



CONVENIENTLY LOCATED FOR EXPLORATION

Situated centrally, TRI is the perfect starting point for exploring Northeast Tennessee, Southwest Virginia, Eastern Kentucky, and Western North Carolina. Upon landing, you're just twenty minutes away from downtown Bristol, Johnson City, or Kingsport. A short drive further brings you to Abingdon, VA, or Erwin, Elizabethton, and Greeneville, TN. Popular destinations like Boone, NC, and ski resorts such as Beech Mountain and Sugar Mountain are just over an hour and a half drive from the airport, making TRI the ideal hub for your mountain getaway.

EFFORTLESS TRAVEL EXPERIENCE

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Top 10

INSTAGRAM WORTHY SPOTS



Northeast Tennessee is a captivating blend of untouched natural beauty, historic charm, and urban artistry. Whether you're an outdoor enthusiast, history buff, or city explorer, here's your definitive guide to capturing the region's most unforgettable spots for your Instagram:

1. BAYS MOUNTAIN PARK, KINGSFORT

With over 3,500 acres of natural beauty, Bays Mountain Park offers miles of hiking and biking trails that lead to breathtaking vistas. Capture panoramic shots from scenic overlooks, or get close-ups of local wildlife at the nature preserve. The serene lake at the park's heart is especially photogenic during sunrise, when mist drapes softly across the landscape.

2. BUFFALO MOUNTAIN PARK, JOHNSON CITY

Rugged trails at Buffalo Mountain Park wind upward, rewarding hikers with dramatic views overlooking Johnson City and the surrounding Appalachian foothills. Sunset transforms the mountain into a spectacular display of light and shadow, perfect for photos that encapsulate the quiet yet powerful beauty of Northeast Tennessee.

3. DOE MOUNTAIN FIRETOWER, MOUNTAIN CITY

Perched atop Doe Mountain, this firetower offers breathtaking panoramic vistas that capture the essence of untouched wilderness. Climb to the top for dramatic views of surrounding valleys, lush forests, and distant peaks that create the perfect backdrop for captivating landscape shots. The tower itself, with its rugged and rustic charm, provides a striking contrast against the natural beauty below.

4. NICEWONDER FARM & VINEYARDS, BRISTOL

This 450-acre luxury resort and working winery features diverse accommodations, including a luxury boutique hotel and secluded, high-end Cedar Yurts. At its heart is a 13-acre vineyard producing award-winning estate wines. Guests can enjoy these selections at the on-site Tasting Room, as well as a fine-dining restaurant celebrating Appalachian heritage cuisine. The resort also offers an infinity pool and activities ranging from spa treatments to archery and hiking trails.

5. SOUTH HOLSTON LAKE DAM, BRISTOL

The South Holston Lake Dam provides a striking juxtaposition of natural splendor and human engineering. The expansive lake surrounded by mountain ridges is perfect for scenic landscape photography, especially at sunrise or sunset when colors dance across the water, illuminating the dam's impressive structure.



Bays Mountain Park

6. KINGSPORT SELFIE TRAIL

The Kingsport Selfie Trail curated by Visit Kingsport is a fun, engaging way to explore the city's most photogenic spots. Follow the trail to discover vibrant murals, charming historic landmarks, and unique art installations that offer endless opportunities for playful, creative selfies and group photos. Each stop along the trail provides distinct backgrounds, perfect for capturing memories while showcasing Kingsport's artistic flair and community spirit.

7. WATAUGA LAKE, CARTER COUNTY

Nestled in the Appalachian Mountains, Watauga Lake is a hidden gem renowned for its picturesque setting. With pristine, glass-like water reflecting the forested mountain slopes, each image here captures tranquility and serenity. Whether it's a sunrise kayak ride or sunset from the shoreline, Watauga Lake offers endless photographic inspiration.

8. VIKING MOUNTAIN'S BLACK STACK CLIFFS, CHEROKEE NATIONAL FOREST

Perched high in the Cherokee National Forest, Viking Mountain's Black Stack Cliff overlook offers breathtaking panoramic views of Greene County and beyond. This scenic destination is a gateway to adventure, with access to the Appalachian Trail and miles of rugged beauty waiting to be explored. Whether you're driving up for a peaceful overlook, hiking through the lush wilderness, or capturing the stunning mountain vistas, Viking Mountain is a hidden gem for outdoor enthusiasts, photographers, and anyone seeking a serene escape into nature.

9. BEAUTY SPOT, APPALACHIAN TRAIL

Tucked within the Cherokee National Forest near Erwin, Beauty Spot is a captivating destination renowned for its wide-open vistas and extraordinary natural beauty. With sweeping views of the Appalachian Mountains, this picturesque spot is especially magical at sunrise or sunset, as golden hour bathes the landscape in warm hues. Its expansive grassy bald provides the ideal backdrop for stunning landscape photography, vibrant nature portraits, or simply capturing serene moments immersed in nature.



Buffalo Mountain Park

10. TWEETSIE TRAIL, JOHNSON CITY TO ELIZABETHTON

Stretching between Johnson City and Elizabethton, the Tweetsie Trail offers a scenic journey perfect for casual explorers and avid photographers alike. Capture historic trestle bridges, lush wooded paths, and pastoral views of local farms. Every mile of this picturesque trail provides gentle reminders of the region's history and peaceful, rural charm.

From vibrant city scenes and adrenaline-packed events to tranquil natural beauty and historical landmarks, Northeast Tennessee invites you to discover and document its extraordinary character and charm.



Doe Mountain Firetower



THE GREENEVILLE IRIS FESTIVAL

The annual Iris Festival transforms historic downtown Greeneville, Tennessee, into a vibrant spring celebration of Appalachian hospitality. Held every May, this two-day tradition draws thousands of visitors to enjoy local artistry, food, and music.

MARKETPLACE & FOOD

Stroll through historic, brick-lined streets to browse over a hundred juried artisans selling unique treasures. You will find:

Handmade goods: Pottery, stained glass, custom jewelry, and woodwork.

Festival plants: Beautiful iris bulbs and floral hanging baskets.

Tasty eats: Sizzling barbecue, spiral spuds, fresh doughnuts, and lemonade.



LIVE ENTERTAINMENT

Enjoy continuous live country, bluegrass, and rock music across multiple entertainment stages. Car enthusiasts can explore the massive Sundown on Depot Car Show, which displays hundreds of vintage vehicles. Adults can unwind at the evening Downtown Brewfest, while families enjoy interactive children's activities and live wood-carving demonstrations.

Admission is completely free. Plan your perfect spring weekend getaway at discovergreenvilletn.com to find local lodging and travel itineraries.

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A High-Country Guide to **CARVER'S GAP & THE RHODODENDRON GARDENS**

Perched at over 5,500 feet on the border of Tennessee and North Carolina, the Rhododendron Gardens and Carver's Gap offer a high-alpine escape that feels more like the Scottish Highlands than the American South. This high alpine experience shifts beautifully with the seasons, from the vibrant June rhododendron blooms to the shimmering winter rime ice.

At Carver's Gap, you can traverse the open "balds" for 360-degree views that remain spectacular whether covered in summer wildflowers or autumn's gold. The nearby Rhododendron Gardens provide accessible, paved paths through ancient shrub forests that feel like a misty, prehistoric world year-round. Because the elevation stays significantly cooler than the valley, it serves as a refreshing summer escape and a snowy wonderland for cross-country skiing in the winter. No matter the month, the ever-changing weather and rugged landscape make it one of the most iconic destinations in the Blue Ridge Mountains.

Whether you're looking for a leisurely stroll through flowers or a world-class hike, here is what you need to know for your visit:

THE RHODODENDRON GARDENS

The gardens are home to the world's largest natural display of Catawba Rhododendrons. Unlike the garden variety, these are massive, ancient shrubs that turn the mountain into a sea of purple and magenta.

Peak Bloom: Generally mid-to-late June. This is also when the town holds the annual Rhododendron Festival.

The Experience: A network of easy, paved trails (many ADA accessible) winds through the shrubs. There are observation decks and picnic areas that often sit literally "above the clouds."

Note: There is typically a small day-use fee (around \$3) to access the recreation area where the gardens are located.

CARVER'S GAP & THE APPALACHIAN TRAIL

Carver's Gap is the mountain pass that serves as the gateway to the famous Roan Highlands. This is widely considered one of the most beautiful stretches of the entire 2,190-mile Appalachian Trail.

The "Balds": Heading North/East from the parking lot, you'll immediately climb onto Round Bald. Unlike most mountain peaks, these are "balds"—completely open, grassy summits with unobstructed 360-degree views.

Hiking Options:

Round Bald (Easy/Moderate): A 1.5-mile round trip with incredible payoff.

Jane Bald & Grassy Ridge (Moderate): Continuing further (about 5 miles round trip) leads you to even higher vistas and denser tunnels of rhododendron and flame azaleas.

Roan High Knob (South/West): If you head the opposite direction from the gap, you'll enter a deep, fragrant balsam fir forest that feels like Canada, leading to the highest shelter on the Appalachian Trail.

WHERE TO EAT NEARBY

After a long day on the mountain, head down Highway 143 into the town of Roan Mountain, TN for some local flavor:

Smoky Mountain Bakers: A beloved local staple famous for wood-fired pizzas, artisan breads, and fresh pastries. It's the perfect "carb-load" spot for hikers.

Americano Steakhouse: If you're looking for a more formal sit-down meal, this spot offers high-quality steaks and a great wine selection in a cozy mountain setting.

H&H Whiteway Grill: A classic, no-frills country grill known for burgers, milkshakes, and that welcoming small-town atmosphere.

Mountain Harbour Bed & Breakfast: Located right near the base of the mountain, they are famous for their "hikers' breakfast" and often have a food truck on-site during peak seasons.

PRO-TIPS FOR YOUR VISIT

Temperature: It is often 15-20 degrees cooler at the Gap than in the valley below. Even in July, bring a light jacket or windbreaker.

Parking: Carver's Gap is extremely popular. On summer weekends, the small lot fills up by 9:00 AM, so early arrival is a must.

Weather: Clouds can roll in instantly, dropping visibility to a few feet. Check the high-altitude forecast before you head up!

