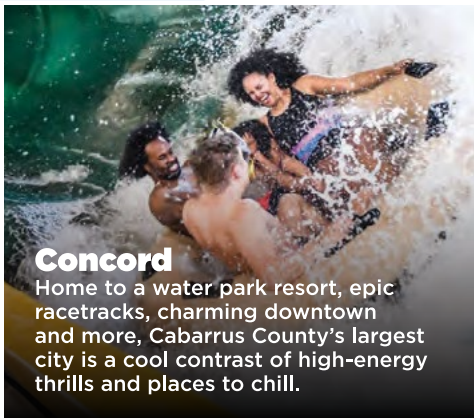


Discover can't-miss experiences, meaningful connections, and authentic hometown spirit in North Carolina's vibrant Piedmont region. Situated halfway between the state's stunning Blue Ridge Mountains and famed Atlantic coastline, Cabarrus County is home to five distinct communities with an allure all their own.

The destination is an engaging blend of tradition and innovation where guests are immersed in the area's defining moments, from gold and textile history to motorsports, music and more.



Concord

Home to a water park resort, epic racetracks, charming downtown and more, Cabarrus County's largest city is a cool contrast of high-energy thrills and places to chill.



Harrisburg

Community spirit, celebration, and recreation are at the center of this town. Take part in local gatherings and festivals, a beloved annual parade, and ways to get active.



Kannapolis

This city chronicles much of Cabarrus County's story throughout its attractions and revitalized downtown. Discover hidden gems like historic theaters, local shops, and more.



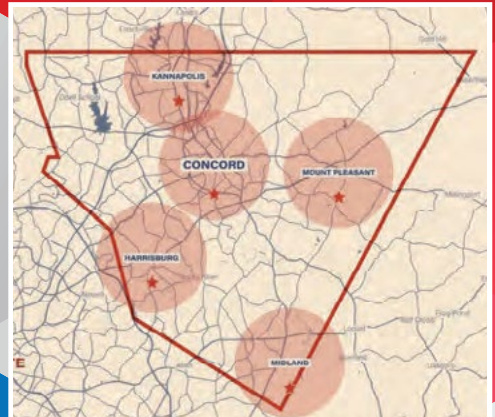
Mount Pleasant

The appeal of Cabarrus County's smallest town is in its name. From dining inside restored landmarks to antique shopping, the area is packed with delightful things to do.



Midland

Located in southern Cabarrus County, the small town of Midland shines for its notable historic site and engaging outdoor adventures including paddling the river and on-farm fun.





1792

Cabarrus County
was founded



5

Distinctive
communities



1st

Discovery of gold
in the United States



30

minute drive
from Uptown Charlotte
via I-85



13th

in visitor spending
among NC's 100 counties

What's New

Cabarrus County's downtowns are full of character and continue to grow. In downtown Kannapolis, the historic single-screen Gem Theatre celebrates 90 years in 2026. In revitalized Historic Downtown Concord, the former Cabarrus Theatre is now home to The District Exchange, a restaurant and retail hub with 17 local businesses and another opening in Summer 2026. Coming to downtown Mount Pleasant in 2027 is The Avett Theater, a new performing arts venue that will preserve the historic 1948 Paula Theater and honor the legacy of The Avetts, a musical family with deep roots in Cabarrus.

Mark Your Calendar

A record 25 local restaurants joined the 6th Annual Cabarrus Burger Madness in March 2026 making it one of the area's most anticipated culinary events. The burger battle returns in 2027. For the first time in nearly a decade, Charlotte Motor Speedway's fall NASCAR race weekend returns to the historic 1.5-mile oval in October 2026 and the speedway's spectacular drive through light show, Speedway Christmas, turns 17 this year. Close to a century old, the Annual Concord Christmas Parade marks 98 years in 2026. Cabarrus hosts action-packed events in every season, and you're invited to experience them all.

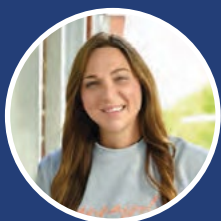
Signature Experiences

Be immersed in the history and happenings that make Cabarrus County one-of-a-kind. Discover the state's musical past at the North Carolina Music Hall of Fame. Trek through underground tunnels at Reed Gold Mine, site of America's first gold discovery. See tributes in Kannapolis, hometown of racing legend Dale Earnhardt and in Concord, home of The Avett Brothers. Step inside motorsports museums and NASCAR Race Shops. Sip award-winning spirits in a prison-turned-distillery at Southern Grace Distilleries, visit the state's largest outlet and value retail shopping center at Concord Mills, and so much more.



There's More to US.

Continue exploring at CabCoCVB.com/PressRoom



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