



HIGHLANDS
NORTH CAROLINA

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HIGHLANDS ONCE AGAIN NAMED A ‘BEST SMALL TOWN FOR SHOPPING’ IN *USA TODAY* 10BEST READERS’ CHOICE TRAVEL AWARDS CONTEST

HIGHLANDS, N.C., March 3, 2023 – Highlands is a winner in the 2023 *USA TODAY* 10Best Readers' Choice travel award contest for “Best Small Town for Shopping.” After four weeks of online voting, Highlands placed fifth among the towns nominated nationwide.

Highlands was nominated by a panel of relevant experts which include a combination of editors from *USA TODAY*; editors from 10Best.com; relevant expert contributors; and sources for both these media and other Gannett properties.

The contest allowed voters to select the winner, allowing one online vote each day until voting closed on February 20. The top ten winners in the “Best Small Town for Shopping” are as follows:

1. Ocean Springs, Mississippi
2. Rhinebeck, New York
3. Cape May, New Jersey
4. Chagrin Falls, Ohio
- 5. Highlands, North Carolina**
6. Taos, New Mexico
7. Ashland, Oregon
8. Bath, Maine
9. Fairhope, Alabama
10. Northfield, Minnesota

“The picturesque Main Street in the small North Carolina town of Highlands is a shopper’s paradise stocking a little of everything – sportswear, gift items, European and American antiques, home decor and accessories, fine art and kitchen gear,” reads the description on the 10Best [website](#) .

“We are pleased by the continued recognition of Highlands by *USA TODAY* and its readers,” says Kaye McHan, executive director of the Highlands Chamber of Commerce/Visit Highlands, NC. “Our local community and businesses take great pride in the shopping experience for our residents and visitors alike. The recognition proves their continued efforts to offer unique, quality items and a warm friendly atmosphere have paid off.”

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About 10Best.com:

10Best.com provides users with original, unbiased, and experiential travel content of top attractions, things to see and do, and restaurants for top destinations in the U.S. and around the world. The core of the site's uniqueness is its team of local travel experts: a well-traveled and well-educated group who are not only experts in their fields - and their cities - but discriminating in their tastes. These local experts live in the city they write about so the content is constantly updated. 10Best.com averages 5 million visitors per month. It was acquired by USA TODAY in January of 2013.

About the Highlands Chamber of Commerce/Visit Highlands, NC:

Formed in 1931 to serve as the voice of business, the Highlands Chamber of Commerce has grown to provide services and support to businesses, residents and visitors. Conveniently located on Main Street in the Marchant-Parker-Davis-Patterson House, its Highlands Welcome Center is open to all who visit, live and work in the community. The Highlands Chamber of Commerce/Visit Highlands, NC hosts an array of special events and programs throughout the year, including the Plateau Pick-Up, Leadership Highlands, Business After Hours, the Outdoor Concert Series, Meander in May, July 4th Fireworks and an array of holiday and winter festivities.

For more information or to inquire about being a member or volunteer, visit highlandschamber.org, stop by the Highlands Welcome Center at 108 Main Street or call 828-526-5841.

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