SOUTHERN RECIPES

from Mamaw's Cookbook

Southern recipes are like your great grandma's pearls - a fine-looking creation that is appreciated, valuable, and hard to come by - unless they're passed down from generation to generation. That's especially true in Northeast Tennessee, where the food is out-of-this-world good, and recipes are often guarded more heavily than Fort Knox.

Fortunately, The Heritage Alliance of Northeast Tennessee and Southwest Virginia, which is dedicated to the preservation of the architectural, historical, and cultural heritage of our region, has collected some incredible southern recipes in its Taste of Tennessee cookbook. And they're allowing us to share those recipes with you, so for some great reading and delicious meals and treats, read on - and enjoy!



MASHED POTATO CASSEROLE

Submitted by Leeann Smith | Photo By: Spicysouthernkitchen.com

There's nothing like a Southern-made casserole - and this one is unquestionably a favorite!

INGREDIENTS

1 (5 lb.) bag of potatoes,
peeled, cubed, and boiled
1 (8 oz.) package of cream
cheese
1-1/2 teaspoons salt

1 tablespoon dried chives
1 pint sour cream
1 stick melted butter
1 tablespoon dried parsley
flakes
Paprika

INSTRUCTIONS

Mash potatoes thoroughly. Add the remaining ingredients except for paprika. Mix the ingredients together and pour into a large (9x13 inch) greased dish. Sprinkle paprika on top. Refrigerate overnight, if desired.

Bake at 350 degrees for 45 minutes.



THREE-GENERATION VEGETABLE SOUP

Submitted by Marat Moore | Photo By: Allrecipes.com

Marat says her grandmother, Elsie Atkinson of Hartsville, S.C., began the tradition of making this hearty soup on the first cold day of fall.

INGREDIENTS

2 soup bones, or equivalent
1 bay leaf
2 cloves garlic, minced
Mrs. Dash seasoning, salt-free
1 large onion, diced
1 potato, diced
1 sweet potato, diced
1 green/red pepper, diced

2 stalks celery, diced
2 carrots, diced
1/2 cup green beans
1/4 of a head of cabbage,
chopped
1 cup stewed tomatoes
1 package of frozen vegetables
1 medium-size V-8 Juice
Worcestershire sauce

INSTRUCTIONS

Cover soup bones or equivalent with 4 inches of water. Add bay leaf, a shake of Mrs. Dash, and garlic. Bring to a boil, then simmer for two hours. If using soup bones, remove them. Add diced onion, white and sweet potatoes, celery, pepper, carrots, cabbage, green beans, and cabbage. Bring to a boil, then simmer for 30 to 45 minutes. Add tomatoes, V-8, frozen vegetables, and a splash of Worcestershire sauce. Cook for 30 minutes. Remove the bay leaf... and enjoy!



GRANDMOTHER BROWN'S SEMI-POUND CAKE

Submitted by Peggy Shore | Photo By: bettycrocker.com

INGREDIENTS

1 3/4 cups sugar
2 cups flour
1 cup shortening

6 eggs
1 tsp almond or lemon flavoring
Worcestershire sauce

INSTRUCTIONS

Beat shortening and sugar until light and fluffy. Add almond or lemon flavoring. Blend in eggs one at a time, mixing after each. Add flour gradually. Mix well. Pour into an Angel Food cake pan or a Bundt cake pan (floured and greased). Bake at 300 degrees for at least an hour.

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THE SCENIC ROUTE PLAYLIST

Ever feel like your heart is pulling you toward the mountains, but your feet are still stuck on the pavement? We've got the cure for that.

Whether you're planning a road trip through the rolling hills of the Tri-Cities or just daydreaming of a cabin porch and a sunset, we've curated the ultimate Northeast Tennessee Soundtrack. This playlist isn't just a collection of hits; it's a love letter to the "Birthplace of Country Music" and the ruggedly beautiful Appalachians.

Ready to dive into the stories behind the strings? Here are a few tracks from the list that define our corner of the world:

1. "WAGON WHEEL" – OLD CROW MEDICINE SHOW

You can't talk about Northeast Tennessee without this anthem. While the chorus was famously penned by Bob Dylan, Old Crow Medicine Show finished the verses, including that iconic line: "He's a-heading west from the Cumberland Gap to Johnson City, Tennessee." The Connection: The Cumberland Gap is the historic "Gateway to the West" located right at the tip of our region. When you listen to this song, you're hearing the literal geography of our ancestors. Fun fact: Old Crow Medicine Show has deep roots here, and Johnson City is still a hub for the kind of high-energy bluegrass they helped modernize.

2. "WILDWOOD FLOWER" – THE CARTER FAMILY

If this song sounds like the foundation of country music, that's because it is. Recorded during the legendary 1927 Bristol Sessions (often called the "Big Bang of Country Music"), this track features Maybelle Carter's "scratch" guitar style that changed music forever.

The Connection: Bristol, TN/VA is officially recognized by Congress as the Birthplace of Country Music. When you play this track, you're listening to the very spot where the genre went from front porches to the world stage. You can still visit the Birthplace of Country Music Museum in Bristol today to see where it all began!

3. "BACK WHERE I COME FROM" – KENNY CHESNEY

Before he was selling out stadiums, Kenny Chesney was just a kid from Luttrell, Tennessee, dreaming of the big time. This song is his tribute to the values, the people, and the slow-paced beauty of East Tennessee.

The Connection: Kenny is an alum of East Tennessee State University (ETSU) in Johnson City, where he participated in their world-renowned Bluegrass, Old-Time, and Roots Music program. When he sings about the "Sunday school" and the "moonshine too," he's talking about the real-life culture of our hills and valleys.

4. "MY TENNESSEE MOUNTAIN HOME" – DOLLY PARTON

No playlist for our region is complete without the Queen of the Smokies. While Dolly was from Sevierville, her music captures the spirit of the entire Northeast Tennessee corridor—the mist on the mountains, the smell of honeysuckle, and the peace of a "baby's sigh."

The Connection: Dolly's lyrics are the ultimate travel guide for our region. They remind us that no matter how far you travel, the mountains are always home.

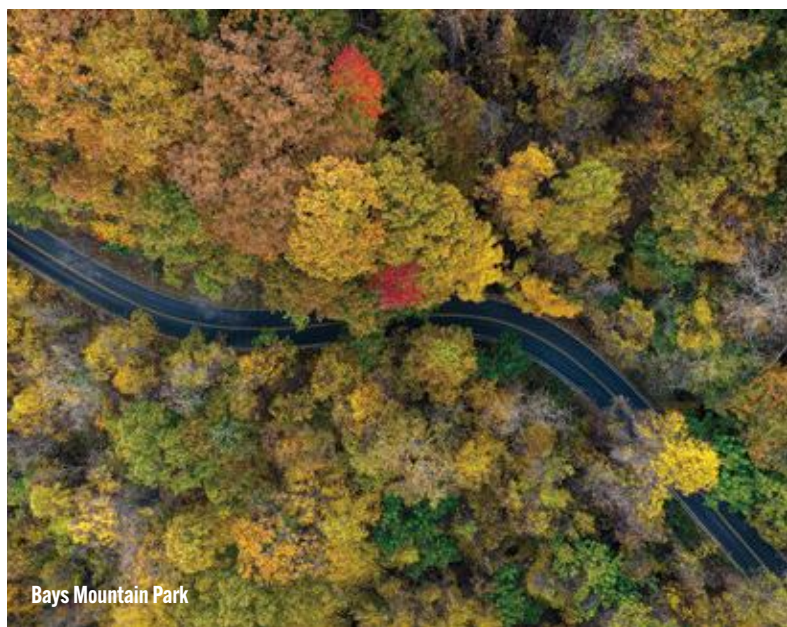
TAKE THE SOUND OF THE MOUNTAINS WITH YOU

From the "Big Bang" in Bristol to the modern-day pickers in Johnson City, Northeast Tennessee is a living, breathing music video.

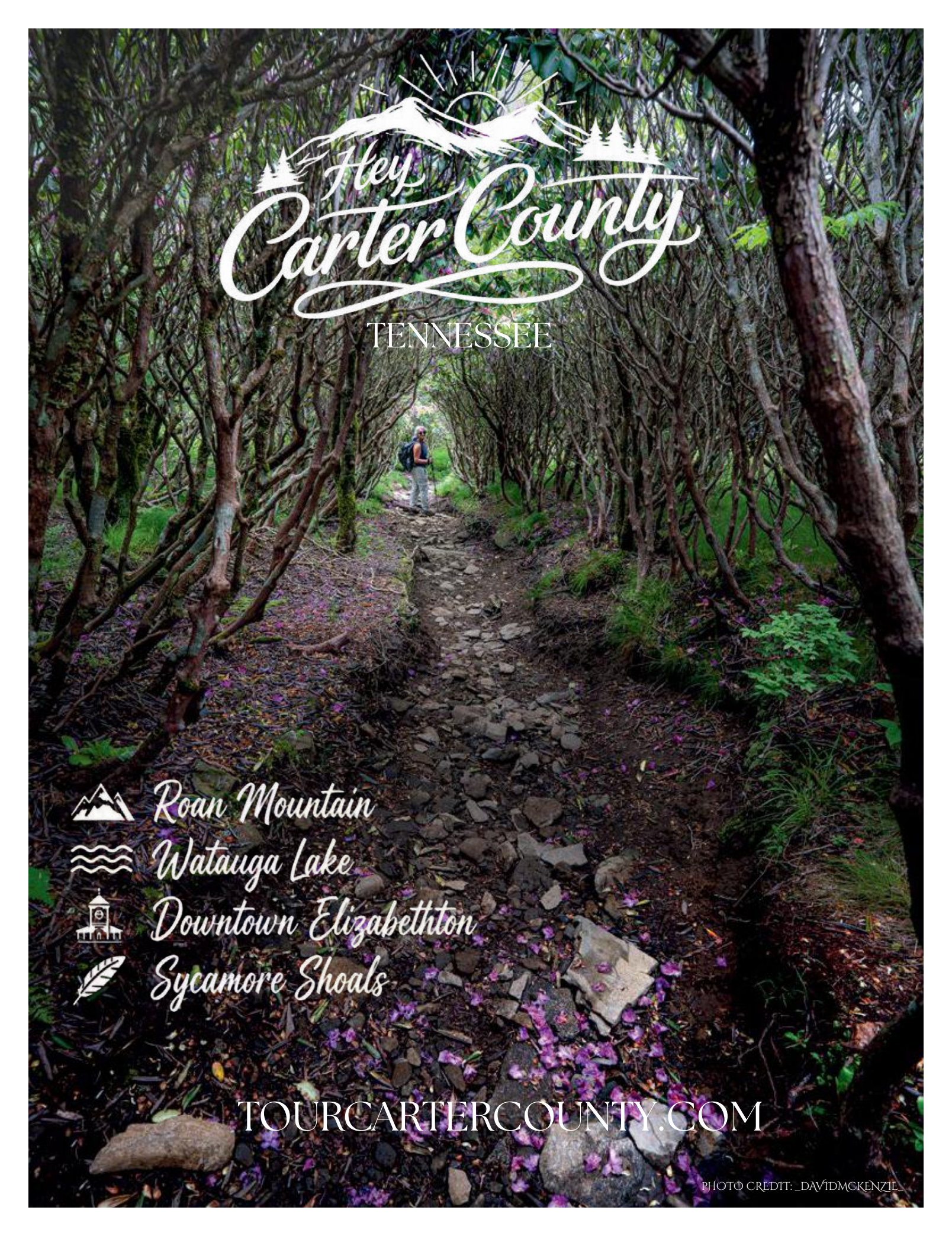
So, roll the windows down, hit play, and let the banjo lead the way. We'll see you at the next trailhead (or the next bluegrass jam!).



