

WILKES COUNTY

NORTH CAROLINA



MIND-BLOWING MUSICAL TALENT

Music is at the very heart and soul of Wilkes County, a tradition that continues to be passed down to new generations. Marvel at the talent showcased in the Blue Ridge Music Hall of Fame. Get inspired by the best in Christian Music at FaithFest. Hobnob with music legends at world-famous MerleFest, the four-day Americana music festival held in April to honor Doc Watson and his son, Merle.

WHITE LIGHTNING TO LIGHTNING FAST

Explore the Wilkes County connection between moonshine and NASCAR. Wilkes County native Junior Johnson perfected his driving skills while hauling “white lightning” through the Brushy Mountains, inventing the “Bootleg Turn” in the process. Today, you can visit Call Family Distillers, whose founders’ family tree includes the Reverend Dan Call (who taught Jack Daniel how to make whiskey), and the “Uncatchable” Willie Clay Call, legendary moonshiner. Call Family Distillers alongside Merle’s Cocktail Lounge won Bar, Mixologist, and Distillery of the Year in 2023. Call’s uses white corn meal from Linney’s Mill, one of the last mills in NC that grind with water power.

Wilkes County is located close to I-77 at exit 73B and minutes from the High Country towns of Boone, Blowing Rock and Banner Elk. Wilkes County will wow you with revitalized, historic downtowns, mind-blowing musical talent, stunningly scenic mountain views, fascinating local history, heart-pounding outdoor adventures, and that Southern small-town charm. We’ll take your breath away or let you catch it in the Great State of Wilkes.

SMALL TOWN VIBES

Settle into an Adirondack chair by the fire pits in Wilkesboro’s Community Commons and enjoy live music drifting through downtown. Explore the Wilkes Heritage Museum or cool off with the kids at Heritage Square Splash Pad. Across the river, North Wilkesboro offers its own charm—boutiques, art, and antiques lining Main Street, vibrant dining and nightlife, and a legacy of motorsports that lives on today. Together, the twin towns welcome visitors with authentic experiences and small-town warmth.



4075’
WILKES COUNTY’S
HIGHEST PEAK,
TOMKINS KNOB

757
SQUARE MILES
TO EXPLORE

56
MILES OF
SHORELINE AT W.
KERR SCOTT LAKE

8
WINERIES,
1 DISTILLERY, 2
BREWERIES, AND 1
MEADERY ALL AWAIT
YOU IN WILKES!

FIND YOUR BACK ROAD.



INTERESTED IN LOCAL HISTORY?

Learn about true crime legend Tom Dula, subject of the song “Hang Down Your Head, Tom Dooley,” and Daniel Boone, who had a home in Wilkes County. Illuminate the rich history and folklore of Wilkes with a candlelight ghost tour of our historic Wilkesboro. Trace the Overmountain Victory Trail, which follows the route of the American Patriot army during the Revolutionary War. Don’t miss Whippoorwill Academy & Village, a collection of restored log cabins featuring historical museums, including the one-room schoolhouse that NC Poet Laureate James Larkin Pearson attended, as well as the breathtaking log cabin, Chapel of Peace.

FOR MORE INFORMATION, CONTACT:

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LOVE LOCAL FLAVORS?

Enjoy more than 50 wineries within an hour’s drive of Wilkes! Step into the sunny, Tuscan Villa at romantic and picturesque Raffaldini Vineyards, ranked one of the top seven wineries outside of California. Raffaldini, Piccione Vineyards, Castello Barone, Sotrio Vineyards all form a cluster known as “little Italy.” Enjoy Southern hospitality while sipping award-winning wines at Jones Von Drehle who hosts a summer concert series. Soak up the rays and waves at Roaring River Vineyards, with a restaurant and a brand new Biergarten overlooking the water. Admire the sustainable ways of Stardust Cellars who creates wines and meads on the first biodynamic farm in NC. Perry Lowe Orchards handcrafts hard (and NA) ciders from heirloom cider apples picked from their orchard in Wilkes County’s Brushy Mountains. Join Blue Ridge Food Tours for guided tastings of North Wilkesboro’s bold flavors—from spicy fried chicken and brisket to sweet pastries, cocktails, and even the unexpected kangaroo burger.

SUPERLATIVE SPORTING?

North Wilkesboro Speedway—a cornerstone of NASCAR since 1947—has roared back to life, hosting its first points race in 30 years and leaning into its moonshine-to-motorsport origins. Discover more than 50 miles of mountain biking trails, including Warrior Creek Trail, rated one of the best trails in the United States. Climb or hike the 600-foot granite cliff face at Stone Mountain State Park. Soak in the stunning scenery as you hike above the Blue Ridge Mountains. Go tubing, that’s right, not tubing, down the Yadkin River in a giant washtub that holds four or more people. Fly fish in the heart of historic downtown Wilkesboro at Cub Creek Park. Disc golf at one of the top 25 courses in the world, Rolling Pines, just minutes from downtown. New Hidden Brook Sporting Club offers a 285-acre playground of adrenaline—sporting clays, 3D archery, mountain-bike trails, and expert instruction.

