

TOUR LENGTH: TWO DAYS

HBCU PRIDE TOUR

DAY ONE: Tour the best of North Carolina's Historically Black Colleges and Universities. Bring walking shoes and learn each school's chant, popular traditions and the impact these institutions make in their individual communities.

GROUP-FRIENDLY RESTAURANTS

- Freshwaters
- Mert's Heart and Soul
- What the Fries

FESTIVALS & EVENTS

- National Black Theatre Festival
JULY and AUGUST
- JCSU Homecoming
OCTOBER
- Commemorative Classic
NOVEMBER
- Belk Bowl
DECEMBER

ACCOMMODATIONS

- Holiday Inn Express & Suites Charlotte NE - University Area
- Hyatt House Charlotte Center City
- Sheraton Charlotte Airport Hotel
- UNC Charlotte Marriott Hotel & Conference Center

THINGS TO DO

- Camp North End District 57
- Downtown Winston-Salem Arts District
- Home of the 90s Museum
- International Civil Rights Center & Museum
- The Brooklyn Collective

CHACARA HARVIN, CMP, TMP
TRAVEL TRADE MARKETING MANAGER
704.414.4181 | chacara.harvin@crva.com

CHARLOTTE
charlottetraveltrade.com

MORNING

TOUR SHAW UNIVERSITY

Founded in 1865, Shaw boasts being the first HBCU to open its doors to women. Campus tours are held Monday through Friday. Large groups will be given a Q&A before the tour.



DISTANCE TO NEXT STOP: 27.1 mi | 43.6 km | 30 minutes

TOUR NORTH CAROLINA CENTRAL UNIVERSITY

As one of North Carolina's largest HBCU's, this school is known for having one of the top 10 most popular law programs. Campus tours are held on Tuesdays and Wednesdays.



DISTANCE TO NEXT STOP: 54.8 mi | 88.1 km | 1 hour

AFTERNOON

TOUR NORTH CAROLINA AT&T STATE UNIVERSITY

This university also has been consistently ranked as one of the best and largest HBCU's in the country and is located just a few minutes away from the downtown Greensboro area.



DISTANCE TO NEXT STOP: 30.8 mi | 49.5 km | 31 minutes

TOUR WINSTON-SALEM STATE UNIVERSITY

Known for its nursing program and ranked as one of the best HBCU's in the country. On the tour, stop by Diggs Gallery, the largest collection of African and African American art in NC.



DISTANCE TO NEXT STOP: 6.8 mi | 10.9 km | 15 minutes

EVENING

DINNER AT DAVE & BUSTER'S

Recently making its debut in Winston-Salem, the arcade and restaurant has become a go-to arcade and sports bar for residents and visitors alike. When in need of fuel, you can't go wrong with the Smashed Bar Burger or the Smoked BBQ Ribs.



DISTANCE TO NEXT STOP: 40.6 mi | 65.3 km | 50 minutes

CHACARA HARVIN - CMP, TMP
TRAVEL TRADE MARKETING MANAGER
704.414.4181 | chacara.harvin@crva.com

CHARLOTTE
charlottetraveltrade.com

TOUR LENGTH: TWO DAYS | DAY TWO

HBCU PRIDE TOUR

DAY TWO: Continue the journey to college. Tour Livingstone College and Johnson C. Smith University. Stop off for some retail therapy at the Charlotte Premium Outlets, and end the trip with a game at Topgolf.

MORNING

TOUR LIVINGSTONE COLLEGE

Begin the day where the Blue Bears thrive! Livingstone College was founded as Zion Wesley Institute in 1879 by a group of A.M.E. Zion ministers. The school is famous for being the first college to commemorate a Black intercollegiate football game. The game against Johnson C. Smith University is still played today and is a great experience for clients who love HBCU football and soulful marching bands.



DISTANCE TO NEXT STOP: 6.8 mi | 10.9 km | 15 minutes



AFTERNOON

TOUR JOHNSON C. SMITH UNIVERSITY

Charlotte's premier urban research university offers 24 undergraduate degrees. Campus tours are 60 to 75 minutes long and are led by JCSU ambassadors.



DISTANCE TO NEXT STOP: 13.9 mi | 22.3 km | 20 minutes



SHOP AT CHARLOTTE PREMIUM OUTLETS

Nestled in Charlotte's booming Steele Creek community, this premium outlet mall offers Saks Fifth Avenue Off Fifth, Coach New York, Michael Kors and more.



DISTANCE TO NEXT STOP: 3.2 mi | 5.1 km | 8 minutes

EVENING

PLAY AT TOPGOLF

With more than 100 hitting bays, a full-service restaurant and a rooftop terrace, Topgolf is an entertaining outing for any skill level. The game (often compared to bowling or darts) features microchipped golf balls that your clients can hit toward targets. If you work up an appetite after playing, make sure to try Topgolf's Cookie Crumble Sundae.

