

Lakes. Mountains. Outdoor Adventure.



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VisitMorristownTN.com



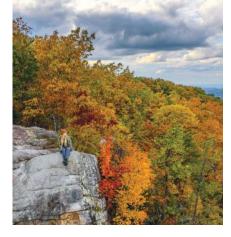
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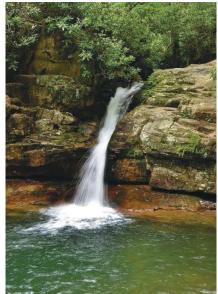


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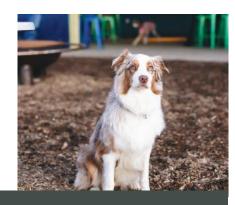
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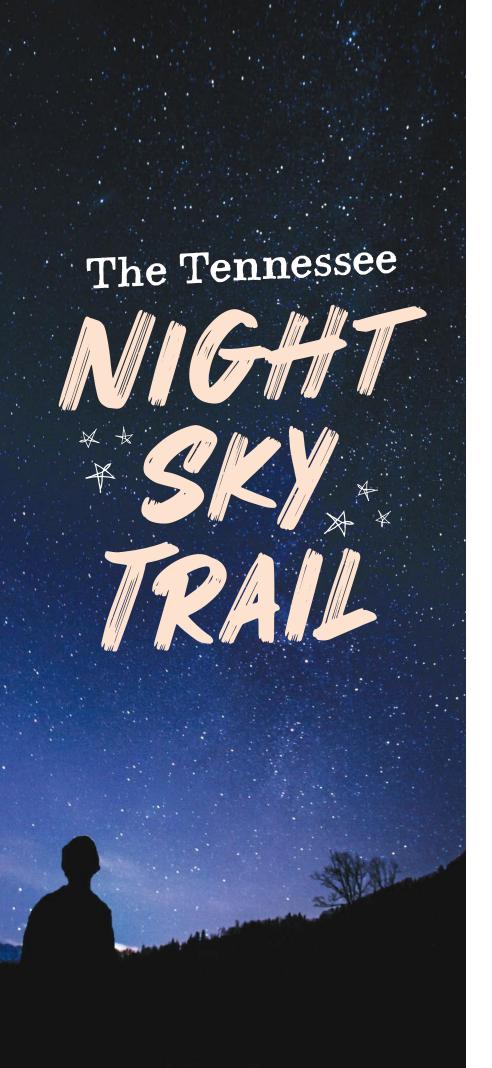




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CONNECT WITH US! NORTHEASTTENNESSEE.ORG



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 | Temporarily Closed (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.

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.



Yearning for a vibrant burst of nature? Look no further than Northeast Tennessee! This mountainous haven boasts over 60 inches of annual rainfall, creating a mystical dance between cascading waterfalls and ethereal fog. Join us on a springtime odyssey as we explore three breathtaking must see waterfalls in Northeast Tennessee this spring!

Embark on your own spring waterfall adventure in Northeast Tennessee!

Blue Hole Falls: Stoney Creek Tennessee

Blue Hole is a local favorite and for good reason. First and foremost, it's magnificent, plus it's not far from the parking area. The trail is listed as a 0.3 mile out and back of moderate difficulty. The reason for the "moderate" rating is mainly that the path down to the falls is either covered in roots or tall steps, and both can get quite slick in wet conditions. Plan ahead for a short and steep descent, as there are no rails for guidance. The area offers lovely picnicking spots if you prefer to avoid the climb and still immerse yourself in nature alongside the nearby wooded creek.

Blue Hole falls is actually a series of four different falls in very close proximity to one another with the third plunging into a deep swimming hole. The second fall is in a grotto type formation and is a paradise for small children who love to splash! Given Blue Hole's popularity and ease of access, the area is at risk for not being cared for as it should. If you choose to visit, please be a good steward by following leave no trace principles and collecting any debris you may find.

Visit LitterFreeTennessee.com to learn about stewards in our community taking care of the places we love to share with you!

Margarette Falls: Greene County, Tennessee

Margarette Falls is a stunning sixty-foot cascade type falls in the wilderness of Greene County Tennessee. The trail leading to the falls is listed as 2.4 miles and of moderate difficulty. The first half mile of the trail is a gently sloped tree lined gravel forest road.

After the first half mile, the trail narrows and becomes more typical for the area—albeit a fair bit rockier. If you have balance issues or a child in a carrier, you'll probably find hiking poles useful for the next 0.7 miles up to the falls. The base of the falls is fairly shallow and offers a great wading spot before heading back.

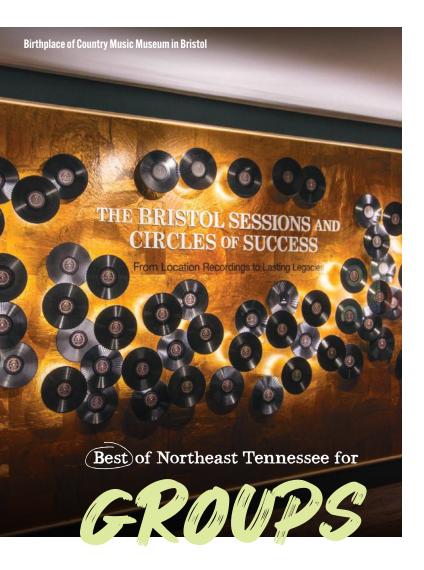
Laurel Fork Falls: Hampton Tennessee

Laurel Fork Falls, in Carter County TN, can best be described as picturesque. At 40ft tall and 50ft wide, its big and powerful. There are two trails that lead to Laurel Fork Falls. The most popular route is to take the Appalachian Trail from the Dennis Cove area. This route is listed as 1.3 miles and moderate. While most of this route is fairly mild, the descent to the actual falls is via what some folks may consider the "longest stone staircase ever." Know your skill level when visiting our public lands. Bring plenty of water, proper footwear, and a rain jacket!

The falls are truly spectacular in all water levels, but especially in the spring with high water. While you're in the area, swing through Downtown Elizabethton for coffee, art galleries and tea, outdoor gear shopping, and more!







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 Kingpsort.

MILKSHAKES AND FRENCHIE FRIES

Walk right up to iconic burgers and fries, with a saucey 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.



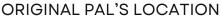


WHERE FUN COMES NATURALLY











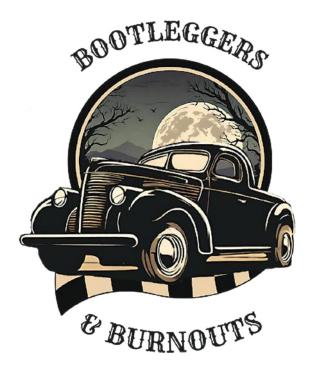




PLAN YOUR TRIP VISITKINGSPORT.COM







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-0 TO BURGERS**: 3500 TN-126, Blountville, TN 37617

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





HOOK & LADDER DISTILLERY: 316 Broad St #100, Kingsport, TN 37660
HOLSTON HERITAGE MUSEUM: 337 Carter Street Bluff City, TN 37618
EASTTENNESSEE 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 drivethrough 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 and extended Holiday Wrap-Up hours. 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.





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

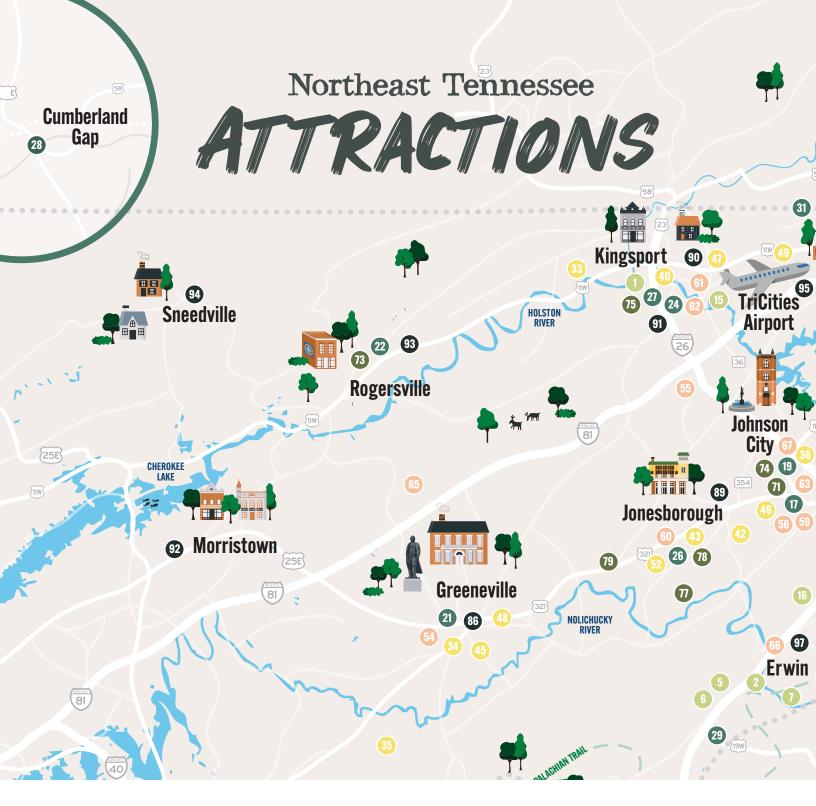
On a single Saturday in early December, downtown bursts with events including a tree festival, cookies with Santa, Christmas Village shopping, a parade, and live theatre performances. It is worth the scenic mountain drive to take in the celebration.

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.