STREAM THE PLAYLIST
NOW ON SPOTIFY



Bays Mountain Park



Hey Carter County

TENNESSEE



Roan Mountain



Watauga Lake



Downtown Elizabethton



Sycamore Shoals

TOURCARTERCOUNTY.COM

PHOTO CREDIT: _DAVIDMCKENZIE

HISTORIC MAIN STREETS

with Southern Charm

Exploring the small towns of Northeast Tennessee is like stepping into a living narrative—each downtown offering a unique chapter of Southern heritage, resilience, and warmth. These streets aren't merely pathways; they're vibrant hubs where history, hospitality, and local culture beautifully converge.

JONESBOROUGH - TENNESSEE'S OLDEST TOWN

Walk along brick-lined sidewalks and admire beautifully preserved historic buildings. Don't miss the International Storytelling Center, famous for its annual National Storytelling Festival. Stop by The Corner Cup for coffee and conversation, browse eclectic finds at local boutiques like Noelle, and savor farm-to-table dishes at Main Street Café.

GREENEVILLE - A PRESIDENTIAL PAST

Main Street Greenville offers a journey through American history. Explore landmarks like the Andrew Johnson National Historic Site and the elegant Dickson-Williams Mansion. Unwind at Catalyst Coffee Company or sample craft beers at Rock City Tap & Lounge a favorite gathering spot among locals. Pop inside for a drink at Brumley's Restaurant, or stay for the night at General Morgan Inn.

ROGERSVILLE - SOUTHERN HOSPITALITY PERSONIFIED

Experience Rogersville's timeless charm at the historic Hale Springs Inn and find unique regional crafts at the Local Artists Gallery. Be sure to dine at the popular Red Dog on Main, known for wood-fired pizzas and craft beers. Celebrate local culture during the lively annual Heritage Days festival or monthly cruise-ins.

ERWIN - MOUNTAIN TOWN CHARM

Surrounded by Appalachian beauty, Erwin's Main Street is both inviting and scenic. Browse vintage finds at the Valley Beautiful Antique Mall, enjoy coffee at Steel Rails Coffee House, authentic cuisine at The Red Fork. You won't want to miss this mountain town's largest festival! The Unicoi County Apple Festival is a celebration of Appalachian culture in the heart of the fall season.

ELIZABETHTON - HISTORIC ELEGANCE

Historic Downtown Elizabethton is rich in frontier history. Visit iconic landmarks like the picturesque Covered Bridge or ride the Tweetsie Trail with a bike from Pedals on Rails. Browse charming shops, including Duck Crossing Antique Mall, and savor locally brewed coffee and fresh pastries at The Coffee Company. It doesn't get any more Americana than during the annual Covered Bridge Celebration held each September.

RECAP

These historic main streets embody the heart of Northeast Tennessee, offering genuine connections to the area's past, rich local culture, and welcoming communities. Each town invites you not just to explore, but to experience their stories—where history, hospitality, and authentic Southern charm seamlessly merge into unforgettable moments.



Downtown Elizabethton



Carla Hall during a recent fishing trip on the South Holston River. The acclaimed chef, author, and television personality is known for her roles on “Top Chef” and “The Chew,” she is also an award-winning cookbook author and a dedicated philanthropist.

A Guide to Activities & Adventures for the

YOUNG AT HEART

Experience the region with curiosity, courage—and maybe a little comfort too. If you’re planning a visit to Northeast Tennessee and want to take it all in, go ahead and clear your schedule—you’ll need the time. From scenic trails and guided river tours to small-town charm, live music, and local bites worth savoring, there’s plenty here for those who are seasoned in life but still up for the next adventure. Whether you’re exploring with friends, a partner, or solo, this corner of the state offers unforgettable experiences.

Knob Creek Winery

Sip, savor, and step into history at this family-owned winery and farm that’s been part of the Johnson City landscape since 1885. Located on a Tennessee Century Farm, Knob Creek Winery offers more than just a glass of wine—it’s a full experience rooted in Appalachian tradition. Explore the working vineyard, sample handcrafted wines, and take in the scenic beauty of this peaceful, historic property.

Fishing, Outdoor Courses, and Rest

Cast off into some of the region’s most scenic waterways with a fishing guide or outdoor course. Whether you’re a seasoned angler or simply seeking peace and quiet on the water, local guides will help you make the most of your time on South Holston and Watauga Rivers—both known for world-class trout fishing. River Run Angling offers customized float and wade trips for all experience levels, while Nolichucky Outdoor Learning Institute offers instructional courses on everything from kayaking 101 to outdoor survival. Tailwaters Lodge in Bristol pairs guided fly-fishing with cozy riverside lodging right on the South Holston River. Or perhaps the spacious Still Water Flats overlooking one of our most picturesque waterways is more your style.

Pedals on Rails

If you’re looking to explore on two wheels Pedals on Rails in Elizabethton has you covered. This local bike shop not only offers traditional bike rentals and repairs, but also a great selection of electric bikes that make cruising the scenic Tweetsie Trail a breeze. You’ll find everything you need to pick the perfect bike and gear for your adventure. Whether you’re a seasoned rider or just looking for a fun way to get outside, Pedal on Rails is the perfect pit stop to fuel your ride.

Troyer’s Mountain View Country Market

Tucked into the hills of a town called Limestone, Troyer’s is the kind of place people go for the food—but stay a little longer just to soak it all in. Inside, you’ll find fresh-baked breads, stacked deli sandwiches, and shelves filled with local goods and homemade treats. Grab a coffee and head out to the covered pavilion, where you can slow down, take in the mountain views, and enjoy a quiet moment between bites. It’s equal parts market, bakery, and gathering place—and always worth the stop.



Serenity Knoll



Pedals on Rails

BAYS MOUNTAIN

Bays Mountain Park & Planetarium, located in Kingsport has a lot to love, including barge rides, canoeing and kayaking on the lake, an incredible nature center, a state-of-the-art planetarium, animal habitats, as well as hiking and biking trails. The gorgeous landscape and the serenity you'll find here are well worth the visit, and we already know the barge ride will become one of your best-loved memories!

SERENITY KNOLL

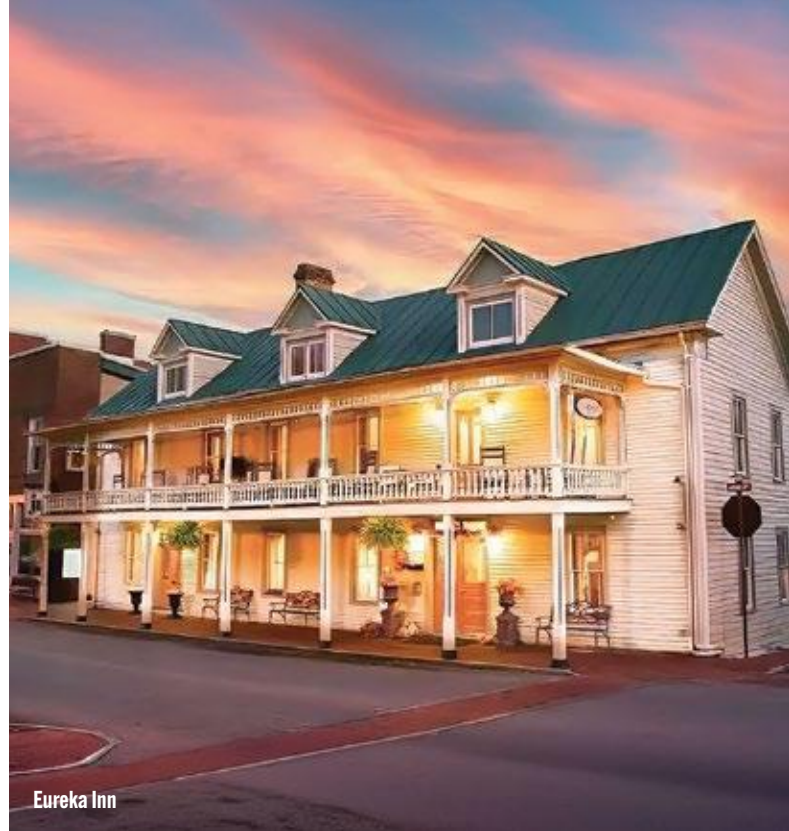
At Serenity Knoll, farm-to-table means farm-to-fork. Join cooking classes that celebrate fresh-picked ingredients straight from the garden. Learn new skills, taste fresh flavors, and enjoy the satisfaction of creating your own meal in a beautiful, natural setting just outside of Jonesborough. After a day of cooking, retreat to one of their cozy cabins for a peaceful overnight stay surrounded by nature.

