It's time for **your visit.**

New Bern, North Carolina's first colonial capital, is home to the historic Tryon Palace and the Birthplace of Pepsi-Cola. The scenic downtown offers everything from charming boutiques to modern cuisine and live entertainment.

Birthplace *of* Pepsi

Step back in time to the Birthplace of Pepsi-Cola, where you can grab popcorn and a Pepsi fresh from the historic soda counter where the iconic beverage known as "Brad's Drink" was first invented! The former pharmacy is now a time capsule of Pepsi-themed artifacts and souvenirs, offering a nostalgic glimpse of what's to come with New Bern's future Pepsi Museum.

Sparks *of* Romance

As the coastal town that inspired "The Notebook," love is always in the air in New Bern. See for yourself why our romantic setting is worthy of being Nicholas Sparks' hometown and muse, and take your Walk to Remember through his best-selling novels such as "The Return," "A Bend in the Road," and "The Wedding" on a self-guided walking tour.

Dining

Foodies will be amazed by New Bern's diverse and affordable culinary scene. It has blossomed with new flavors, serving various options such as sushi, Thai food, Italian food, and more. Every meal becomes a celebration in a seamless blend of local flair and critically-acclaimed dishes.

Nightlife

New Bern's timeless charm sets the stage for new traditions amidst its vibrant nightlife. Enjoy live performances by renowned entertainers at Baxter's, catch a play at a historic theater, or embark on a thrilling ghost tour. Whether you're hatchet throwing, taking a sunset cruise, or relaxing at jazz clubs, speakeasies, and lively breweries, there's always a memory to be made.

History

As North Carolina's first capital city, New Bern is a history buff's paradise! Trace the steps of our rich past along one of our ten self-guided walking tours, including the African American Heritage Trail, or ride through three centuries of history aboard a trolley tour. There's no shortage of architectural beauty, with restored Georgian, Federal, Greek Revival, and Victorian homes lining the historic district near notable stops like the New Bern Academy and Christ Episcopal Church.

Events

Celebration is around every corner in New Bern, with a calendar brimming with diverse events, from award-winning entertainers and seasonal outdoor concerts to annual festivals like Mum Fest and historic reenactments at Tryon Palace. These lively events are just a short stroll from the historic district, unlocking even more excitement with unique shopping, dining, and attractions. The variety of venues—from outdoor waterfront stages and concert halls to intimate pubs and historic theaters—offers something for everyone, making New Bern the perfect place to celebrate all year!

Arts & Culture

We may be known for our historical and coastal charm, but New Bern's art community is a masterpiece. Celebrate creativity at the "Arts in April" festival, featuring street performances, art exhibits, plein-air painting, and community events. Our annual events include the May NC Plein Air Art Festival and the November New Bern Artists Studio Tour. You can also explore a historic bank-turned-art gallery, theater troupes, pottery studios, and vibrant local music throughout the year. Once a month, around 30 shops and galleries extend their hours to showcase artists and welcome art lovers to ArtWalk.

Coastal Exploration

This southern oasis is full of adventures that never run dry! Nestled at the confluence of the Trent and Neuse rivers, downtown New Bern is a waterfront haven with endless opportunities for outdoor recreation. Rent a paddleboard or kayak to explore beautiful waterways, or book a boat tour to uncover our scenic views and spot local wildlife. Whether it's hiking the scenic trails of Croatan National Forest, enjoying a round of golf on a world-class course, or biking the East Coast Greenway, the New Bern area offers countless ways to connect with nature and relish the great outdoors.

Accommodations

Great accommodations abound in New Bern and Havelock. Whether you're looking for a cozy B&B, waterfront hotel, or marina, we're sure you'll find something to suit your needs. Our walkable downtown offers premier lodging options with panoramic views of our twin rivers, nestled amidst historic architecture and southern hospitality. Experience New Bern's first e-Boutique hotel, The Harvey, reclaiming a historic landmark from the 1700s, or stay in a luxurious Hilton Tapestry Collection property coming in late 2024—both steps away from downtown restaurants and attractions.

New *to* New Bern

After 300 years, New Bern continues to flourish year after year! There's always more to explore in our evolving destination, with new attractions hot to the scene. As you discover our growing downtown, you'll notice a common theme: old meets new. Modern bars like The James Drinkery and The Pour House 222 have transformed circa 1900 buildings, while the historic Kafer Park has been restored for New Bern's first collegiate summer baseball league, the Southpaws. The North Carolina History Center also holds rotating exhibits to give visitors a perfect excuse to return.