- Bays Mountain Park Blue Ridge Paddling & Taphouse
- **Bristol Caverns**
- Doe Mountain Recreation Area
- Glamping Retro / Pond House Lamar Alexander Rocky Fork
- State Park
 Nolichucky Outdoor Learning Institute
 Pedals on Rails
 River Run Angling
 Roan Mountain State Park

- Rocky Top Campground
 South Holston Dam & Osceola Island
- Sycamore Shoals State Historic Area

- Tannery Knobs Mountain Bike Park
- Warriors Path State Park
- **Woodsmoke Campground**

SELECT ACCOMMODATIONS

- Carnegie Hotel Bristol Parkway Inn
- DoubleTree by Hilton
- Fairfield Inn Éristol
- General Morgan Inn & Conference Center
- Hale Springs Inn Hampton Inn Bristol

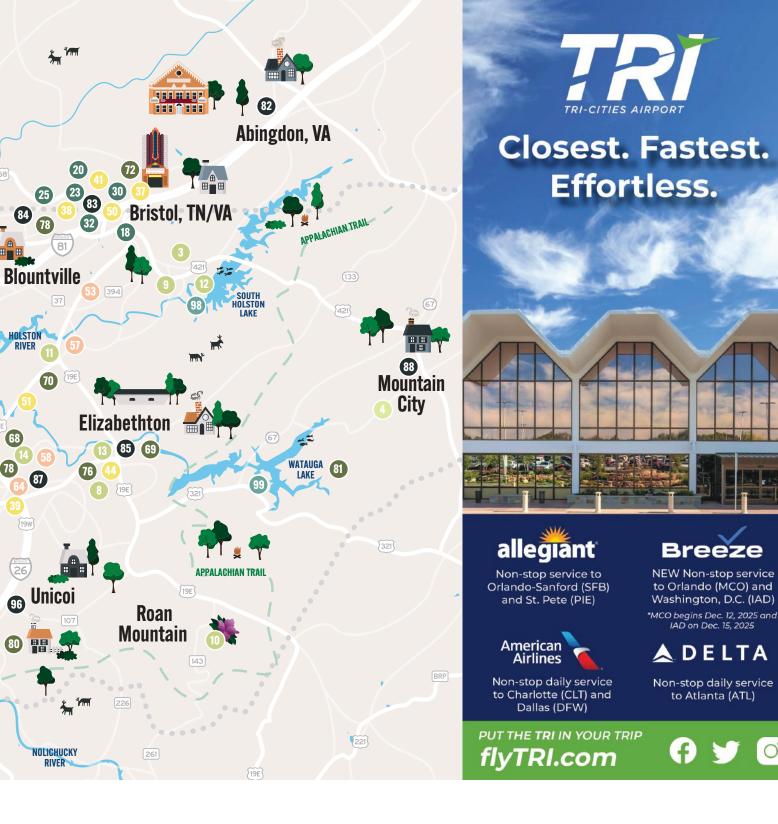
- Hampton Inn Kingsport Hard Rock Hotel & Casino Bristol

- Historic Eureka Inn
- 26. Historic Eureka Inn
 27. MeadowView Marriott Conference
 Resort & Convention Center
 28. Olde Mill Inn Bed & Breakfast
 29. Pond House/Glamping Retro
 30. The Sessions Hotel
 31. Tru by Hilton
 32. Quality Inn

- 33. Allandale Mansion
- Andrew Johnson National Historic Site
- Appalachian Auditoium at St. James
- Appalachian Resource Conservation & Development

- 37. Birthplace of Country Music Museum38. Bristol Rhythm & Roots Reunion
- 39. Downtown Johnson City
- 40. Downtown Kingsport Association
 41. Hard Rock Hotel & Casino Bristol
- 42. Heritage Alliance
- 43. International Storytelling Center
- 44. Main Street Elizabethon 45. Main Street Greeneville

- 46. Martin Center for the Arts
 47. Netherland Inn/Exchange Place
 48. Niswonger Performing Arts Center
 49. Northeast Tennessee
 Museums Association
- 50. Paramount Bristol



- 51. Rocky Mount State Historic Site
- 52. The Jackson Theatre

- 53. Bristol Motor Speedway & Dragway
 54. City Car Garage Museum
 55. Hands On! Discovery Center & Gray Fossil Site
- 56. Harvey Family Farm
- Holston Heritage Museum
- Johnson City Doughboys Johnson City Railroad Experience
- Jonesborough Storytellers Guild
- Kingsport FunFest!
- 62. King's Sport Axe House

- 63. The Mall at Johnson City
- 64. Meet the Mountains Festival
- Midfield Lavender Farm
 - Unicoi County Apple Festival
- **Tiebreakers**

OUR FAVORITE FOOD & DRINKS

- Charlie's Cookie Company
- The Coffee Company
 East Tennessee Distillery
- **Knob Creek Vineyard**
- Lost State Distilling
- McKinney's Restaurant & Tavern
- Off Leash Social
- 75. The Reserve

- 76. Riverside Taphouse
- Serenity Knoll Farm
- Tennessee Hills Distillery
- (Locations in Jonesborough, Johnson City, & Bristol) Troyer's Mountain View Country Market
- 80. Union Street Taproom & Ginseng Mobile Bar 81. Villa Nove Vineyard

VISITOR INFORMATION

- Southwest Virginia Cultural Center
- Explore Bristol Visitors Center Bristol TN Welcome Center
- **Carter County Visitor Center** Greene County Partnership

- 87. Johnson City Visitors Center 88. Johnson County Welcome Center 89. Jonesborough Visitors Center 90. Kingsport Visitors Center

- Kingsport Welcome Center

- Visit Morristown Rogersville-Hawkins County Chamber of Commerce
- Sneedville Department of Tourism
- Sullivan Co. Dept. of Archives & Tourism Town of Unicoi Tourist Information Center
- Unicoi County Chamber of Commerce

VACATION HOME RENTALS

- Tailwaters Lodge on the South Holston
- 99. Watauga Lake Cabin



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 Washington D.C. From these hubs, travelers from over 250 cities worldwide can easily reach Northeast Tennessee through just one connection. For those seeking private and charter aircraft services, TRI, in collaboration with Tri-City Aviation, ensures every journey is smooth and personalized.



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

In 2023, the total number of passengers that traveled through TRI reached 448,514, marking a 15.83% increase compared to 2022. Despite this growth, TRI remains exceptionally passenger friendly. Enjoy quick navigation through the terminal and breezing through security. The airport's commitment to cleanliness ensures a comfortable and healthy travel environment.

Highly Praised by Travelers

Visitors frequently describe TRI as "a hidden gem," praising its ease of navigation, cleanliness, and hospitable staff. Our team is dedicated to making your airport experience seamless and enjoyable, ensuring your visit starts and ends on a high note.

Start Your Adventure with TRI

Don't waste precious vacation hours driving or commuting from another airport. When you choose TRI, your adventure begins the moment you step off the plane. Explore the unspoiled Appalachian paradise of Northeast Tennessee with ease. Effortless travel awaits—book your journey through TRI and experience the best our region has to offer.























TENNESSEE



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, Kingsport

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 East Tennessee.

3. Doe Mountain Firetower, Mountain City

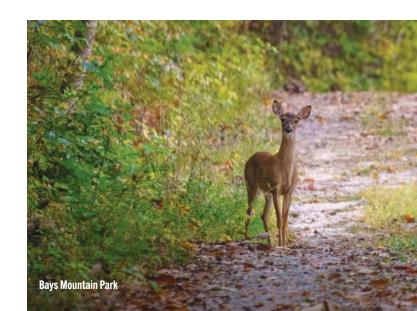
Perched atop Doe Mountain, this firetower offers breathtaking panoramic vistas that capture the essence of untouched wilderness. Climb to the top for dramatic views of surrounding valleys, lush forests, and distant peaks that create the perfect backdrop for captivating landscape shots. The tower itself,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

4. Bristol Hotel, Downtown Bristol

The Bristol Hotel stands as an elegant symbol of the city's revitalization. Its rooftop bar provides unmatched views of Bristol's bustling cityscape, making it ideal for urban photography. Inside, its sophisticated, Art Deco-inspired interiors blend historic architecture and modern luxury, offering countless opportunities for stylish and unique shots.

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.



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.



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.







The City Garage Car Museum is a car collector's paradise located in the historical town of Greeneville, Tennessee. Founded in 2009, this museum is a must-see attraction with a diverse inventory changing décor with each season.

Do Something Different

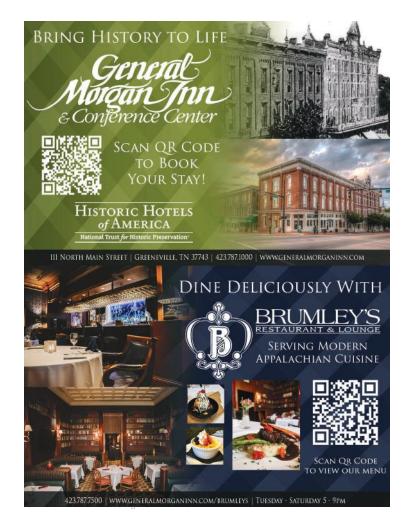
The museum offers a self-guided experience, with seasonally decorated mannequins along the walk. In this collection, there is a 1914 Ford Brass T Model, 1981 DeLorean, 1939 Cadillac Sedan, and many other fascinating relics. Pictured above, the 1982 Subaru BRAT comes equipped with rear-facing jumpseats and the classic T-top split roof.

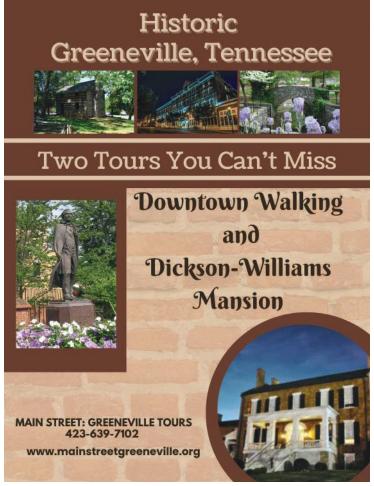
On a Budget

Admission to visit the museum is cash only at \$5.00 with children 10 and under free. Hours are Friday and Saturday 10:00 a.m.- 4:00 p.m., and there is a unique selection of souvenirs available in the gift shop. Visit CityGarageCarMuseum.com for additional info.

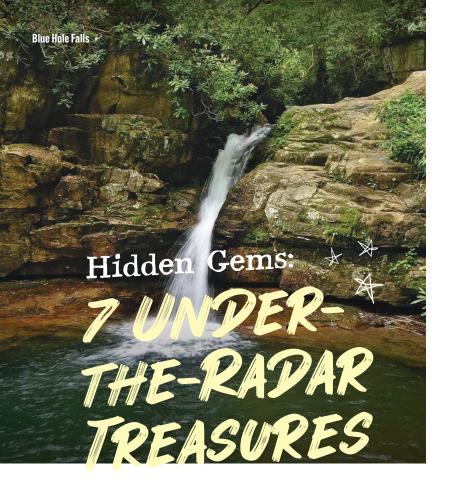
Fun for All

Kent Bewley, founder of City Garage Car Museum, is a Greeneville native whose family has been in the automotive industry since 1937. He and his wife, Bettye Anne, enjoy sharing this collection of vehicles through the museum for all to see.









Beyond the well-known attractions, this region is full of quiet wonders. Music halls tucked in hollows, waterfalls down winding trails, and local spots where history and hospitality meet. Whether you're exploring for a weekend or rediscovering your backyard, these off-the-beaten-path gems offer something special: authenticity, charm, and stories that stick with you.

Villa Nove Vineyards Johnson County

Don't let the mountains of Tennessee fool you, this Tuscan-inspired venue indulges guests in globally inspired Villa Nove Vineyards and Watauga Lake Winery wines crafted from curated California grapes as well as grapes grown on the Villa Nove Farm. Spoil yourself with an Italian-inspired menu while enjoying magnificent 360-degree mountain views and live entertainment weekly. The drive to the Vineyard is just as good as the wine!