OFF LEASH SOCIAL

Good food, cold drinks, and plenty of tail wags. Off Leash Social in Johnson City is a unique spot where pups can play while their humans relax. With a rotating lineup of food trucks, craft cocktails, and events like trivia and live music, it's the kind of place where everyone feels welcome—even if you don't have a dog. Grab a drink, let the dogs roam, and enjoy the laid-back vibe.



Off Leash Social



Eureka Inn

EUREKA INN

Nestled in the heart of downtown Jonesborough—Tennessee's oldest town—the Historic Eureka Inn & Event Center offers travelers an enchanting blend of 18th-century heritage and modern comfort. Originally built in 1797, this beautifully restored landmark invites guests to step back in time and experience Southern hospitality at its finest, featuring uniquely decorated, antique-filled rooms and cozy, modern amenities. Whether you are unwinding in a rocking chair on the grand front porch, exploring the lush floral gardens, or relaxing by the creekside gazebo, the inn perfectly captures the spirit of its timeless motto: "Enter as strangers, leave as friends."

Visitor Tip: Located right on Main Street, the Eureka Inn places you in the middle of eclectic boutiques, local eateries, and the world-renowned International Storytelling Center.

NICEWONDER FARM & VINEYARDS

Nestled on over 450 rolling acres in the Blue Ridge Mountains of Bristol, Virginia, Nicewonder Farm & Vineyards is a premier luxury destination combining rustic charm with high-end amenities. Guests can stay at the elegant 28-room boutique inn, featuring a heated infinity pool, or opt for a unique stay in one of their secluded luxury cedar yurts. The property boasts a world-class tasting room serving award-winning, estate-grown wines, alongside farm-to-table fine dining at the acclaimed on-site restaurant, Hickory. With access to a full-service spa, scenic outdoor walking trails, and championship golf at its neighboring sister property, the estate offers an immersive, relaxing escape tailored for wine lovers and luxury travelers alike.



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SCAN FOR BRISTOL
EVENT CALENDAR ▶▶





Hands On! Discovery Center

KID-APPROVED ACTIVITIES

in Northeast Tennessee

Planning a family vacation is an open canvas for creating memories that will last a lifetime. Rest assured, there are adventures all around to keep the kids smiling, as this article will guide you through an exciting itinerary for a weekend trip to Northeast Tennessee.

JOHNSON CITY DOUGHBOYS

Grab your foam finger and join the crowd at a Doughboys Baseball League game! Kids love the fast-paced action, the cheers, and the chance to catch amazing plays on the field. It's a lively, family-friendly spot where everyone enjoys great food, good company, and plenty of baseball excitement.

BRISTOL CAVERNS

Ready to go underground? Bristol Caverns is a great year round adventure. When it's hot, cold or rainy, head underground to explore winding passageways, unique rock formations and a side of Northeast Tennessee you can't see from the road. It's a fun family friendly stop where kids can explore, learn and enjoy a little adventure along the way.

TIEBREAKERS

Tiebreakers in Johnson City and Kingsport is where family game night goes next-level. Whether you're knocking down strikes on the bowling lanes or chasing high scores in the arcade, there's nonstop fun for everyone. Fuel up with tasty favorites like burgers, wings, and loaded fries, then gear up for laser tag and let the friendly competition begin!

HANDS ON! DISCOVERY CENTER

Looking for a place where kids can touch, explore, and discover all day long? Hands On! Discovery Center in Gray is packed with fun, interactive science and art exhibits that spark curiosity and creativity. Kids can even watch real paleontologists at work at an active fossil dig site just outside! From digging up fossils to hands-on experiments, it's a spot where learning feels like play — perfect for curious kids and families looking for a day of adventure!

JOHNSON CITY RAILROAD EXPERIENCE

Train lovers, get ready! The Johnson City Railroad Experience turns up the fun with jaw-dropping model trains, hands-on exhibits, and a simulator that puts you in the conductor's seat. It's a ticket to fun that's full steam ahead!



Tiebreakers



Laurel's Pumpkin Barn



FALL INTO FUN:

Exploring Pumpkin Patches, Corn Mazes & Farm Adventures

When the air turns crisp and the mountains of Northeast Tennessee begin to glow with fiery hues of red, orange, and gold, there's no better time to plan a fall getaway. Whether you're craving the sweet scent of cider, the thrill of a winding corn maze, or the perfect pumpkin to take home, we're bursting with autumn charm.

Here are some of the best fall farm adventures you won't want to miss this season in Northeast Tennessee:

PUMPKIN PATCHES PERFECT FOR ALL AGES

1. Fender's Farm - Jonesborough, TN

From humble beginnings to becoming one of the region's fall hotspots, Fender's Farm offers a classic autumn experience. Their pumpkin patch is brimming with vibrant gourds of all sizes—perfect for carving or decorating. They also host fall festivals, hayrides, and more.

Don't Miss: Pumpkin chunkin', cow train rides, and the "Fright Night" haunted attractions after dark.

2. Myers Farm - Bulls Gap, TN

A hidden gem in between Greene and Hawkins, Myers Farm is a family-friendly destination with a pick-your-own pumpkin patch and a scenic farm setting. It's ideal for families wanting a relaxed pace with lots of photo ops.

Pro Tip: Grab a jar of their homemade apple butter before you leave!

3. Laurel's Pumpkin Barn - Near Elizabethton and Johnson City, TN

Part farm stand, part fall destination, Laurel's Pumpkin Barn features unique pumpkins, fresh produce, and handmade crafts. It's a great stop for a quieter fall afternoon and a scenic drive through Carter County's countryside.





GET LOST (ON PURPOSE) IN CORN MAZES

1. Stickley Farm - Bluff City, TN

The Stickley Farm Corn Maze is legendary. Each year brings a new design carved into the fields—sometimes celebrating local culture or seasonal themes. Daytime adventures are fun for all ages, but if you're brave enough, try the haunted maze after dark.

Bonus: Zip lines, pumpkin slingshots, and weekend bonfires.

2. Doe River Gorge - Hampton, TN

Though known for its summer camps and scenic train rides, Doe River Gorge transforms in the fall with a faith-based, family-friendly festival. Their mini corn maze and outdoor games make it a great option for younger kids.

MORE FALL FARM FUN

Appalachian Resource Conservation & Development Council is a great resource to connect with local farms and events. Check out their farmers market search tool for a fall market near you.

DON'T FORGET THE FALL TREATS

Many local farms also offer seasonal snacks that complete the autumn experience:

Hot apple cider • Kettle corn • Fresh apple fritters • Caramel apples

PUMPKIN SPICE EVERYTHING

The Pumpkin Spice Latte Trail in Bristol is a seasonal celebration of all things fall, curated by Explore Bristol to highlight local businesses offering pumpkin-flavored drinks, treats, and gifts. From cozy cafés like Trailblazer Coffee and Whimsicals serving up pumpkin lattes, cider, and spiced waffles, to bakeries like Blackbird Bakery with pumpkin cupcakes and pie bars, the trail is full of autumn-inspired indulgence. Unique stops include Bistro on 6th with its pumpkin mousse dessert, Lost State Distilling for locally crafted spirits, and Cascade Draft House offering PSL-infused beers. Even shops like Cranberry Lane join the fun with pumpkin dips and butters. Visitors are encouraged to explore, taste, and vote for their favorites, making the PSL Trail a delicious and interactive way to enjoy the flavors and charm of fall in Bristol.

CAPTURE THE MAGIC

Northeast Tennessee in the fall is a photographer's dream. Rolling hills covered in brilliant foliage, rustic farm backdrops, and golden-hour lighting make it the perfect season for creating memories. Be sure to tag @NortheastTenn for a chance to be featured!

PLAN YOUR FALL ROAD TRIP

The beauty of Northeast Tennessee is that many of these locations are a short drive from one another. Start your morning with a warm drink from a local café, hit a pumpkin patch by midday, and wind down with a mountain view and fall snacks as the sunsets.

Whether you're visiting from nearby or planning a seasonal trip from afar, Northeast Tennessee is packed with down-home charm and unforgettable fall experiences. Come see why autumn here is something truly special.

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SCENIC DRIVES

& Motorcycle Rides on Route 421

Enjoy scenic drives and motorcycle rides on US 421 through the Appalachian Mountains of Northeast Tennessee. We have an immersive day trip planned just for you with breathtaking views in every direction.

SCENIC DRIVES

Experience the unparalleled beauty of Northeast Tennessee's Appalachian Mountains this season. One particular gem, US 421 nestled in the picturesque Shady Valley, beckons both vehicle enthusiasts and motorcycle riders alike with its renowned reputation for offering unforgettable scenic drives and exhilarating rides. Get ready to be swept away by the breathtaking sights with flowers in bloom and vibrant painted pastures!

THE SNAKE

US 421, also known as "The Snake" offers 489 curves that are spread out across three mountains with plenty of spots to get out and stretch! While on The Snake, you will come across The Country Store, and it's a must pit stop. This country store is home to The Snake

with an array of refreshments and locally themed souvenirs. Be sure to sign the visitor book, and take a photo with their giant wooden chair~ you can't miss it!

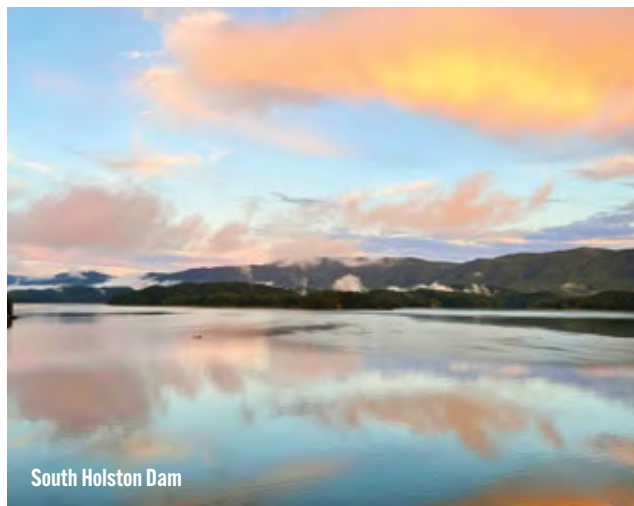
Pro-Tip: For a longer ride, take a drive to Mountain City in Johnson County and catch spectacular fall views (the highest valley in our area).

