

Beech Mountain

NORTH CAROLINA

IT'S ALWAYS BEECH SEASON

Stunning, panoramic mountain vistas greet visitors in expansive outdoor settings. There is no one season more beautiful than another. During the fall, visitors have the unique opportunity to experience colorful autumn foliage. Winter offers visitors reflections of the sky on the snowy white powder while enjoying the slopes. Spring and Summer bring the rest of the colors of the rainbow with lush forests, the Emerald Outback trail system, vibrant flowering plants, and shimmering lakes.

MOUNTAIN BASECAMP

Close to the High Country's signature attractions like Grandfather Mountain, The Blue Ridge Parkway, Linville Falls, area wineries, restaurants and festivals, Beech Mountain offers a range of lodging options to suit every traveler, from cozy ski-in/ski-out slope-side rentals and charming mountain cabins to boutique inns and vacation homes with sweeping ridge-line views. Whether you're planning a weekend escape or a week-long retreat, waking up at Beech is an experience in itself.



ADVENTURE AWAITS

Nestled at 5,506 feet in the Blue Ridge Mountains, Beech Mountain speaks to the outdoor enthusiast in all of us, from scenic hiking to fishing or kayaking in mountain lakes. Warm-weather visitors can tee off on a disc golf course set against jaw-dropping highland scenery, or find a literal new perspective with Mile High Yoga sessions perched above the clouds.



FRED'S GENERAL MERCANTILE: THE HEART OF BEECH

No trip to Beech Mountain is complete without a stop at Fred's General Mercantile, a beloved mountain institution serving the community since 1973. Equal parts general store, gourmet grocer, and local gathering spot, Fred's stocks everything from fresh provisions and specialty foods to gear, gifts, and one-of-a-kind finds, all with the warm, unhurried charm that keeps visitors coming back year after year.

FOLLOW THE YELLOW BRICK ROAD

High atop Beech Mountain sits one of North Carolina's most enchanting and unexpected attractions. The Land of Oz, a vintage theme park that has captivated visitors since 1970. Each fall, Autumn at Oz brings the magic of the Yellow Brick Road back to life with costumed characters, live performances, and the stunning backdrop of peak fall foliage, making it one of the most unique and memorable seasonal experiences in the Southeast.

MILE HIGH BITES

Beech Mountain's dining scene is as memorable as its views, from craft brews at Beech Mountain Brewing Co. and wood-fired pies at the Famous Brick Oven Pizzeria to slow-smoked classics at Holy Smokes BBQ. Wind down at the Whistle Pig Pub, sip cocktails with panoramic views at the 5506 Skybar, or settle in for a hearty meal at the Alpen Restaurant. For a casual bite with scenery to match, the Slope View Cafe rounds out a dining lineup worth the drive up the mountain.



A BIRDER'S PARADISE

Designated as a hot spot by the Audubon Society, Beech Mountain is a premier birding destination in the Southern Appalachians, where spruce-fir forests and open meadows attract sought-after species like the Red Crossbill, Dark-eyed Junco, and Saw-whet Owl. Whether you're a seasoned lister or a curious first-timer, it's a high-altitude birding experience unlike anywhere else in North Carolina.



STITCHED INTO THE MOUNTAINS: BARN QUILT TRAIL

The Barn Quilt Trail turns a simple drive into a colorful outdoor gallery. Each hand-painted quilt square, displayed on barns and buildings throughout the trail, tells a story of Appalachian heritage and mountain craftsmanship, making it a charming and uniquely photogenic experience for culture, travel, and lifestyle storytellers.



LIFE AT 5,506': MILE HIGH EVENTS

Beech Mountain's calendar is packed with Mile High events that make the most of its legendary elevation. From the Mile High Kite Festival to the Mile High 4th of July Celebration above the clouds, the mountain has built a reputation for one-of-a-kind experiences that can't be replicated at lower ground. Add in seasonal celebrations such as Crafts on the Green and Farmer's Markets, outdoor concerts, and community gatherings throughout the year, and there's always a reason to make the drive up the mountain.

MAY IS FOR HIKERS: HIKE ON MONTH

Every May, Beech Mountain celebrates Hike On month, inviting outdoor enthusiasts to explore its stunning network of trails as the mountain bursts back to life with spring wildflowers and fresh mountain air. With guided hikes, special events, and breathtaking views at every turn, it's the perfect introduction to Beech Mountain's world-class hiking scene.

FALL FOR BEECH MOUNTAIN

As the highest town in the eastern U.S., Beech Mountain treats visitors to some of the most spectacular fall foliage in the region, and it arrives earlier than most places in North Carolina. The mountain's elevation paints its ridge lines and trails in vivid crimson, amber, and gold, offering a peak-season backdrop that's as stunning on foot as it is through a camera lens.

BERRY GOOD TIMES: BLACKBERRY JAM

Beech Mountain's Blackberry Jam transforms July and August into a vibrant celebration of live music, cool mountain temps, and the sweet tradition of blackberry picking. Nationally acclaimed headliners, free weekend concerts, and blackberry-themed treats from local restaurants make it a full mountain summer experience unlike any other.

SKY'S THE LIMIT: MILE HIGH KITE FESTIVAL

Each spring, Beech Mountain's open skies become the backdrop for the beloved Mile High Kite Festival, where colorful kites soar against sweeping mountain views at 5,506 feet. It's a free-spirited, family-friendly celebration that perfectly captures the charm and magic of life at the top of the mountain.



MADE IN THE MOUNTAINS: CRAFTS ON THE GREEN

Crafts on the Green brings Beech Mountain's creative community to life, gathering local artisans and makers for a charming outdoor market set against the mountain's stunning backdrop. With live entertainment, delicious food, and one-of-a-kind handcrafted finds, it's a celebration of Appalachian craft and culture at its finest.



MORE INFORMATION AVAILABLE HERE:

www.beechmtn.com

MEDIA CONTACT

Jennifer Nowicki

Pineapple | Account Director

jnowicki@pineapple-pr.com | 404-384-1106

