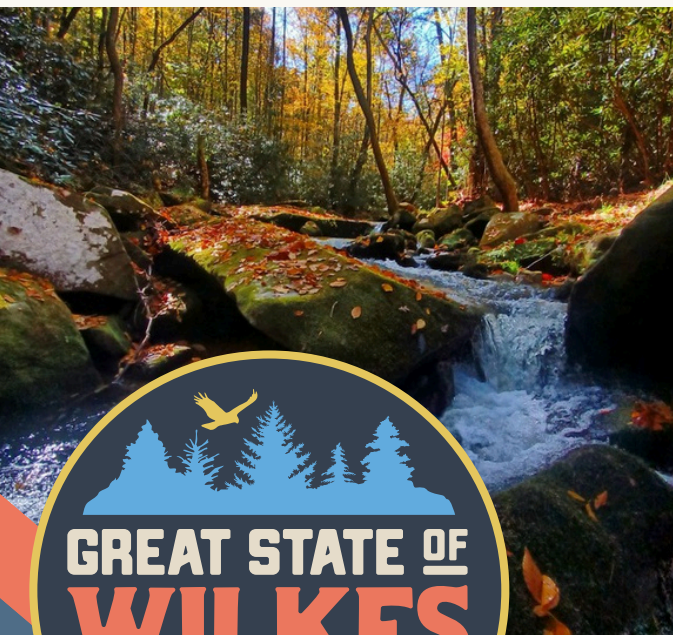


THE GREAT STATE OF WILKES

WHERE THE **BLUE RIDGE**,
WINE COUNTRY, **MUSIC** AND
ADVENTURE MEET.

Wilkes County sits in the foothills of the Blue Ridge Mountains, where scenic back roads lead to vineyards, mountain trails, historic downtowns, music venues, local flavors and distinctive places to stay. It is a destination built for stories, from a weekend among the vines to an outdoor adventure or a night of live music.



MEDIA-READY STORY IDEAS

- Discover Wilkes Little Italy Wineries
- Book Blue Ridge Food Tours in North Wilkesboro
- Hit the trail on a horse at Leatherwood Mountain Resort
- Taste 8 generations of moonshine at Call Family Distillers
- Sip fancy cocktails at Merle's



AMONG THE VINES

WINE + LOCAL FLAVORS

Wine Enthusiast
nominates Dynamis Estate
Wines for Winemaker of
the Year 2026



WHERE MOUNTAIN MUSIC LIVES

MUSIC + CULTURE

Faithfest 2026 brings
25,000 people to
Wilkesboro



TAKE THE BACK ROAD

OUTDOOR RECREATION

Blue Ridge Country
readers name Stone
Mountain Loop Trail "Best
Outdoor Hiking Trail 2026"



SLOW DOWN. STAY AWHILE.

SMALL-TOWN CHARACTER

In the shadow of Doc
Watson image, find coffee
shops, baked goods,
restaurants and great sips

STORIES WORTH EXPERIENCING

Wilkes County gives media multiple connected story ideas across landscape, culture, agriculture, recreation and history.

01 WINE COUNTRY WITH A MOUNTAIN SETTING

Wilkes County's winery scene features nine vineyards, some set against Blue Ridge views. Stay at Roaring River Vineyards or JVD Cottages. Rent a cabin in Ronda, Thurmond or Traphill. Book a wine tour at Frog Holler Cabins in Elkin.

02 A COUNTY BUILT AROUND MUSIC

MerleFest draws international musicians while FaithFest celebrates roots music and community spirit. The Blue Ridge Music Hall of Fame preserves regional legacies, and live music year-round fills listening rooms, festivals and downtown stages in towns across the county.

03 OUTDOOR ADVENTURE

From hiking and mountain biking to paddling, tubing, fishing and climbing, Wilkes County offers four-season access to the outdoors. Explore the trails at Stone Mountain State Park and Rendezvous State Park. Paddle the Yadkin River

04 AGRICULTURE + LOCAL FOOD

Vineyards, orchards, cideries and family farms anchor a strong agriculture economy. Local restaurants, markets and makers showcase the harvest, connecting visitors to the people, places and traditions that shape Wilkes County.

05 HISTORY THAT STILL SHAPES THE DESTINATION

Explore Revolutionary War history and Daniel Boone's paths. Discover the Tom Dooley story (true crime!). The legacy of North Wilkesboro Speedway adds a chapter to a story that continues to evolve. See it all at the Wilkes Heritage Museum.



Experience artisan craft. We have many stops on the Blue Ridge Crafts Trails.



MEDIA CONTACT

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WilkesCountyTourism.com | [@WilkesNCTourism](https://www.instagram.com/WilkesNCTourism) | [@VisitWilkesNC](https://www.instagram.com/VisitWilkesNC)