SUNSET VIEWS

When the sun starts to set, make your way down the mountain to the South Holston Dam in Bristol for sunset. There are picnic tables to utilize and rocks to sit on as you enjoy the breathtaking views around the lake. The dam offers the best of both worlds, a lake and mountainous overlook to immerse yourself in. Once dusk has passed, enjoy the night sky undisturbed by city lights.

THE SOUTHERN DOZEN

Johnson City is home to the Southern Dozen! The city serves as the ultimate hub for all motorcycle enthusiasts with its strategic location, where riders can easily access twelve breathtaking routes that wind through the stunning Appalachian Mountains. From the twisty curves of the famous Snake to the mesmerizing vistas of Roan Mountain, Johnson City offers an unparalleled playground for moto-adventures.



South Holston Dam



The Snake



BLACK BEARS

in Northeast Tennessee

Backcountry exploration of Northeast Tennessee takes us to remote areas, where you're more likely to find a black bear. After reaching all-time lows in the Southeast in the 1960s, black bears have made an incredible comeback.

Today, bears can be found in every county in East Tennessee, from the western edge of the Cumberland Plateau to the Tennessee-North Carolina state line. As of 2020, Tennessee Wildlife Resources Agency estimates 6,000 bears in the area. There are an estimated 1,700 bears in the Great Smoky Mountains National Park alone - that's two per square mile! Tennessee is thought to have more bears today, than in the last 100 years.

BEAR SAFETY

Black bear populations in Northeast Tennessee are rising fast, almost as fast as the human population. It seems bear and man have mostly learned to coexist. The message is out that feeding bears is a death sentence, just like any wild animal. Keeping people, food, and pets away from bears actually help them survive.

Seeing a bear can be an exciting experience, but let's keep that a positive one with simple tips. By learning more about bears and their curious nature, you can better prepare and make it a positive and safe experience for both you and the bears.

HIKING AND CAMPING TIPS

When camping in the backcountry, it is important to store food away from wild animals. This not only makes a trip viable and safe, but it keeps wild bears wild. It is very important to never feed bears. Bears can quickly learn to associate people with food, and easily become habituated to human food.

While hiking, you should always watch ahead for bears or bear signs. In their natural habitats, bears prefer to avoid humans, but will react aggressively when startled or protecting cubs. Human confrontations with bears are usually the result of a sudden encounter with a bear protecting its space, cubs, or food.

Whether on the trail or in your campsite, do not run. Remain calm, group together and pick up small children. Continue to face the bear and back away slowly, talking calmly to identify yourself as a human and not another animal. If the bear continues to approach, try to scare it away by making yourself as large and imposing as possible, and making loud noises. Carry and know how to use bear spray, which is available at many outdoor retailers and can be used to deter a charging bear.

FUN HISTORY OF TEDDY BEAR

You have heard of a Teddy Bear, but do you know the story? Back in 1902, President Teddy Roosevelt was hunting in Mississippi. After an unsuccessful day, embarrassed locals brought a bear cub to camp. He refused, since the bear didn't have a sporting chance. The story got passed on through the media, and the "Teddy Bear" was born.

Bear Tips provided by Recreation.gov and the US Forest Service.

LEAVE NO TRACE

Find out how you can make a difference with our prevention and sustainability efforts at litterfreetennessee.com.

Johnny Molloy is the author of many outdoor guides including Best Tent Camping: Tennessee, Paddling Tennessee, and Five Star Trails Tri-Cities: East Tennessee and Southwest Virginia.



Bear track on the Iron Mountain trail



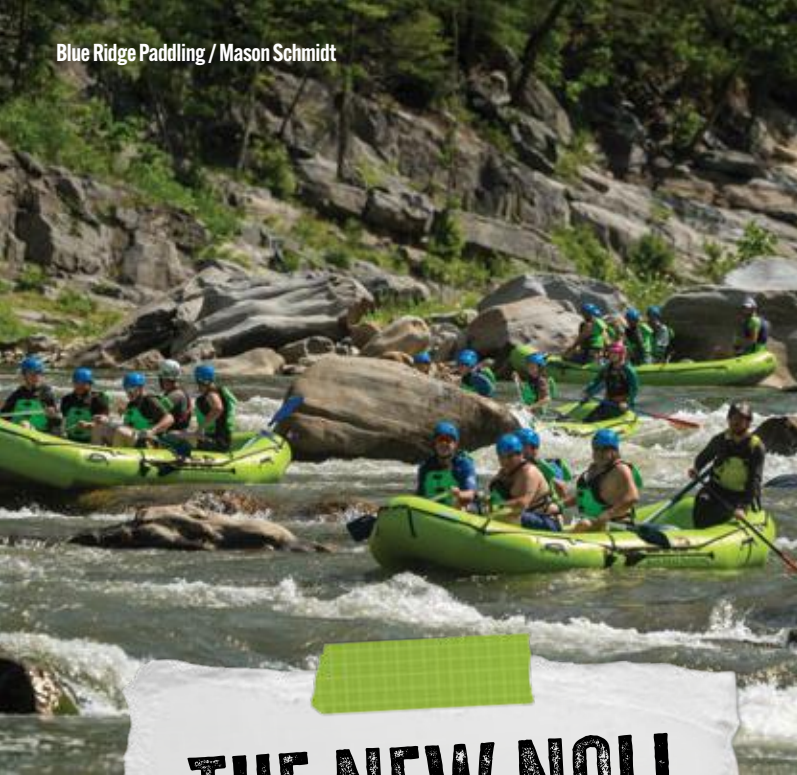
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THE NEW NOLI AWAITS: *Are You Ready?*

Mother Nature recently did some extreme remodeling in East Tennessee. When Hurricane Helene swept through the Blue Ridge Mountains, it completely reshaped the legendary Nolichucky River Gorge. Massive boulder shifts, altered river channels, and entirely redesigned rapids have created what local paddlers are calling the New Noli.

If you've ever wanted to experience raw, unscripted wilderness whitewater, this is your moment. Rivers change over millennia, but the Nolichucky changed overnight, offering a historic window to paddle a landscape that few eyes have ever seen. If you don't book a trip this season, you are quite literally missing out on a once-in-a-lifetime chapter of Appalachian adventure.

SAFETY FIRST: THE EXPERTS HAVE YOU COVERED

It's completely natural to wonder, "Is it safe?" The short answer is yes! The river community in Erwin, Tennessee, is unmatched.

Local outfitters didn't just rebuild, they adapted instantly. Elite, certified river guides have spent countless hours mapping the new river topography, running safety lines, and tracking the water's new flow patterns. You aren't navigating a wild unknown alone; you are sitting in a raft guided by pros who treat river safety as a religion. They provide the premium gear, the thorough briefings, and the steady hands required to make your expedition thrilling, comfortable, and profoundly safe.

CHOOSE YOUR CREW: TOP ERWIN OUTFITTERS

Erwin is the undisputed heartbeat of the Nolichucky, and its premier outfitters are open, locked, and loaded with trip options tailored to every comfort level.

1. Blue Ridge Paddling

If you prefer a highly customized, boutique experience with smaller group sizes, Blue Ridge Paddling is your go-to. Their guides focus heavily on personal connection and environmental stewardship, ensuring you aren't just a number in a boat.

The Gorge Expedition: Take on the brand-new "Pinch" rapid—a thrilling post-Helene formation—with premium gear and individualized attention.

Inflatable Kayaking (Duckies): Want to control your own craft? Take a guided "ducky" trip down the river for a completely different vantage point.

2. Wahoo's Adventures

Boasting nearly five decades of river experience, Wahoo's knows exactly how to handle a changing river. They uniquely adapt their watercraft to whatever water levels the free-flowing Nolichucky throws at them.

The 11-Mile Wilderness Run: An action-packed, all-day adventure through 2,800-foot canyon walls.

High & Low Water Specialists: Wahoo's utilizes state-of-the-art self-bailer rafts during high water, and specialized, nimble "hot dog bun" rafts to navigate lower water levels with maximum excitement.

3. Hawksnest/Osprey Whitewater

Whether you are looking for white-knuckle drops or a memorable family day out, Hawksnest has dialed in the perfect post-Helene itinerary. They offer highly immersive, fully guided tours complete with excellent outpost amenities.

The Nolichucky Gorge Trip: A high-intensity, 9-mile run for ages 12+ navigating more than two dozen Class II-IV rapids through the deepest parts of the canyon.

The Lower Nolichucky Tour: A gentler, 5.5-mile scenic float featuring Class II-III splashes, sandy beaches, and pristine swimming holes perfect for families.

THE ULTIMATE BASECAMP:

USA RAFT ADVENTURE RESORT (UNDER CONSTRUCTION)

We can hardly wait! Stay tuned for the New USA Raft Adventure Resort. You can't have an epic river weekend without a killer place to crash, eat, and swap stories. Tucked right where the Appalachian Trail crosses the river banks, USA Raft Adventure Resort is the ultimate mountain sanctuary.

Post-River Wind Down: While the resort continues its multi-phase rebuilding plans to elevate the guest experience even further, it will remain the ultimate hub for lodging and post-paddle vibes.

Unique Accommodations: Forget generic hotels. You can book a stay in their cozy waterfront cabins, futuristic geodesic domes, retro vintage Airstreams, or a spot in the communal hiker barn.

The Take Out Tavern & Food Truck: Your rafting trip literally concludes right at the resort property, meaning you can step out of the raft and walk straight to the Take Out Tavern. Sip regional craft beers, ciders, or a refreshing seltzer while ordering delicious, hearty plates from the onsite food truck.

DON'T LET THE WINDOW CLOSE

The New Noli isn't just a rafting trip—it's a front-row seat to the sheer resilience of nature and the Appalachian spirit. The rapids are fresh, the gorge views are completely redefined, and slots are booking up fast as adventurers realize just how historic this season is. Pack your quick-dry gear, leave your worries at the outpost, and get ready to experience the most exciting whitewater comeback in the Southeast!





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Moonshiner

MAHALA MULLINS

Imagine a moonshiner so notorious, so untouchable, that even the law couldn't haul her in. Picture a whiskey queen who ruled from a rugged fortress in rural Tennessee, and that's where history buffs will learn of the legendary Mahala Mullins.