The Down Home JOHNSON CITY

Ask any local where to hear real music, and they'll point you here. The Down Home is small, soulful, and packed with character, offering everything from folk and bluegrass to poetry readings and storytelling nights. It's more than a venue; it's a community that's kept its integrity for over 45 years.

Blue Hole Falls CARTER COUNTY

Hidden in the Cherokee National Forest, Blue Hole is a string of clear, cold swimming holes fed by a small cascade. The trail is short but rewarding, and the water's edge is perfect for a quiet picnic or a spontaneous plunge. It's a secret spot locals cherish and tend to keep that way.

Project BBQ JOHNSON CITY

This unassuming walk-up joint delivers big flavor with a creative twist. Known for their loaded mac and cheese bowls, brisket burritos, and house-made sauces, Project BBQ puts a modern spin on Southern smokehouse favorites. Grab a meal and eat at one of the outdoor picnic tables.

Tennessee Hills Distillery Jonesborough

Inside a restored 1800s salt house, this craft distillery serves up small-batch spirits with Appalachian roots. The vibe is laid-back, the cocktails are thoughtful, and the walkable location in historic Jonesborough makes it a perfect stop during a day of exploring.

Betty's Stockyard Café KINGSPORT

Tucked beside the Kingsport livestock auction, Betty's Stockyard Café is where real-deal Southern breakfasts meet working-class charm. Open early and serving hearty portions, it's a throwback to simpler times: eggs, biscuits, and stories traded over strong coffee. Don't expect fancy, just flavor and folks who know your name if you show up twice.

Laurel Run Park CHURCH HILL

Quiet and unassuming, this park features a trail that winds along a creek and leads to a hidden waterfall. It's an easy walk with plenty of reward: wildflowers in spring, cool water in summer, and golden leaves in fall. Great for a solo stroll or a spontaneous adventure with friends.

Final Word

These aren't the places on billboards. They're the stories told in small crowds, the kind of places you stumble on and remember forever. In a region rich with heritage and heart, these hidden gems remind us that sometimes the best destinations are the ones still waiting to be found.



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 tablespoon dried chives 1(5 lb.) bag of potatoes, 1 pint sour cream peeled, cubed, and boiled 1 stick melted butter 1 (8 oz.) package of cream 1 tablespoon dried parsley cheese flakes 1-1/2 teaspoons salt **Paprika**

INSTRUCTIONS

Mash potatoes thoroughly. Add the remaining ingredients except for paprika. Mix the ingredients together and pour into a large (9×13 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 stalks celery, diced 2 soup bones, or equivalent 2 carrots, diced 1 bay leaf 1/2 cup green beans 2 cloves garlic, minced 1/4 of a head of cabbage, Mrs. Dash seasoning, salt-free chopped 1 large onion, diced 1 cup stewed tomatoes 1 potato, diced 1 package of frozen vegetables 1 sweet potato, diced 1 medium-size V-8 Juice 1 green/red pepper, diced 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

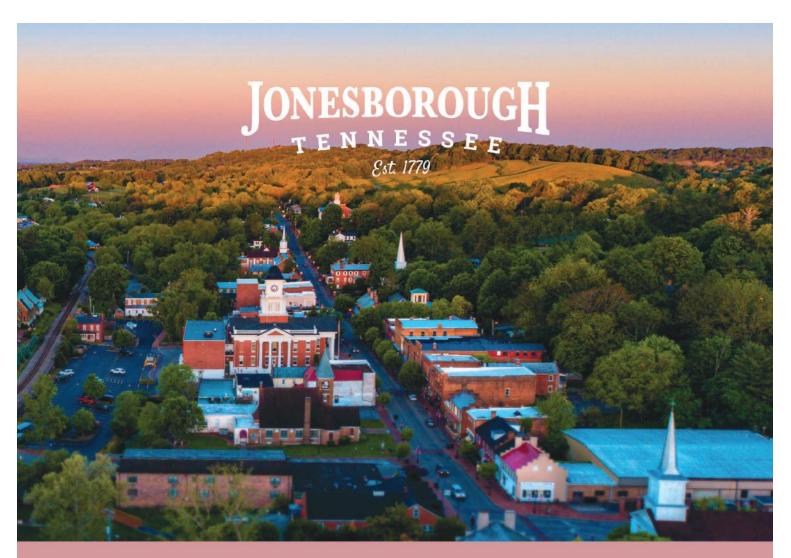
Submitted by Peggy Shore | Photo By: bettycrocker.com

INGREDIENTS

13/4 cups sugar 2 cups flour 1 tsp almond or lemon flavoring 1 cup shortening Worcestershire sauce

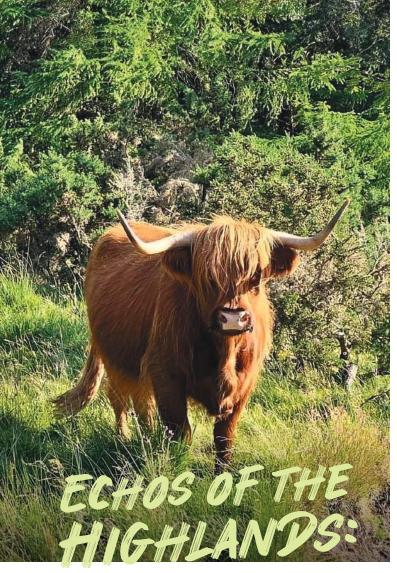
INSTRUCTIONS

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.



Experience the Historic Charm OF TENNESSEE'S OLDEST TOWN





Exploring Scots-Irish Heritage in Appalachia

The cultural connections between Ireland, Scotland, and Appalachia are prevalent, especially to those with a knack to dig into their ancestry. According to the Tennessee census bureau, one in five Tennesseans has roots traced back directly to 18th-century Scots-Irish settlers.

Mountains & Scenery

The Scottish Highlands have an unmistakable solace about them, much like the Highlands of Appalachia. Hiking through the grassy green foothills nearing the highest mountain in Scotland, Ben Nevis, emits a familiar feeling of home to hiking the Appalachian Trail through Roan Mountain. While the flora and fauna vary, as well as the colder climate in Scotland, it's evident that both of these mountain ranges hold a sacred cultural connection.

Appalachian Highlands

Once connected as the Central Pangean Mountains, the Scottish Highlands and Appalachian Mountains are part of the same family of mountain ranges. It's a true wonder to imagine these ranges as one, with highest elevations comparable to present-day Himalayas. There is a true connection between these "Highlands," with mountain scenery and so much more.

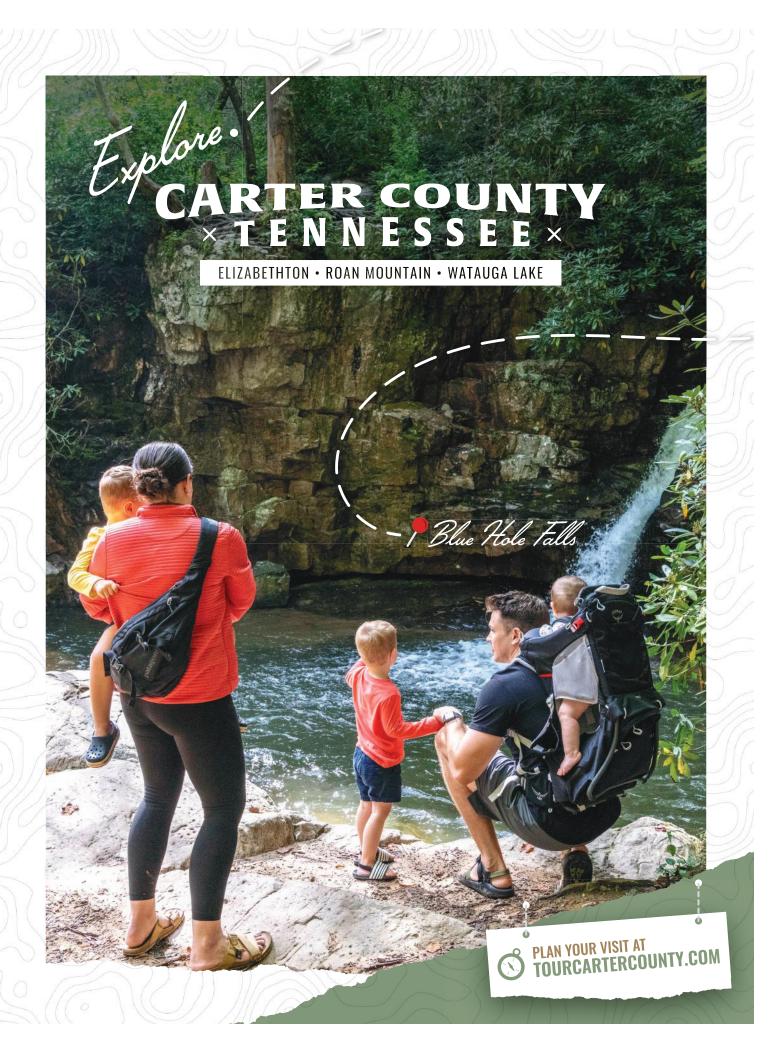
Music & Inspiration

According to research conducted at East Tennessee State University, "More than half of the settlers that emigrated to Appalachia came from Scotland, Ireland, and Wales." The fiddle was brought to the area by settlers from Scotland and Ireland, playing a large influence on Appalachian bluegrass music. Read More about The Celtic Influence on Appalachian Music by Ted Olson here.

Bluegrass and Celtic music share a lively spirit, with fiddles, banjos, and rapid upbeat tempos. This musical connection reflects the deep roots of Scotch-Irish immigrants who brought their own traditions to Appalachia. This uniquely created sound echoes across the Atlantic and has continued to evolve throughout generations.









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'SE 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 Greeneville 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.





A Guide to Activities & Adventures for the Adventures for the ATHEART

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 Watauga Lake Cabin 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.

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!





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.

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.

