



FOR IMMEDIATE RELEASE

EXPLORE BOONE ANNOUNCES NEW VISITORS CENTER IN DOWNTOWN BOONE

Explore Boone is set to unveil a new facility rooted in the region's rich history.

BOONE, N.C. (October 31, 2024) – The Watauga County and Boone Tourism Development Authorities (Explore Boone) announce the opening of their new office at 171 Grand Blvd. The facility will officially open its doors on Monday, November 4th, marking a significant milestone in the organization's growth and continued commitment to promoting the Boone Area as a premier travel destination. The visitors center will be open Monday - Friday from 9 am - 5pm, and Saturday from 11 am - 4pm, excluding holidays.

Formerly the house of A.E. and Roberta Hodges, the new space is designed to foster collaboration, innovation and community engagement as Explore Boone advances its mission to showcase the region's unique blend of natural beauty, outdoor adventure and cultural heritage.

"This new location represents an exciting chapter for Explore Boone, not only bringing us closer to the heart of downtown Boone but also allowing us to preserve a piece of the town's history," said Wright Tilley, Executive Director of the Watauga County and Boone Tourism Development Authorities. "The historic home dates back to around 1940 and offers the perfect venue for us to continue our mission of promoting this incredible destination while honoring its past. As we look to the future, we remain more committed than ever to supporting the community and ensuring Boone remains a top choice for travelers near and far."

With this relocation, the Tourism Development Authorities are well-positioned to continue elevating the visitor experience and strengthening their partnerships with local businesses, residents and tourism stakeholders.

The office will serve as the only visitors center in downtown Boone and a hub for Explore Boone's ongoing marketing and promotional efforts, supporting the local tourism economy by attracting visitors year-round. The location's proximity to the historic Jones House, a center for cultural activities in Boone, further exemplifies Explore Boone's dedication to preserving and celebrating the town's heritage.

Updates on the grand opening are to come.

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About Explore Boone

Explore Boone is the Watauga County District U Tourism Development Authority (WCTDA), a local tourism development authority authorized by the state (North Carolina) and local government (Watauga County) to promote travel, tourism, and corporate travel, sponsor tourist-

related events, and activities, and finance tourism-related capital projects in District U. District U is defined as the unincorporated areas of Watauga County, North Carolina. Boone is the seat of Watauga County, which also encompasses the towns of Blowing Rock and Seven Devils, and the communities of Deep Gap, Foscoe, Meat Camp, Sugar Grove, Valle Crucis, and Zionville, as well as portions of the Banner Elk and Beech Mountain communities. As a true business center and popular dining and shopping destination, Boone is known as “the Heart of the High Country.” The town is named for the explorer, Daniel Boone, who lived nearby during the mid-1700s before blazing the famous trail into Kentucky. For more information, visit

www.exploreboone.com.