CATCH-ABLE, BUT NOT FETCH-ABLE

Mahala Mullins wasn't your average moonshiner. In fact, through the mid-1800s she was one of the most notorious bootleggers and sellers of illicit whiskey in Tennessee. It wasn't that the government didn't know about her. They did. It's just that, whenever they came to arrest her, they couldn't quite get her out of the house and down the rugged Appalachian Mountains.

Records report that she had a dozen warrants for her arrest, and numerous treks by officers were made through the 16 miles of remote Hancock County backwoods to her cabin. So even if the revenue agents made it all the way up to her house, they'd never be able to lug her back down. Because of this, lawmen would say she's "Catch-able, but not Fetch-able" due to her tipping the scales at more than 600 pounds. Mullins would even taunt them by saying, "Take me if you can."

WORKING FROM HOME

Sometime after giving birth to her 19th child, Mahala was infected with elephantiasis, which permanently enlarged her. Eventually, she grew too large to move from bed. And from her bedside, she'd pour and sell whiskey in large quantities to locals, confident in her immunity from any sort of punishment. At the time, moonshine was noted as a way to "let loose," medicinal, a cleaning agent, or a preservative. Mahala's famous pear brandy brought in customers from all across the mountains.

Mullins was too large to be moving around the home. So, she took on the entrepreneurial mountain woman spirit of conducting operations that supported her large family from her bedside. She was often open in saying that it was not wrong for her to make a living in that manner. Mahala's cabin was a special reserve for her, as her husband and sons had lost their lives in mountain fights and were buried in the backyard so that she could gaze at their gravesites from her bedside.

Mullins always seemed to be confined to the mountaintop ridge in which she lived, having spent her childhood and adult life within a three-mile radius, never venturing to town or seeing a railway train. However, she delighted in visitors and conversations, having been known for telling a great story and offering cookies and milk to her guests.

Around age 75, Mullins passed away and was removed from her cabin through a hole that is now occupied by a chimney. She was buried in her four-poster bed beside her late husband and sons along the ridge on the homestead.

MELUNGEONS IN APPALACHIA

Mullins was also noted as one of the most famous Melungeons of her time. Melungeon is a term that first appeared in print in the 19th century, used in Virginia, Tennessee, and North Carolina to describe people of mixed ancestry. The Hancock County area was known to host one of the largest populations of Melungeon people in the country. Melungeons were considered to have a mixture of European, Native American, and African ancestry. And, Mahala Mullins was just as about as mysterious as her heritage.

MAHALA MULLINS CABIN

The cabin has been relocated to town and into a museum that tells the story of Mahala and the area.

Vardy Community Historical Society
3845 Vardy Blackwater Road
Sneedville, TN 37869



Why Blountville is WORTH THE DETOUR



Blountville takes a unique approach to tourism by offering a mix of history, food, and outdoor action in the heart of Sullivan County.

STEP INTO LOCAL HISTORY

Blountville's story stretches back more than two centuries. You can easily find reminders of its past around town.

The Old Deery Inn: Built in the early 1800s, this landmark welcomed travelers for generations and remains a vital piece of Tennessee history.

Ralph Blizzard Museum: This spot honors regional musicians. It also hosts weekly music jams that bring locals and visitors together in a relaxed setting.

COME HUNGRY

Blountville offers welcoming spots for a casual meal.

Shore's Country Store: Locals love this spot for simple hot dogs and bologna sandwiches. First-timers fit right in immediately.

Boonies Restaurant: Located near Boone Lake, this restaurant serves burgers and comfort food with a view of the water.

A LOCAL TRADITION

Blountville Farmers Market: From May through October, this Thursday morning market features local farmers, bakers, and crafters selling fresh produce and handmade goods.

WHERE THE ACTION PICKS UP

Muddy Creek Raceway: This nationally known motocross track draws fans from multiple states. The course uses natural terrain to create a thrilling ride for competitors and an exciting show for spectators.

Whether you want a quiet afternoon looking at history or an action-packed weekend at the track, Blountville gives you a genuine taste of East Tennessee.

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ANGLING ADVENTURES:

A Fly Fisher's Paradise

Northeast Tennessee has firmly established itself as a premier destination for fly fishing enthusiasts, drawing anglers from across the country to its cold, clear waters. The region's crown jewels are the South Holston and Watauga Rivers, tailwaters that boast thriving populations of wild brown and rainbow trout. The South Holston, in particular, is renowned for its dense concentration of wild brown trout, offering anglers the thrilling challenge of sight-casting to trophy-sized fish in its glassy flats. Not to be outdone, the Watauga River provides a dynamic fishing experience with its mix of riffles, pools, and runs, all holding healthy numbers of eager trout. The consistent cold water released from the bottom of the South Holston and Wilbur dams creates a perfect year-round habitat, ensuring that any time is a good time to wade into these Appalachian streams.

WATER ACCESS

For those looking to explore these rivers by boat, numerous public access points and boat ramps make launching a drift boat or personal watercraft convenient. On the South Holston River, popular launch sites include the area just below the Weir Dam, offering excellent access to the upper sections, and the Emmett Bridge ramp further downstream. The Watauga River is similarly accessible, with several well-maintained ramps including the Wilbur Dam access at the head of the tailwater, Hunter Bridge, the centrally located Lover's Lane ramp in Elizabethton, and the Blevins Road access point. These ramps provide strategic entry and take-out points for float trips of varying lengths, allowing anglers to cover extensive stretches of productive water that are often unreachable on foot. Planning a float trip is an excellent way to experience the full breadth of what these remarkable fisheries have to offer.

WHEN TO FISH

The allure of Northeast Tennessee's fly fishing scene extends beyond the impressive fish counts. Anglers are treated to a rich aquatic ecosystem, with prolific insect hatches that provide exciting opportunities for dry fly fishing. The Sulphur mayfly hatches in the

spring and fall are legendary, often coaxing the most selective trout to the surface for a well-presented offering. Beyond the technical aspects of the sport, the experience is framed by the stunning beauty of the Appalachian Mountains. Drifting down the river in a dory or wading in the shadow of rolling hills provides a scenic backdrop that elevates a day of fishing into a memorable outdoor adventure. Whether you're a seasoned angler seeking a new challenge or a novice eager to learn, the vibrant fly fishing culture and world-class waters of Northeast Tennessee promise an unforgettable experience.

WHO WE RECOMMEND

To truly unlock the secrets of these world-class rivers and maximize your chances of a successful outing, consider hiring a local expert. River Run Angling's guides possess the intricate knowledge of the South Holston and Watauga Rivers needed to navigate their complexities, from understanding the subtle currents and ever-changing TVA generation schedules to knowing which fly patterns will entice the wariest of trout. Whether you're a novice seeking casting lessons or a seasoned angler looking to hunt for a trophy brown trout, booking a trip with a professional guide service ensures a safe, educational, and memorable day on the water.

WHERE TO STAY

Along the banks of the South Holston River, you'll find Tailwaters Lodge. This fishing paradise offers an unparalleled escape for anglers and nature lovers alike. Boasting over 500 feet of private river frontage, guests have direct access to the river. The lodge provides a serene retreat with cozy, modern-rustic cabins offering stunning views of the Blue Ridge Mountains, perfect for unwinding after a day of fly fishing or hiking nearby trails. Whether you're seeking a guided float trip or a peaceful wade in the crystal-clear tailwaters, Tailwaters Lodge combines outdoor adventure with comfortable amenities for an unforgettable experience.



Bluff City Boardwalk

BLUFF CITY:

Water Views & Local Stops

Bluff City may be small, but there's a lot packed into this corner of Sullivan County.

Water is part of everyday life here. With Boone Lake, the South Holston River, and South Holston Lake all nearby, this gives plenty of opportunities to get outside. Then add in local restaurants, a flea market worth traveling for, and historic sites, and it's easy to turn a quick stop into a full day.

GRAB BREAKFAST BEFORE HEADING OUT

Many Bluff City mornings start at Hickory Tree Grocery.

If you ask, most people will tell you the same thing. Breakfast and burgers are what Hickory Tree Grocery does best. Their homemade biscuits and country breakfast plates keep the mornings busy, and at lunchtime it's burgers on the grill and daily specials for just about everyone coming through the door.

It's also a convenient stop for drinks, snacks, and ice. Whether you're fishing, boating, or simply exploring Bluff City, Hickory Tree Grocery has long been one of those local stops that people recommend.

TAKE THE LONG WAY AROUND THE LAKE

Across from Boone Lake, South Fork Coffee is an easy fix for a morning coffee craving. Grab a hot latte or iced drink to go, and take a short walk over to the Bluff City Boardwalk and Pavilion.

The boardwalk runs along the water and gives you an easy view of the lake. Some mornings you can catch fog hanging over the water.

It's a simple stop, but often one of the more memorable parts of visiting Bluff City.

SPEND SOME TIME ON THE WATER

With so much water nearby, it doesn't take long to end up outside.

South Holston Dam is one of the better-known spots in the area, with views from the overlook that are worth the stop. You can take in the scenic views or walk around Osceola Island at the Weir Dam.

If you'd rather be on the water, River Run Angling offers guided fishing trips for all experience levels. Local guides know the river well and help you make the most of the day.

SEE WHAT YOU CAN FIND

The Tri-Cities Flea Market has been a weekend tradition for years.

Open Saturdays and Sundays from 6 AM- 5 PM, people come looking for antiques, collectibles, tools, furniture, handmade goods, and just about everything in between. Even if you're not shopping for anything specific, it's easy to spend an hour or two wandering the aisles to see what catches your eye.

You never really know what you'll find, which is part of the fun.



Hickory Tree Grocery



A LOOK BACK AT THE REGION'S STORY

Bluff City also puts you close to some of Sullivan County's most interesting historic sites.

Rocky Mount State Historic Site, in nearby Piney Flats, shares what life was like on the Tennessee frontier in the late 1700s. The site is set up like a working homestead, and you can walk through the buildings and see demonstrations that show how everyday life played out during that time.

The Holston Heritage Museum tells the story of the Holston River Valley. You'll find exhibits that walk through the area's history and the people who shaped it. Guided tours help bring it all together, whether you're stopping in on your own or visiting with a group.