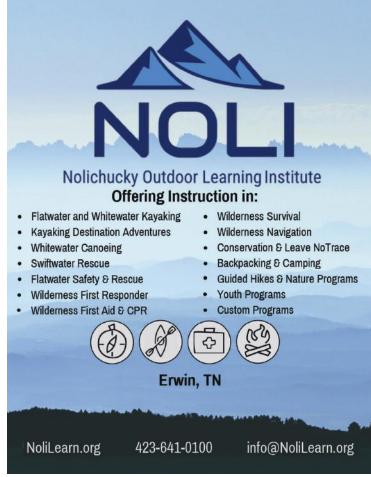
Serenity Knoll

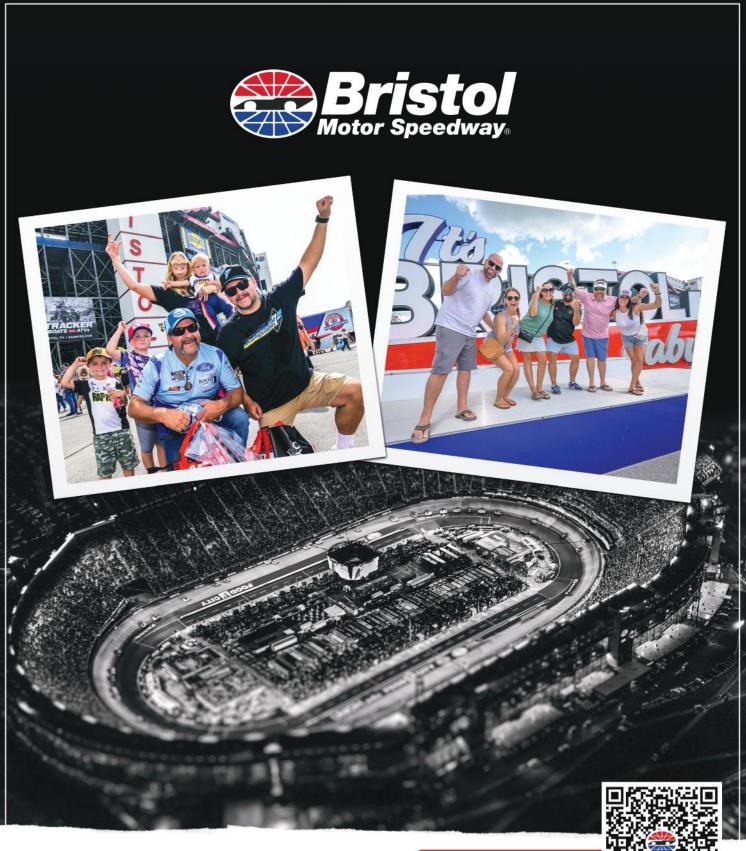
At Serenity Knoll, farm-to-table means farm-to-fork. Join cooking classes that celebrate fresh-picked ingredients straight from the garden. Learn new skills, taste fresh flavors, and enjoy the satisfaction of creating your own meal in a beautiful, natural setting just outside of Jonesborough. After a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



Hard Rock & Casino in Bristol

Experience the perfect mix of excitement and relaxation at Hard Rock Hotel & Casino Bristol. Try your luck with over 900 slot machines and a variety of table games, or catch live music and events at Hard Rock Live. Dine on everything from upscale steaks to casual street tacos, then unwind in stylish rooms featuring plush bedding and modern amenities. Whether you're here for gaming, entertainment, or a relaxing getaway, Hard Rock Bristol delivers an unforgettable experience.





#ItsBristolBaby





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.

King's Sport Axe House

Want to experience Kingsport like a local? King's Sport Axe House is a fun, family-friendly spot where even kids can get in on the action. With expert coaching and a relaxed, welcoming vibe, it's a great way to try something new together. Whether you're visiting for the weekend or just exploring downtown, this local favorite offers a one-of-a-kind experience — and maybe even a bullseye to brag about.

Tiebreakers

Tiebreakers in Johnson City is where family game night goes nextlevel. 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 handson 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!



7 PRINCIPLES OF

Leave No Trace

Use these principles in keeping the outdoors wild, while reducing human impact on our natural spaces.



Plan ahead and prepare.



Travel and camp on established surfaces.



Dispose of waste properly, or take it back with you.



Leave what you find for others to enjoy.



Respect wildlife and keep your distance.



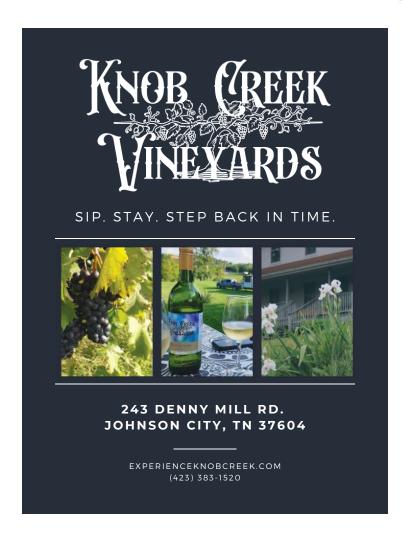
Minimize effects and secure campfires.

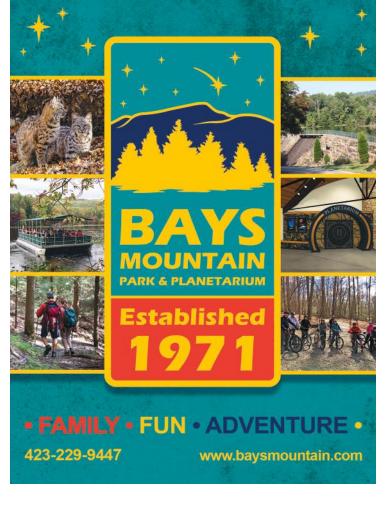


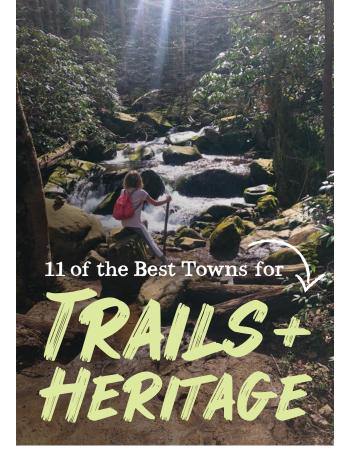
Re respectful and considerate of others.



Find out more about our sustainability efforts at LitterFreeTennessee.com







Northeast Tennessee is home to several towns nestled in valleys of ancient folklore and gorgeous countryside. Tucked away in our state's history are the places that tell stories of true Tennessee heritage and promote access to some of the greatest trails in the Appalachians, and we've highlighted 11 of our favorites.

- 1. ELIZABETHTON: Start your day at The Coffee Company and visit the 19th-century Covered Bridge. Then, head to Sycamore Shoals State Park, which offers a 2-mile river trail, educational exhibits, and living history reenactments. Nearby, you will find waterfalls, vistas, and bike trails, oh my!
- 2. ROAN MOUNTAIN: Roan Mountain is a tiny community located in the heart of the Cherokee National Forest. On the outskirts of town, you'll find Roan Mountain State Park, home to trout, wildflowers and the beautiful Doe River, all interwoven with 12 miles of hiking trails.
- **3. GREENEVILLE:** Visit the Andrew Johnson National Historic Site to learn about the life and accomplishments of the 17th U.S. President. For more exploration, take a drive to the Nolichucky River, and hike trails with scenic wildlife views of the playful otters.
- 4. MOUNTAIN CITY: For breakfast in Mountain City, you can't beat the down-home feel and southern favorites at The BeetRoute Catering Company Coffee Shop & Cafe. From there it's only a 5-minute drive to Doe Mountain Recreation Area, where you'll find 8,600 acres of woodlands and 60 miles of multi-use trails.
- **6. UNICOI:** Lace up your boots for a 9-mile round-trip hike to the Pinnacle Tower, a fire tower that offers sweeping views of the rolling mountains. For a more leisurely outing, visit the Farmhouse Gallery and Gardens for artisanal bread, serene landscapes, and local art.

- 7. ERWIN: Just down the road from Unicoi, Erwin is the last stop before you're immersed in the scenic Cherokee National Forest. Drive over to Rock Creek Recreation Area for a swimming hole, seasonal campfire programs, a rugged hiking trail into Unaka Mountain Wilderness, an easy bicycle trail and short nature trails. For a more strenuous outing, make the steep, 4-mile round-trip hike to Rock Creek Falls on Unaka Mountain.
- 8. JOHNSON CITY: Head to Buffalo Mountain Park, where you can explore several hiking trails with wonderful views of the city and the surrounding landscapes. Another great spot to play is the Tweetsie Trail, the region's esteemed rails-to-trails project that connects Johnson City and Elizabethton.
- 9. ROGERSVILLE: Explore downtown Rogersville with its historic buildings, homes, and charming atmosphere. Don't miss Amis Mill, Tennessee's oldest stone dam and lush grounds.
- 10. KINGSPORT: Hop over to Bays Mountain Park to explore the animal habitat exhibits, Planetarium and Adventure Ropes Course. Warrior's Path State Park offers activities for people of all abilities—like the fully accessible Anderson Treehouse, and a hammock park. Take the 1.8 mile walking path down the Kingsport Heritage Trail to view the Historical Downtown.
- 11. JONESBOROUGH: Begin your tour at Persimmon Ridge Park, which features a disc golf course, hiking and biking trails, and picnic areas. In the summer, you can also visit Wetlands Water Park for water slides and family-friendly activities. The Chester Inn State Historic Site & Museum is a fun to-do, located right in the heart of downtown.

These towns offer a diverse range of experiences, from outdoor adventures to historical exploration. Enjoy exploring the beauty and heritage of Northeast Tennessee!

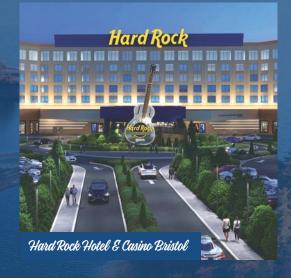


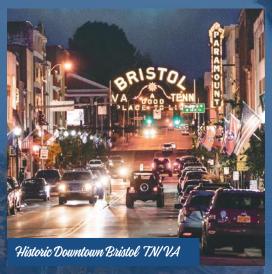


EXPLOREBRISTOL.COM

















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

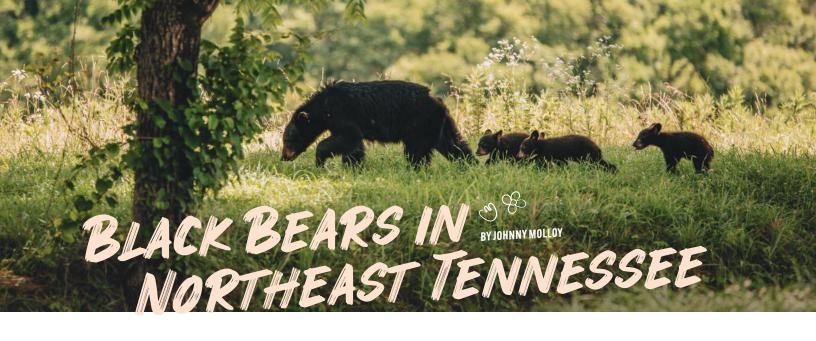
When the sun starts to set, make your way down the mountain to the South Holston Dam in Bristol for sunset. There are picnic tables to utilize and rocks to sit on as you enjoy the breathtaking views around the lake. The dam offers the best of both worlds, a lake and mountainous overlook to immerse yourself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







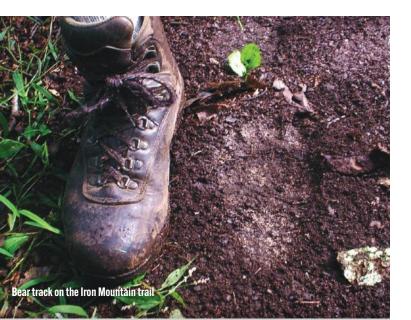
Backcountry exploration of Northeast Tennessee takes us to remote areas, where you're more likely to find a black bear. After reaching all-time lows in the Southeast in the 1960s, black bears have made an incredible comeback.