MORE THAN A STOP ALONG THE WAY

Bluff City feels best when you take your time with it.

Have breakfast with the locals, walk along the lake, browse the flea market, tour historic sites, or spend the day on the water. There's no shortage of ways to spend a day here.

To plan your visit, head to ExploreSullivan.com for more ideas.

6 DAYS A WEEK!

A Farmers Market is open near you

Boone Street Market
Monday-Sat. (year round)

Elizabethton Farmers Market
Tuesday (Jun-Oct)

Bristol State Street Market
Wednesday & Sat. (May-Oct)

Kingsport Farmers Market
Wednesday & Sat. (Apr-Nov)

ETSU Campus Farmers Market
Thursday (Fall/Spring semesters)

V.A. Mountain Home Medical Center Farmers Market
Thursday (year round)

Erwin Farmers Market
Friday (Jun-Aug)

Depot Street Farmers Market
Saturday (May-Oct)

Greeneville Farmers Market
Saturday (May-Oct)

Jonesborough Farmers Market
Saturday (May-Dec)

Johnson City Farmers Market
Saturday (May-Oct)

Johnson County Farmers Market
Saturday (May-Oct)



scan to find a market near you



Award-winning GOOD TIMES

Tiebreakers has established itself as one of Northeast Tennessee's standout destinations, earning major recognition at both the regional and statewide levels. The Johnson City family entertainment center was named Attraction of the Year in the large budget category at the 2025 Northeast Tennessee Tourism Association Pinnacle Awards and Tourism Property of the Year (Large) at the 2025 Purple Iris Awards. Together, the honors celebrate a destination that continues to raise the bar for entertainment in the region.



Top: Eric Hensley, CEO of Tiebreakers (left) & Derek Shropshire, COO of Tiebreakers (right) with the 2025 NETTA Attraction of the Year (large budget) award; Middle: Tiebreakers leadership accepting the Tourism Property of the Year (Large) award at the 2025 Purple Iris Awards during the Tennessee Governor's Conference on Hospitality & Tourism; Left: Exterior of Tiebreakers in Johnson City, Tennessee



Guests can immerse themselves in the award-winning Forgotten Kingdom laser tag adventure, rack up points across a massive arcade game floor, bowl on modern lanes with lane-side service, and enjoy a full-service restaurant and bar featuring chef-crafted specials and creative drinks. It's an all-day escape designed for families, birthday parties, casual nights out, and visitors looking for something beyond the usual.



Illuminights bowling at Tiebreakers



Annual Tiebreakers Tiki Week

Tiebreakers keeps the calendar packed with can't-miss experiences—from Tiki Week, a summer celebration filled with tropical drinks, themed menus, and giveaways, to the weekly glow of Illuminights, the center's signature glow bowling night. Guests love making memories at seasonal favorites like the Noon Year's Eve Balloon Drop, interactive sports watch parties, and rotating food and game events. These moments bring an extra spark to every visit and ensure there's always something new to discover.

Tiebreakers is located at 1805 North Roan Street in Johnson City, Tennessee. Visit tiebreakers.com to learn more.

"These awards reflect what happens when a **passionate team** and a **supportive community** come together. We're honored to be part of what makes **Northeast Tennessee** such a **special place to visit**—and proud to help **shape its story**."

— Eric Hensley, CEO of Tiebreakers



SAILING IN THE MOUNTAINS

Nestled in the heart of the southern Appalachian Mountains, Watauga Lake is a landlocked sailor's dream. Framed by rolling peaks and hollows of lush national forests and wilderness areas, the lake is breathtaking. However, these same geographical features also create ever-changing wind conditions that keep sailors gripping the tiller with focus.

"If you can sail Watauga, you can sail anywhere" is a phrase often heard among local sailors. For novices, the lake offers ideal learning conditions. Most days, sailors can expect gentle lake and land breezes, but winds coming off the mountains and through the hollows can throw curveballs even to the most seasoned captains. The unpredictability, and at times sheer absurdity, of these wind conditions demands attention and sharpens sailing skills.

This challenge also contributes to the strong camaraderie within the Watauga Lake sailing community. Mother Nature often foils even the best-trimmed sails, creating a shared humility among sailors. The lake's seasoned sailors are humble, gracious, and eager to share their knowledge and passion with newcomers. As a novice, I can personally attest that the club welcomes new members with open arms, offering encouragement and the occasional good-natured jest.

Learning to sail at Watauga is about more than just mastering technique. Sailing here becomes an experiential art and a meditative practice. It encourages sailors to become intimately familiar with natural signs they may have previously overlooked. In this environment, the best skippers can read faint ripples on the otherwise glassy lake and expertly trim their sails before they even feel the wind on their faces.

Every year, the Watauga Lake Sailing Club hosts a summer sail course at Lakeshore Marina, designed for beginners and those looking to brush up on their skills. The club also organizes seasonal race series, typically held on Saturdays. For a few exhilarating hours, the normally tranquil lake transforms into a competitive arena. In ideal conditions, sails are taut, yachts heel side by side, and sailors hoot and holler as they revel in harnessing the power of nature.



Watauga Lake

A Deep Dive into the **NATIONAL STORYTELLING FESTIVAL**



Ready to be captivated, charmed, and transported to different worlds through the power of words? Then mark your calendars for the first full weekend in October and head to Jonesborough, Tennessee, for the National Storytelling Festival.

For over 51 years, Jonesborough, Tennessee's oldest town, has transformed into a magical hub of oral tradition. Nestled in the picturesque Appalachian Mountains, the festival draws thousands of visitors and some of the world's most talented storytellers to share their craft. It's an experience unlike any other, offering a unique blend of entertainment, culture, and community spirit that will leave you with lasting memories.

THE HEART OF THE FESTIVAL: THE STORYTELLING LINEUP

The soul of the festival lies in its meticulously curated lineup of world-class storytellers. These aren't just people telling stories; they are celebrated artists with the ability to transport an audience through the power of their words. While the featured tellers include old-time favorites and new voices, you can count on a diverse and captivating group of artists from a wide range of traditions.

Past and frequent performers at the International Storytelling Center's events showcase the quality and range you can expect. You'll hear from artists who specialize in:

Traditional Folklore and Myths: Stories passed down through generations, rich with cultural heritage and timeless lessons.

Personal Narratives and Memoirs: Heartfelt and humorous tales from the tellers' own lives, creating a powerful sense of connection and shared humanity.

Ghost Stories: A festival highlight! These chilling and atmospheric tales are a major draw, often told in the evening in a specially-lit setting to heighten the spooky mood.

Musical Storytelling: Performances that weave together spoken word and song, creating a multi-sensory experience that is both moving and unforgettable.

Historical and Biographical Stories: Narratives that bring history to life, making the past feel immediate, personal, and relevant.

You can anticipate a mix of seasoned veterans and rising stars in the storytelling world, ensuring you'll hear both familiar favorites and discover new voices to love.

THE FESTIVAL EXPERIENCE: A PACKED SCHEDULE OF EVENTS

The National Storytelling Festival is a three-day marathon of stories, with events running from morning to night.

Daytime Tents: The main programming takes place in large, comfortable tents scattered throughout downtown Jonesborough. A detailed program will be provided at the festival, allowing you to easily move between venues to catch different tellers and plan your day. The atmosphere is relaxed and informal, creating an intimate space where you feel like you're part of a special, shared experience.

Evening and "After Hours" Events: As the sun sets, the festival's energy shifts. The highly anticipated Ghost Stories performance is a major draw, often held in an outdoor setting that adds to the suspense. There are also special "After Hours" concerts, which can feature a variety of performances, including musical storytelling and collaborative shows.

Workshops and More: For those who want to do more than just listen, the International Storytelling Center sometimes offers workshops and special events in the days leading up to the festival. These are great opportunities to learn from master storytellers and deepen your appreciation for the art form.

Beyond the Festival: Beyond the first weekend in October, Jonesborough is home to a thriving storytelling community. The International Storytelling Center produces a seasonal performance series, Storytelling Live, each May through December; the StoryTown Radio Show offers monthly storytelling programs; and the local Jonesborough Storytellers Guild offers storytelling concerts at ISC every Tuesday night, all of which add to the town's unique identity as the "Storytelling Capital of the World."

PLAN YOUR VISIT!

Jonesborough is a charming town with a rich history, making it a destination worth exploring even beyond the festival grounds.

Accommodations: Book your accommodations early, as hotels and rentals in Jonesborough and nearby Johnson City fill up quickly.

Tickets: Purchase your festival tickets in advance to secure your spot. Various ticket packages are available through the International Storytelling Center's website.

Explore Jonesborough: Take some time to wander through the historic downtown, admire the beautiful architecture, and learn about the town's fascinating past.

Local Flavors: Don't miss out on the local cuisine! Jonesborough boasts delightful cafes and restaurants perfect for a meal between storytelling sessions.

The National Storytelling Festival isn't just an event; it's an immersive journey into the heart of human connection and imagination. Join us in Jonesborough the first full weekend in October, and let the stories carry you away!



SECRET SPOTS

To truly experience the deep mountain culture and trails, you have to venture beyond the main highways. This guide, based on our secret map of hidden gems, highlights the best spots to eat, explore, and soak in local favorites... including some you didn't know about!

Where to Explore: Nature & History

Northeast Tennessee is home to ancient landscapes and outdoor adventures that feel like a well-kept secret.

Margarette Falls (Greeneville): A stunning fan-shaped waterfall accessible via a scenic trail.

Appalachian Trail (Erwin): Hop on the legendary AT at Unaka Springs Rd. for a hike through the rugged beauty of the mountains.

Bristol Caverns: Go underground to explore ancient formations and paved trails once used as escape routes.

Hands On! Discovery Center & Gray Fossil Site: Step back 5 million years to see an active Ice Age dig site where rhinos and red pandas once roamed.

Roan Mountain State Park: Famous for its high-altitude "balds" and lush rhododendron gardens.

Local Flavor & Unique Hangouts

From iconic regional fast food to cozy coffee shops, the "flavor" of the region is unmistakable.

Original Pal's Sudden Service (Kingsport): Look for the giant fiberglass burger on the roof—it's a regional landmark for fast, delicious food.