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.

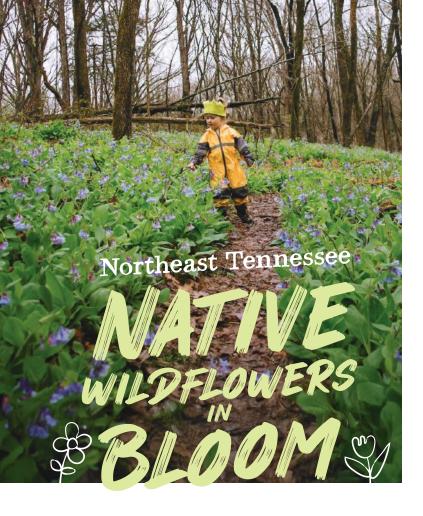
Fun History of Teddy Bear

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.



Spring paints Northeast Tennessee with native wildflowers in bloom, and few sights are as captivating as the majestic bluebell blooms at Winged Deer Park in Johnson City. These native wildflowers, with their delicate bell-shaped blossoms, transform the park into a photographer's paradise and a nature lover's dream in Northeast Tennessee this spring!

Virginia Bluebells Winged Deer Park Johnson City

When most folks think of Northeast Tennessee's seasonal colors, their minds likely go straight to fall foliage—which is fair. However, let's not forget that Southern Appalachia is home to kaleidoscope of beautiful native wildflowers that bloom throughout much of the year. Of southern Appalachia's 1,500+ native wildflower species, the Virginia Bluebell is arguably one of the most impressive heralds of spring here in Northeast Tennessee.

Virginia bluebells are a native wildflower that can be found in moist woodland and flood plain environments of Eastern North America. Bluebells would be a showstopper in a crowded field, but what makes them take your breath is just how and when they grow. Here in Northeast Tennessee, they're one of the very first plants to grow each spring taking advantage of still bare leafless trees. Think drab brown forest floors giving way to bright pops of green oval leaves surrounding delicate clusters of blue bell-shaped flowers standing two feet tall. Now think of looking out into the forest and seeing acres of these beauties all bunched together! After months of dreary winter days, seeing such saturations of color fills one with hope and knowing that the forest will soon be teeming with life once more.

And for a week or two in late March and early April, this is exactly what you'll find if you head to Johnson City's Winged Deer Park's forested trails. The park's "back forty" is home to Northeast Tennessee largest collection of Virginia Bluebells and it's truly a must see each year.

The good news for anyone who wants to see the flowers is that they're quite accessible. Anyone wishing to see this ephemeral treat only needs to head to Winged Deer Park's disc golf parking lot off Carroll Creek Rd. From the parking area head down the main paved path. Though this path is technically wheelchair and stroller accessible, there are a couple paved hills can be described as steep. The bluebells are viewable via this paved nature trail, and other patches can be visited via a few of the park's mountain biking trails.

Winged Deer is a public city park, and without entrance fees. You may also want to be on the lookout for the city's parks and recreation department to host guided nature walks centered on viewing the Virginia bluebells during their blooming peak. They host a few different walks most every year. All in all, the biggest thing to keep in mind about viewing this local phenomenon is that they won't last. After only 10 days or so they'll disappear until next year!

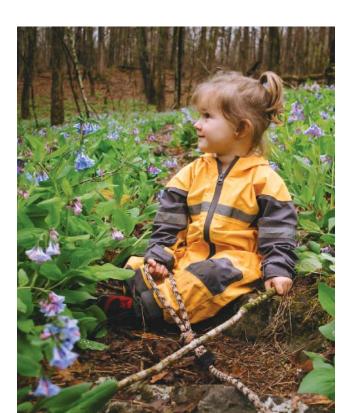
BLUEBELL WILDFLOWER HIKE (GUIDED) AGES: All ages

cost: Fre

INSTRUCTOR: Connie Deegan, Park Naturalist

DESCRIPTION: Enjoy a spectacular collection of Virginia Bluebells in bloom! These beautiful ephemeral flowers bloom for a short period of time. We will take a slow paced stroll around the back forty with the bluebells as our centerpiece, taking advantage of the many other things that spring has to offer.

LOCATION: Winged Deer Park, Disc golf parking lot, 204 Carroll Creek Rd. Various times available beginning March 23- April 2. **CALL:** 423-283-5821





Local Spots with Scenic Sips

What's better than enjoying a cold craft beer or a perfectly mixed cocktail? Pairing it with a stunning view. In Northeast Tennessee, several local breweries and bars offer not only delicious drinks but also breathtaking backdrops that make your visit unforgettable. Whether you're soaking in mountain vistas or enjoying a rooftop sunset, these spots are a must-visit for beer lovers and view seekers alike.

Yee Haw Brewing Company

126 BUFFALO ST. JOHNSON CITY. TN 37604

Sunday - Thursday, 11 AM - 10 PM; Friday - Saturday, 11 AM - Midnight

Yee-Haw Brewing Company's downtown Johnson City location blends the energy of a lively beer garden with a relaxing mountain atmosphere. Located in the historic Tweetsie Depot, it offers an outdoor patio perfect for sipping their award-winning beers while taking in the surrounding scenery. From crisp lagers to bold stouts, there's something for every palate.

DON'T MISS: The Cerveza Lager, paired with an order of tacos from White Duck Taco Shop, located on-site.





The Bristol Hotel Rooftop Bar

115 COUNTRY MUSIC WAY, BRISTOL, VA 24201

Monday - Thursday, 4 PM - 10 PM; Friday - Saturday, 3 PM - 11 PM; Sunday, 3 PM - 9 PM

Perched atop The Bristol Hotel, the Lumac Rooftop Bar offers sweeping views of the Appalachian Mountains and downtown Bristol. It's the perfect spot to watch the sunset while sipping a signature cocktail or a local craft beer. With stylish seating, cozy fire pits, and an inviting ambiance, this rooftop bar is a favorite destination for a refined yet relaxed experience.

MUST-TRY: The Appalachian Old Fashioned or a local brew.

Model City Tap House

151 E MAIN ST, KINGSPORT, TN 37660

Tuesday - Thursday, 4 PM - 10 PM; Friday - Saturday, 12 PM - 11 PM; Sunday, 12 PM - 9 PM

Located in the heart of Kingsport's historic downtown, Model City Tap House is a cozy haven for craft beer lovers. With its exposed brick interior and welcoming patio, this spot is perfect for a casual evening out. Featuring an impressive rotating tap list of local and regional brews, there's always something exciting to try. On select evenings, you can enjoy live music to enhance the laid-back vibe.

FAVORITES: The Highland Black Mocha Stout or anything from Gypsy Circus Cider Company.

Tennessee Hills Bristol

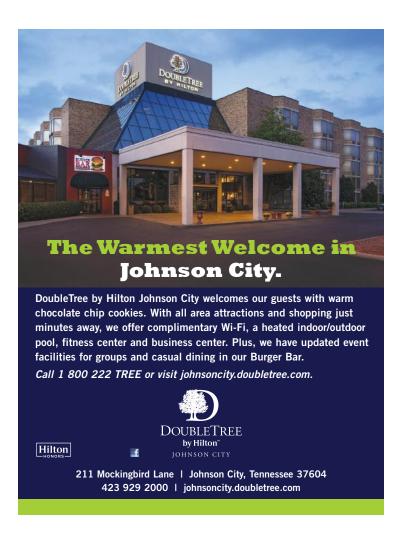
90 TENNESSEE HILLS WY, BRISTOL, TN 37620

Monday-Wednesday, 11AM-10PM; Thursday-Saturday, 11AM-11PM; Sunday, 12PM-9PM

Enjoy craft spirits and brews with a view at Tennessee Hills in Bristol. Their spacious patio, and even an outdoor bar, offers scenic vistas of Tennessee, Virginia and North Carolina.

Raise Your Glass to Great Views

In Northeast Tennessee, the beauty of the region is as unforgettable as the brews it inspires. Whether you're unwinding with a lager or savoring a specialty cocktail, these breweries and bars are sure to enhance your experience with their stunning views.







The Gateway to Southwest Virginia

Discover Southwest Virginia at its heart! Shop unique artisan crafts in our marketplace, experience live Appalachian music and events, and get all the visitor information you need to explore our region.

Plan your Southwest Virginia adventure with us today!







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. Photos provided by River Run Angling

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.

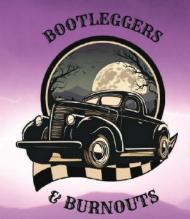
WHICH TRAIL WILL YOU CHOOSE?



Our Favorite Spots to View the Stars

With 9 unique viewing areas, you'll find an unforgettable experience for stargazing enthusiasts and nature lovers. From panoramic vistas atop majestic mountains, serene lakesides, observation decks, and historic downtowns, the Night Sky in Northeast Tennessee promises an unforgettable adventure.

tnnightsky.com



Unleash Your Inner Outlaw

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.

bootlegburnouts.com



2525 Hwy. 75 #126 Blountville, TN 37617 northeasttennessee.org

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7 days a week June & July

- **Active fossil site**
- Interactive exhibits
- S.T.E.A.M. Learning
- wisithandson.org
- (423) 434-4263



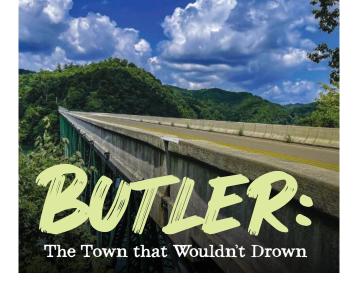












I have crossed many beautiful bridges in Tennessee but I didn't quite appreciate the grandeur of the Butler Memorial Bridge until the second time I crossed it. At first, it appeared to be another scenic view of the Watauga Lake but I quickly learned that it represents so much more than that. I would like to take you on a journey back in time to when this crossing was created and why it stands as a symbol for more than you might expect in Northeast Tennessee.

Resilience of a Town

Butler was a thriving valley town where people enjoyed a simple life among the mountains. There was no denying it, Butler was a hidden gem found within the lush green mountain that we all know and love in Northeast Tennessee. A peaceful existence was brutally torn away from the town one day when yet another flood came rushing in 1940. The area was prone to flooding but this particular disaster tragically took the life of six residents. Something had to be done and so a radical idea was proposed to move the entire town and create a dam to flood the existing valley. It was a huge task and work began on this daunting dilemma. This was the same grizzled group that got the moniker of "The Greatest Generation" where hard work and resilience proved to be just a few of their best characteristics. Eventually, the dam was constructed and in 1948 the gates were opened as people watched their valley town completely fill with water.

Simitanesiously work on the Butler Bridge was being done and a few days later it opened for traffic for the first time. People had access to what was now their new home and they decided to keep the name of Butler. However, this Butler was going to always retain the echoes of the past and would become known as "The town that wouldn't drown." This resilience is what makes up the backbone of Butler, I have met many people from this little town and I can truly say they uphold the strong roots of their ancestors. The Butler Bridge stood in the gap and connected the small town with the rest of the community in Northeast Tennessee, but more than a convenient road this bridge stood as a symbol of the past. It was truly a scenic show stopper when it first opened even earning a reward from the American Institute of Steel Construction for the most beautiful steel bridge. I couldn't agree more with the award that was given in 1948.

The Bridge

You can visit this structure to this day and there is more to enjoy than simply driving over 1000 feet of the bridge. There is a small parking lot on either side where you can get out and explore the area. I got out

and snapped a few pictures and what appears to be a trail leads down to the water. There was a downed tree which made the area unsafe to travel any further but I thought that it would make for a fantastic short trail someday. Once we drove across we made sure to see the view out either side. Being 80 feet above the river we had breathtaking views. The currents of the water reflected the sun looking like a rippling blanket of diamonds as people floated on by with their boats.

Trading Post & Museum

This trip is worth taking not only for the bridge but also to see the new town of Butler. I would suggest a stop on by the Butler Trading Post for a quick lunch before you continue on. The rich and fascinating history of this town can be found at the Butler Museum. Here is where you can learn more about the relocation of the 650 families before the valley was flooded and see what life was like back then. This is where you can get the most comprehensive overview of this brilliant community and an afternoon well spent.

Learning all of this gave me a deeper appreciation not just for Butler but for Watauga Lake. In a way, it reminds me of how we live our lives as Americans. We have something so beautiful in front of us but freedom always comes at a cost. This is the prettiest lake I have ever laid eyes on but great men went before me to pave the way to have the simple pleasures I can enjoy today. When we first found this lake we drove out every week to have a family picnic and watch the sunset. The views just never get old to me and sometimes when life gets too busy we just head to the shore of this beautiful body of water and allow the cadence of the lake to wash over us and relieve us of our worries.

There are alot of beautiful bridges in Tennessee but the Butler Memorial Bridge near Johnson County stands as a symbol of the resilience found here in our little corner of the world. The Town That Wouldn't Drown not only holds within it a brilliant story but is a pivotal part of what makes Northeast Tennessee one of the best places in America.





PET-FRIENDLY PICKS: Top Spots in Northeast Tennessee

From scenic trails to café patios, Northeast Tennessee is a haven for four-legged explorers and their humans. Whether you're strolling historic downtowns, hiking shaded mountain paths, or grabbing a bite on a dog-friendly patio, this region invites pets and their people to explore, relax, and feel at home.

1. Off Leash Social-JOHNSON CITY

A unique fusion of a dog park and social bar, Off Leash Social offers an all-outdoor venue where dogs can play freely while owners enjoy a drink. With food trucks serving quality menus, and events ranging from trivia nights to live music, it's a haven for both pets and their humans. No membership is required for humans, but dogs need to be registered.

2. Tweetsie Trail-Johnson City to ELIZABETHTON

This 10-mile rails-to-trails path is ideal for leashed walks with your dog. Traversing through forests, creeks, and historical landmarks, the trail offers a scenic and educational experience for both pets and owners.

3. Stir Fry Cafe-kingsport

Located in downtown Kingsport, Stir Fry Cafe is a popular restaurant known for its diverse menu blending Asian fusion, including extensive sushi and stir-fry options, with American classics. It offers a lively, casual atmosphere and is a go-to spot for both lunch and dinner. The outdoor patio provides a perfect place for the pups, as well as many other businesses throughout the walkable downtown district.

4. Rock City Tap & Lounge-GREENEVILLE

A local gathering spot known for its selection of regional beers and a unique atmosphere, Rocky City Tap & Lounge is housed in a former garage. From trivia nights, entertainment, and food trucks, they strive to be a pet-friendly establishment and welcoming to families. The business aims to be an active part of the community, partnering with other local businesses and non-profits.

5. Steele Creek Park-BRISTOL

Spanning over 2,200 acres, Steele Creek Park offers a plethora of outdoor activities including hiking trails, a lake, and picnic areas. Leashed dogs are welcome, making it a perfect spot for a day out in nature with your pet.



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)

Good food starts









Photographers will find stunning scenes of lavender, wildflowers, and mountain views. Your camera will thank you! It's more than a farm; it's an experience you'll want to revisit.

The Best Time to Visit

The best way to enjoy Midfield is during their U-pick season, typically from late May through June. Picking lavender by hand offers an instant escape, with fields in full bloom perfect for lasting memories.

FOR TICKETS AND INFO. VISIT MIDFIELDFARM.COM

♀ 1871 Goodman Loop, Bulls Gap, TN 37711

Have you ever wondered what it's like to be surrounded by the calming scent of lavender, with soft purple fields stretching beneath a clear sky? Midfield Lavender Farm in Bulls Gap, TN, is just that kind of place, better in person than any picture. From the moment you arrive, fresh lavender scents welcome you, and you'll forget your to-do list or phone. Just wander the gorgeous fields and soak in the rolling green hills and wide-open spaces that make Northeast Tennessee special. If you haven't been yet, consider this your sign to go!

Lavender for Days

More than a peaceful retreat, Midfield is where you can unwind and take home a little piece of the farm. Jeannie and Brian craft lavender products onsite, from soothing neck wraps and eye pillows to dried bundles and sachets. Grab some while you're there or find their products online and at local markets.

Picture Perfect Scenes

Midfield isn't just lavender fields, it's a storybook setting for family reunions, group retreats, or small gatherings. Rolling hills and natural charm create a relaxing backdrop for memories.



Award-winning GOOD TIMES

Tiebreakers was named Attraction of the Year in the large budget category at the 2025 Northeast Tennessee Tourism Association Pinnacle Awards, held at Tennessee Hills Distillery in Bristol, Tennessee—an honor that reflects its status as one of the region's most exciting and dynamic destinations. Located in Johnson City, this state-of-the-art family entertainment center blends cutting-edge attractions, crave-worthy food, and a welcoming atmosphere into one unforgettable experience.





Top: Eric Hensley, Tiebreakers (left) Derek Shropshire, COO of Tiebreakers Middle: (right); Tiebreakers leadership accepting Attraction of the Year award at western-themed Pinnacle Awards; 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 game floor, bowl in 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.





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.

Located at 1805 North Roan Street in Johnson City, Tennessee. Visit *tiebreakers.com* to learn more.

"This award reflects 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



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 hollers 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.





There's something about stepping into a coffee shop that just feels right. The rich aroma of freshly brewed espresso, the sound of mugs clinking, and the warmth of a latte in hand all create the perfect place to unwind. Pair that with the tempting scent of freshly baked pastries and friendly baristas, and you've found a spot that makes you want to stay awhile.

Whether you're a local seeking the ideal spot to start your day, a family looking for a cozy corner on a Saturday morning, or a visitor needing to recharge during your travels, South Fork Coffee and The Fox's Den Board Game Café are more than just places to grab a cup, they're experiences you won't want to miss.

The Vibe: A Place for Every Coffee Lover

South Fork Coffee offers a quiet, riverside escape just off the beaten path. The big window overlooking where South Holston River and Boone Lake meet sets the perfect backdrop, giving you a front-row seat to serene waters. Whether you're gearing up for an adventure on the river, fishing nearby, or simply passing through, it's the ideal spot to relax and soak in the natural beauty.

If you're craving a more playful atmosphere, The Fox's Den Board Game Café is the place to be. Right off Interstate 81, it's packed with board games and the kind of laid-back energy that makes you want to stay and play. The casual vibe invites you to sip on your favorite drink while diving into a game or enjoying the lively energy of others around you. Whether you're just passing through or looking for a fun place to hang out, Fox's Den offers a unique experience where the coffee is just as comforting as the games are fun.

Brewed to Perfection: Signature Drinks & Sweet Treats

Each coffee shop has its own unique charm, making it nearly impossible to pick a favorite. At South Fork Coffee, the White Chocolate Mocha is a go-to for many, offering a rich and creamy twist on a classic espresso drink. They also team up with Lazy Lady in Johnson City to bring in freshly baked pastries, flaky, buttery, and just the right amount of sweet—perfect for pairing with your morning coffee.

South Fork Coffee knows how to celebrate the seasons, and their spring flavors are no exception. The Honeybee Latte has a smooth, floral sweetness, while the Honey Citrus Latte brings a bright, zesty kick. And for a cozy sip with a hint of spice, the Brown Sugar Chai is the perfect pick.

Over at The Fox's Den Board Game Café, the Hive Latte is a fan favorite, blending lavender, vanilla, and honey for a subtly sweet, velvety

treat. If you're craving something richer, the Boardwalk Latte mixes chocolate and caramel for a decadent, dessert-like experience. Their Blue Haven Apothecary latte is another standout, with a unique blend of botanicals and espresso that you won't find anywhere else. Tea lovers will appreciate their hand-blended teas from a local artisan in Kingsport, with each sip fresh, fragrant, and full of flavor. And if you're in the mood for a snack, their gluten-free Rice Krispies and bagels are so good, even those who don't eat gluten rave about them!

Good Coffee, Great Views & a Little Friendly Competition

If you're looking for a solid cup of coffee with a side of waterfront vibes, South Fork is the spot. Clean, modern and seriously good brews. It's the kind of place you'll want to stay awhile. And if game night with a latte sounds like your thing, Fox's Den has you covered with endless board games and the caffeine to keep you rolling.

So what are you waiting for? Whether you're exploring solo, meeting up with friends, or bringing the whole crew, stop by for a cup, stay for the atmosphere, and make a day of it! Be sure to tell them the Northeast Tennessee Tourism Association sent you—it's like a secret handshake but with coffee!