Off Leash Social (Johnson City): The perfect spot to grab a drink and socialize, especially if you have a furry friend in tow.

The Coffee Company (Elizabethton): A warm, inviting community staple perfect for starting your morning.

Top Dog Hotdog Stand (Greeneville): A local favorite for a quick, classic bite and fun conversation while exploring the town.

Quirky Stops & Hidden Culture

Northeast Tennessee is a place where mountain culture meets the unexpected.

Backyard Terrors Dinosaur Park (Bluff City): By donation only, this artist-made park features over 40 life-sized dinosaur models.

Friday Night Open Music Jam (Blountville): Experience the heart of the region's musical heritage with live, local jam sessions at 6 p.m.

Bright's Zoo (Limestone): Get up close with exotic animals, including giraffes, in a beautiful country setting.

Kingsport's Mural Alley: Take a stroll downtown to see how local artists have turned the city's alleys into an outdoor gallery.

Northeast Tennessee has a way of refreshing your soul... you'll discover the quiet joy of a place deeply rooted in character surrounded by stunning scenery, and wrapped in genuine southern hospitality. Enjoy your adventure!



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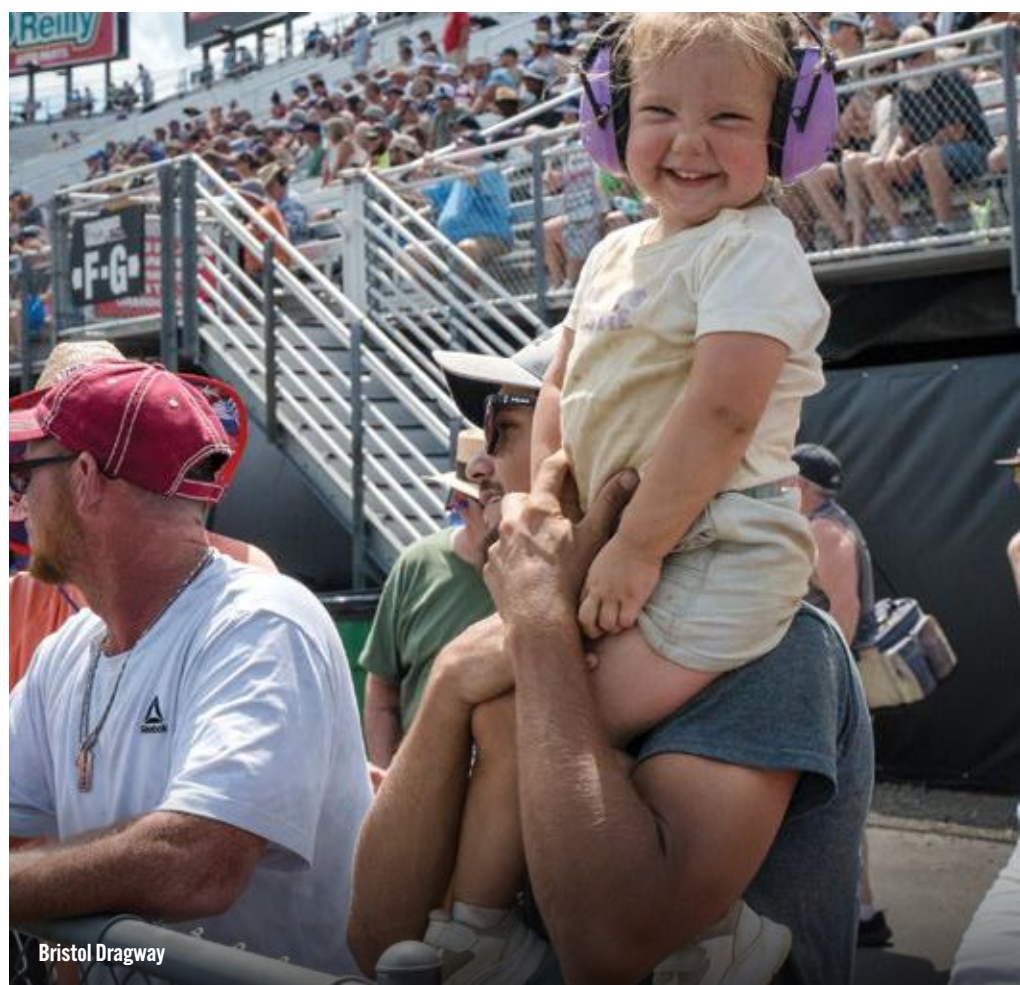
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Each season brings an exciting blend of internationally touring artists, cultural performances, comedy, theatrical productions, family programming, and concerts. From classic rock and country to bluegrass, contemporary Christian, jazz, and blues, NPAC offers outstanding live entertainment for audiences of all ages. Step outside your comfort zone and discover something new. Whether you're attending a show featuring your favorite artist or experiencing a new performer for the first time, every visit to NPAC provides an opportunity to create lasting memories.

For upcoming performances and ticket information, visit www.npacgreeneville.com or contact the NPAC box office at 423-638-1679.

Complete your visit with an overnight stay at the historic General Morgan Inn, located in the heart of downtown Greeneville. Originally opened in 1884, this beautifully restored landmark blends timeless elegance with genuine Southern hospitality, making it the perfect home base for your getaway.

Before the show, explore Greeneville's charming downtown district, where locally owned boutiques, specialty shops, galleries, and historic landmarks invite visitors to shop, stroll, and discover the community's rich heritage.

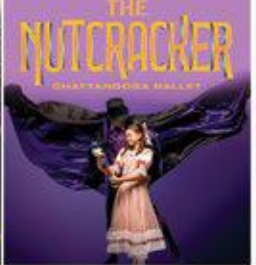
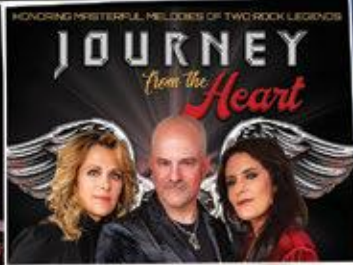
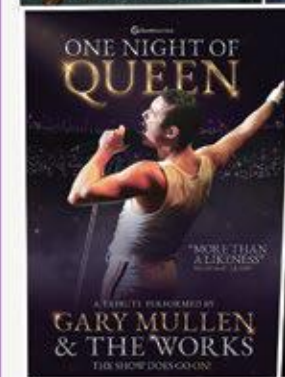
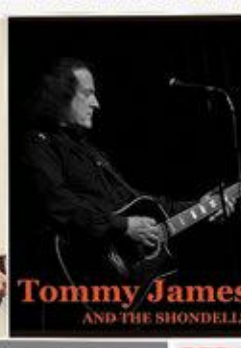
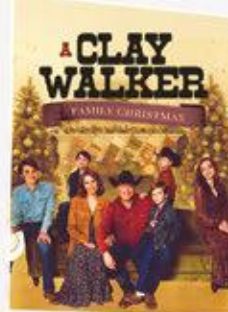
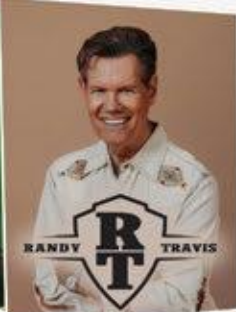
Enjoy dinner at Brumley's Restaurant & Lounge, located inside the General Morgan Inn. Known for its award-winning cuisine, Brumley's combines an elegant Art Deco-inspired atmosphere with contemporary flavors. On NPAC performance nights, guests can enjoy a special show-night menu before taking advantage of the complimentary shuttle to the theater.

Make plans to visit historic downtown Greeneville and experience outstanding live entertainment at NPAC while discovering the town's unique history, hospitality, and small-town charm. Whether you're planning a weekend getaway or an evening out, Greeneville offers memorable experiences both on and off the stage.

The graphic features a purple and white color scheme with a background of confetti. At the top is the NPAC logo with the tagline "32 Shows. Something For Everyone." Below this is the "2026 - 2027 SEASON PERFORMANCE SCHEDULE" in a bold, white font on a purple banner. The schedule is presented in two columns, listing dates on the left and performer names on the right. At the bottom right, a note indicates "*FREE COMMUNITY PERFORMANCE SERIES".

2026 - 2027 SEASON PERFORMANCE SCHEDULE	
AUGUST 22	RICK SPRINGFIELD
SEPTEMBER 12	HANNAH HARPER
SEPTEMBER 24	MICKY DOLENZ 60 YEARS OF THE MONKEES
SEPTEMBER 27	GRAVITY LONDON'S ICONIC LEADING LADIES*
OCTOBER 2	LARRY FLEET
OCTOBER 10	JOHN FOSTER
OCTOBER 17	LITTLE RIVER BAND 50+ YEARS TOUR
OCTOBER 25	MENOPAUSE THE MUSICAL®
NOVEMBER 7	BLACKBERRY SMOKE
NOVEMBER 8	BIG DADDY WEAVE MY HOPE IS JESUS TOUR
NOVEMBER 14	JOURNEY FROM THE HEART
NOVEMBER 29	A CLAY WALKER FAMILY CHRISTMAS
DECEMBER 12	THE COLLINGSWORTH FAMILY CHRISTMAS BY CANDLELIGHT
DECEMBER 15	LIGHTWIRE THEATER'S A VERY ELECTRIC CHRISTMAS
DECEMBER 19	CHA BALLET THE NUTCRACKER
JANUARY 8	THE ISAACS
JANUARY 22	MARTY STUART AND HIS FABULOUS SUPERLATIVES
JANUARY 29	ELECTRIC AVENUE THE 80'S MTV EXPERIENCE
FEBRUARY 11	INVINCIBLE A GLORIOUS TRIBUTE TO MICHAEL JACKSON
FEBRUARY 13	DEAN Z THE ULTIMATE ELVIS
MARCH 2	THE RED HOT CHILLI PIPERS
MARCH 12	THE PEKING ACROBATS*
MARCH 20	TOMMY JAMES & THE SHONDELLS
APRIL 2	FAN HALEN
APRIL 3	MIKE GOODWIN
APRIL 10	RANDY TRAVIS W/ GUEST VOCALIST JAMES DUPRE
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APRIL 23	THE SPINNERS
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MAY 4	ERTH'S SHARK DIVE*
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