Plan Your Trip

SOUTH FORK COFFEE

Cozy atmosphere and great coffee in Bluff City!

HOURS | Friday: 7AM - 3PM | Saturday: 8AM - 2PM | Sunday: Closed Monday - Thursday: 7AM - 3PM

♥ 4183 Bluff City Highway, Bluff City, TN 37618 Instagram: @south_fork_coffee

FOX'S DEN GAME BOARD CAFE

Perfect for board games and a cup of coffee!

HOURS | Friday - Saturday: 7AM - 9PM | Sunday: Closed Monday - Thursday: 7AM - 7PM

♥ 1323 Highway 394, Blountville, TN 37617-4131 TheFoxsDenCafe.com

Giving Back with Every Sip

South Fork and Fox's Den are doing more than serving great coffee. South Fork is a nonprofit, donation-based shop supporting local nonprofits, while Fox's Den partners with Land of a Thousand Hills to help rebuild communities in Rwanda. And don't miss the South Fork Tap House, now reopened next door!

BRISTOL CAVERNS:

Into the Depths Beneath Sullivan County

Tucked beneath the rolling hills of Sullivan County, Bristol Caverns is one of those places that makes you pause and think, "How have I never been here before?" From the moment you enter, there's a noticeable shift. The temperature drops, the air feels crisp, and quiet echoes guide you deeper underground. The light is dim, but just enough to see the walls shimmer with moisture and minerals, like they're holding secrets from deep within the Earth. And if you're standing still long enough, you might just feel a drop of water land on your head, a little reminder of the cave's constant and quiet transformation. These ancient caverns have been forming for millions of years, and they're just minutes from Bristol, Kingsport, and Johnson City. It's an unforgettable adventure waiting right beneath your feet.

A Journey Through Time: The History of Bristol Caverns

Long before it became a spot for curious explorers, Bristol Caverns was slowly being shaped underground as water made its quiet way through layers of limestone. But it's not just the rock formations that make this place special. There's history here too. It's believed that Native Americans once used the caverns' underground river as a hidden pathway during frontier times. That little detail adds a whole new layer of intrigue to an already fascinating place. Today, you're not just walking through a cave; you're stepping into stories that go way, way back.

Wonders Within: What Awaits Below the Surface

When you visit Bristol Caverns prepare to be surrounded by stunning rock formations. The walls and ceilings are covered with breathtaking stalactites, stalagmites, and massive stone columns that have been shaped over millions of years.

Keep your eyes peeled for some unique cave wildlife along the way. You might spot cave crickets hopping around, salamanders slipping through damp spots, and special fish species that thrive in the underground river.

One of the most refreshing parts of the visit is the cool damp climate inside the caverns, a perfect escape from the heat outside.

The tour covers about a mile, including roughly 300 steps with some uphill and downhill sections. It typically lasts between one to one and a half hours, giving you plenty of time to explore without feeling rushed. The pace is manageable for all ages, making it a great family-friendly outing.

Your knowledgeable guide will share fascinating facts, local stories and point out interesting details as you explore, bringing the underground world to life.

Don't forget to bring your camera or phone, photography and videos are welcome, so you can capture the beauty and unique creatures you encounter.

For those interested in a more adventurous experience, be sure to ask about the special tours available by appointment.

Don't Stop at the Caverns: What's Around the Corner

After you've explored the underground wonders of Bristol Caverns, there's a bunch more nearby to check out, including the cool chance to stand in two states at once. Yep, right downtown on State Street, the Tennessee-Virginia line runs right through the middle, so you can snap a fun photo with one foot in each state. Here are some other great spots around to make your visit even better.

Birthplace of Country Music Museum: Dive into Bristol's rich musical roots, celebrated as the "Big Bang of Country Music." A must-visit for music lovers eager to experience the city's legendary sound.

Bristol Motor Speedway: Feel the rush at "The Last Great Colosseum," a favorite destination for NASCAR fans and thrill seekers alike.

Historic Downtown Bristol: Take a leisurely stroll along State Street, where Tennessee meets Virginia. Discover unique shops, enjoy local eats, and snap a photo with the iconic Bristol Sign.

South Holston Lake: Nature lovers can unwind by fishing, boating, or soaking in breathtaking mountain views at this nearby scenic lake.

Hickory Tree Grocery Store: This popular local hangout is loved for its tasty, filling meals and the easygoing atmosphere. It's a place where you're likely to be greeted by name and feel right at home.

Southern Churn (Downtown Bristol): A must-visit for anyone with a sweet tooth. This local favorite serves delicious fudge, creamy ice cream, and rich chocolate treats that make a perfect ending to your day.

Why Bristol Caverns Belongs on Your Must-See List

Looking for a unique adventure during your trip to Northeast Tennessee? Bristol Caverns offers an unforgettable underground experience with stunning formations and fascinating history. Guided tours are available year-round for visitors of all ages. Don't forget your camera, you'll want to capture the breathtaking views deep beneath the surface!

Plan Your Adventure:

♥ 1157 Bristol Caverns Hwy, Bristol, TN 37620 (423) 878-2011 Website: BristolCaverns.com

Step into the depths over what's been waiting just beneath your feet.





Select Accommodations

BRISTOL PARKWAY INN

536 Volunteer Pkwy, Bristol, TN 37620 booking.com | 423.968.2171

CARNEGIE HOTEL

1216 State of Franklin Rd, Johnson City, TN carnegiehotel.com | 423.979.6400

DOUBLETREE BY HILTON

211 Mockingbird Ln, Johnson City, TN johnsoncity.doubletree.com | 423.929.2000

FAIRFIELD INN & SUITES BRISTOL, TN

3285 W. State St, Bristol fairfield.marriot.com | 423.524.4500

HALE SPRINGS INN

110 W Main St, Rogersville, TN halespringsinn.com | 423.272.5171

HAMPTON INN BRISTOL

3299 W. State St, Bristol, TN hilton.com | 423.764.3600

HAMPTON INN KINGSPORT

2000 Enterprise PI, Kingsport, TN hilton.com | 423.247.3888

HARD ROCK HOTEL & CASINO BRISTOL

500 Gate City Hwy, Bristol, VA casino.hardrock.com/bristol | 276.696.3660

HISTORIC EUREKA INN

127 W Main St, Jonesborough, TN thehistoriceurekainn.com | 423.873.8735

GENERAL MORGAN INN & CONFERENCE CENTER

111 N Main St, Greeneville, TN generalmorganinn.com | 423.787.1000

MEADOWVIEW CONFERENCE RESORT & CONVENTION CENTER

1901 MeadowView Pkwy, Kingsport, TN meadowviewresort.com | 423.578.6600

OLDE MILL INN BED & BREAKFAST

603 Pennlyn Avenue, Cumberland Gap, TN oldemillinnbnb.com | 423.869.0868

POND HOUSE/GLAMPING RETRO

2394 Spivey Mountain Rd., Erwin, TN glampingretro.com 423.471.8608

THE SESSIONS HOTEL

833 State St, Bristol, VA sessionshotel.com | 276.285.5040

TRU BY HILTON

51 Centre Point Drive, Bristol, TN hilton.com | 423.340.3999

QUALITY INN

3281 W State St, Bristol, TN choicehotels.com | 423.484.8077

Vacation Home Rentals

TAILWATERS LODGE ON THE SOUTH HOLSTON

371 TVA Rd. S. Bristol, TN tailwaterslodge.com | 423.578.3999

WATAUGA LAKE CABIN

199 Moody Circle Butler, TN airbnb.com/h/WataugaLakeCabin 562.900.7092

Culture

ALLANDALE MANSION

225 W Center St, Kingsport, TN allandalemansion.com | 423.229.9422

ANDREW JOHNSON NATIONAL HISTORIC SITE

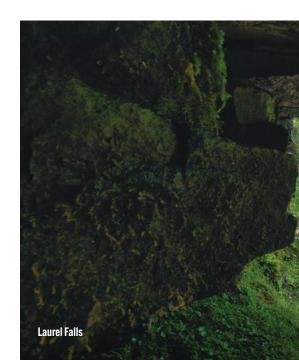
101 N College St, Greeneville, TN nps.gov/anjo | 423.638.3551

APPALACHIAN AUDITOIUM AT ST. JAMES

3220 Saint James Rd, Greeneville, TN appalachian-auditorium.org | 423.312.4392

APPALACHIAN RESOURCE CONSERVATION & DEVELOPMENT

302 Sunset Drive, Suite 105 Johnson City, TN arcd.org/farmtour | 423.427.0560



BIRTHPLACE OF COUNTRY MUSIC MUSEUM

101 Country Music Way, Bristol, VA birthplaceofcountrymusic.org | 276.285.3831

BLUE RIDGE PARKWAY ASSOC.

PO Box 2136, Asheville, NC blueridgeparkway.org | 828.620.1024

BRISTOL RHYTHM & ROOTS REUNION

Downtown Bristol, TN/VA bristolrhythm.com | 423.573.1927

DOWNTOWN JOHNSON CITY

601 E Main St, Johnson City, TN downtownjctn.com | 423.434.6019

DOWNTOWN KINGSPORT ASSOCIATION

400 Clinchfield Street, Suite 100 downtownkingsport.org | 423.276.3065

FRIENDS OF SOUTHWEST VIRGINIA

One Heartwood Circle, Abingdon, VA visitswva.org | 276.492.2420

HARD ROCK HOTEL & CASINO BRISTOL

500 Gate City Hwy, Bristol, VA casino.hardrock.com/bristol | 276.696.3660

HERITAGE ALLIANCE

212 E. Sabin Dr, Jonesborough, TN heritageall.org | 423.753.9580

INTERNATIONAL STORYTELLING CENTER

100 W Main St, Jonesborough, TN storytellingcenter.net | 423.753.2171

JOHNSON COUNTY

222 West Main St, Mountain City, TN visitmountaincitytn.com | 423.727.9696

JONESBOROUGH STORYTELLERS GUILD

PO Box 996, Jonesborough, TN jonesboroughstorytellersguild.org | 423.788.4722

MAIN STREET ELIZABETHON

136 South Sycamore St, Elizabethton, TN mainstreetelizabethton.com | 423.213.0090

MAIN STREET GREENEVILLE

310 S Main St, Greeneville, TN mainstreetgreeneville.org | 423.639.7102

MARTIN CENTER FOR THE ARTS

1320 W State of Franklin, Johnson City, TN etsumartincenter.org | 423.439.8587

NETHERLAND INN/EXCHANGE PLACE ASSOCIATION

2144 Netherland Inn Rd, Kingsport, TN thenetherlandinn.com | 423.246.1104

4812 Orebank Rd, Kingsport, TN exchangeplace.info | 423.288.6071

NISWONGER PERFORMING ARTS CENTER

212 Tusculum Blvd, Greeneville, TN npacgreeneville.com | 423.638.1679

NORTHEAST TENNESSEE MUSEUMS ASSOCIATION

netmamuseums.wixsite.com/netma

PARAMOUNT BRISTOL

518 State St, Bristol, TN paramountbristol.org | 423.274.8920

ROCKY MOUNT STATE HISTORIC SITE

200 Hyder Hill Rd, Piney Flats, TN rockymountmuseum.com | 423.538.7396

SULLIVAN COUNTY ARCHIVES & TOURISM

3425 TN-126, Blountville, TN historicsullivan.com | 423.323.4660

THE JACKSON THEATRE

121 W Main St, Jonesborough, TN thejacksontheatre.com | 423.788.4909





TOWN OF ERWIN

211 N. Main Ave, Erwin, TN erwintn.org | 423.743.6231

TOWN OF UNICOI

106 Unicoi Village PI, Unicoi, TN unicoitn.net | 423.735.0317

VISIT MORRISTOWN

825 W First North St, Morristown, TN visitmorristowntn.com | 423.586.6382

Select Food & Drinks

CHARLIE'S COOKIE COMPANY

401 Elm St, Johnson City, TN charliescookie.co | 423.480.1521

THE COFFEE COMPANY

444 E Elk Ave, Elizabethton, TN experiencingcoffee.com | 423.542.3438

EAST TENNESSEE DISTILLERY

220 Piney Flats Rd, Piney Flats, TN mellomoon.com | 423.391.0383

KNOB CREEK VINEYARD

423 Denny Mill Rd, Johnson City, TN experienceknobcreek.com | 423.383.2242

LOST STATE DISTILLING

200 State St, Bristol, TN loststatedistilling.com | 423.797.4432

MCKINNEY'S RESTAURANT & TAVERN

110 W Main St, Rogersville, TN halespringsinn.com | 423.272.5171

OFF LEASH SOCIAL

234 Denny Mill Rd, Johnson City, TN offleashsocial.com | 423.467.5566

RIVERSIDE TAPHOUSE

635 E Elk Ave, Elizabethton, TN drinkriverside.com | 423.213.5564

SERENITY KNOLL FARM

542 Bacon Branch Rd, Jonesborough, TN serenityknoll.com | 423.534.8879

THE RESERVE

201 E Center St, Kingsport, TN kingsportreserve.com | 423.367.8244

TENNESSEE HILLS DISTILLERY

Jonesborough, Johnson City, Bristol tnhillsdistillery.com | 423.788.9105

TROYER'S MOUNTAIN VIEW COUNTRY MARKET

3253 US-11E, Limestone, TN troyersmountainview.com | 423.426.8439

UNION STREET TAPROOM & GINSENG MOBILE BAR

111 Union St, Erwin, TN unionstreettaproom@gmail.com

unionstreettaproomægman

VILLA NOVE VINEYARD 1877 Dry Hill Rd, Butler, TN waterfrontgroupwatauga.com/villa-novevineyard | 423.768.0345



Family Fun

BRISTOL MOTOR SPEEDWAY & DRAGWAY

151 Speedway Blvd, Bristol, TN bristolmotorspeedway.com | 423.989.6900

CITY CAR GARAGE MUSEUM

210 S Main St, Greeneville, TN citygaragecarmuseum.com | 423.638.6971

HANDS ON! DISCOVERY CENTER & GRAY FOSSIL SITE

1212 Suncrest Dr, Johnson City, TN visithandson.org | 423.434.4263

HARVEY FAMILY FARM

101 Harvey Ln, Johnson City, TN harveyfamilyfarm.com | 423.262.7541

HOLSTON HERITAGE MUSEUM

337 Carter St, Bluff City, TN holstonheritagemuseum.com

JOHNSON CITY DOUGHBOYS

510 Bert St, Johnson City, TN appyleague.com/johnson-city | 423.461.4866

JOHNSON CITY RAILROAD EXPERIENCE

207 N Boone St, Johnson City, TN johnsoncityrailroadexperience.org | 423.631.5273

KING'S SPORT AXE HOUSE

101 Cherokee St Suite 20, Kingsport, TN kingssportaxehouse.com | 423.200.3313

KINGSPORT FUN FEST

400 Clinchfield St, Suite 100, Kingsport, TN funfest.net | 423.392.8800

THE MALL AT JOHNSON CITY

2011 N Roan St, Johnson City, TN mallatjohnsoncity.com | 423.282.5312

MIDFIELD LAVENDER FARM

1871 Goodman Loop, Bulls Gap, TN midfieldfarm.com | 423.292.9066

TIEBREAKERS

1805 N Roan St, Johnson City, TN tiebreakers.com | 423.722.0100





UNICOI COUNTY APPLE FESTIVAL

P.O. Box 713, Erwin, TN unicoicounty.org/apple-festival

Friends of Northeast Tennessee

BLUE RIDGE COUNTRY

3424 Bambleton Ave, Roanoke, VA blueridgecountry.com | 540.989.6138

CREATIVE ENERGY

3206 Hanover Rd, Johnson City, TN cenergy.com | 423.946.9494

FIRST TENNESSEE DEVELOPMENT DISTRICT

3211 N Roan St. Johnson City. TN ftdd.org | 423.928.0224

FOUNDER'S FORGE

404 S Roan St., Johnson City, TN myfoundersforge.com | 423.220.4501

JOHNSON CITY AERIAL PHOTOGRAPHY

207 E. Main St, Suite 1D, Johnson City, TN johnsoncityaerialphotography@gmail.com 423.440.2217

MAYPOP MEDIA

308 S.. Roan St, Johnson City, TN maypopmedia.com | 423.218.9790

THE PENDLETON TEAM

121 Bluff City Hwy Bristol, TN 37620 thependletonteam.com | 423.440.0516

PRINT DISTRIBUTION SERVICE, LLC

1903 US-11E, Jonesborough, TN printdistribution.com | 423.753.8191

RIPL CREATIVE

Located in Northeast Tennessee riplcreative.com | 423.212.3194

ROBERT FLEMING

1135 Volunteer Pkwy, Suite 7/8 Bristol, TN www.holstonrealty.com | 559-906-9076

SMOKY MOUNTAIN LIVING

144 Montgomery St, Waynesville, NC smliv.com | 866.452.2251

SYNC SPACE

227 E Sullivan St, Kingsport, TN 37660 syncspace.org | 423.430.9675

TRI-CITIES AIRPORT (TRI)

2525 Hwy 75, Bountville, TN triflight.com | 423.325.6000

Outdoor Adventures

BAYS MOUNTAIN PARK

853 Bays Mountain Park Rd, Kingsport, TN baysmountain.com | 423.229.9447

BLUE RIDGE PADDLING & TAPHOUSE

1001 S. Industrial Dr, Erwin, TN blueridgepaddling.com | 423.388.6002

BRISTOL CAVERNS

1157 Bristol Caverns Hwy, Bristol, TN bristolcaverns.com | 423.878.2011

DOE MOUNTAIN RECREATION AREA

1203 Harbin Hill Rd, Mountain City, TN doetn.com | 423,460,1295

NOLICHUCKY OUTDOOR LEARNING INSTITUTE

2 Jones Branch Rd, Erwin, TN nolilearn.org | 423.641.0100

PEDALS ON RAILS 401 East E Street, Downtown Elizabethton, TN pedalsonrails.com | 423.734.7274

RIVER RUN ANGLING

South Holston & Watauga Rivers riverrunangling.com | 423.408.9438

ROAN MOUNTAIN STATE PARK

1015 Hwy 143, Roan Mountain, TN roanmountain.com | 423.772.3303

LAMAR ALEXANDER ROCKY FORK STATE PARK

501 Rocky Fork Rd, Flag Pond, TN tnstateparks.com/parks/about/rocky-fork 423.271.1233

SYCAMORE SHOALS STATE HISTORIC PARK

1651 W Elk Ave, Elizabethton, TN sycamoreshoalstn.org | 423.543.5808

WARRIORS' PATH STATE PARK 490 Hemlock Rd, Kingsport, TN tnstateparks.com | 423.239.8531

WOODSMOKE CAMPGROUND

215 Woodsmoke Dr, Unicoi, TN woodsmokecampground.com | 423.743.2116





NISWONGER PERFORMING ARTS CENTER

Join us for an exciting new season of entertainment at the Niswonger Performing Arts Center (NPAC) in historic downtown Greeneville, Tennessee. Experience the arts with a line-up of extraordinary performances that will captivate audiences of all ages. Our season is brimming with must-see events that promise to create unforgettable experiences.

Since opening in December 2004, NPAC has set the stage for countless concerts and events in its state-of-the-art 1150-seat venue. Year after year, NPAC delivers exceptional performances spanning various genres such as classic rock, country, bluegrass, contemporary Christian, jazz, blues, comedy, theatrical productions, family programming, and much more. What remains consistent is the unparalleled talent showcased on the NPAC stage, featuring some of the top artists in the industry.

Regardless of your entertainment preferences, we encourage you to immerse yourself in the experience and explore a diverse selection of performances. You might discover hidden gems and extraordinary talents you've been missing out on! For further details and to purchase tickets, please visit NPAC greeneville.com or contact the NPAC Box Office at (423) 638-1679.

Elevate your visit to Greeneville by making it a destination and reserving your stay at the historic General Morgan Inn. Nestled in the heart of Historic Downtown Greeneville, the General Morgan Inn stands as a testament to timeless elegance and Southern

hospitality. With roots tracing back to 1884, this landmark hotel offers guests an unforgettable experience steeped in history.

Spend an afternoon wandering through the downtown district, which boasts a collection of quaint, locally owned businesses exuding that warm Southern "Mom and Pop" charm. Transform your leisurely shopping excursion into a captivating journey through the past by visiting Greeneville's historical sites brimming with tales of yesteryear.

Enjoy dinner before the show at Brumley's Restaurant & Lounge located inside the General Morgan Inn. The restaurant's award-winning cuisine allows guests to experience an exceptional meal amid a sophisticated atmosphere with Art Deco themes mixed with a modern flare. Dine at Brumley's on an NPAC show night and sample their special show night menu. Brumley's servers will be sure to see you on your way in time to catch the complimentary NPAC shuttle to the show!

Make plans now to visit downtown Greeneville and experience world-class entertainment at NPAC while enjoying Greeneville's rich cultural tapestry. Share the joy of LIVE entertainment and make memories that will last a lifetime.





2025 2026 SEASON



212 TUSCULUM BOULEVARD | GREENEVILLE, TN 423.638.1679 | NPACGREENEVILLE.COM



