



NANTAHALA OUTDOOR CENTER ELEVATES THE MOUNTAIN GETAWAY WITH THE HEMLOCKS BY NOC

High-End Bungalow-Style Accommodations to Open in June 2024

BRYSON CITY, NC (Feb. X, 2024) — Get ready for a new era of opulent outdoor escapes as the [Nantahala Outdoor Center](#) (NOC), the Leaders in Outdoor Adventure Since 1972, proudly unveils The Hemlocks by NOC, a fabulous new addition to their Bryson City, NC campus lodging. Available for bookings this June, these posh bungalow-style cabins are poised to redefine your perfect getaway complete with eat-in kitchen, private deck and king rooms, featuring creative design elements that elevate the guest experience.

NOC, in collaboration with Studio Shed, Tinker Ma, and Morgan Construction introduces The Hemlocks, a significant architectural venture. Nestled on a ridgeline, these bungalows are designed to blend seamlessly with their natural surroundings, exemplifying Studio Shed's commitment to environmentally considerate construction.

For more than 50 years, guests have come to NOC to be immersed in nature and enjoy world-class rafting, hiking and outdoor exploration. Now, the landmark retreat introduces elevated lodging offerings that respect and build on the traditions of excellence that made NOC the leading outdoor adventure company while raising the guest experience to a new level.

"This is an exciting step for NOC as we embark on the extraordinary journey of creating the next era of distinctive outdoor and indoor experiences at our 500-acre mountain campus," said NOC President Colin McBeath. "A haven for outdoor enthusiasts, The Hemlocks by NOC are a testament to our commitment to continue to evolve our offerings with upgraded accommodations that elevate the guest experience."

The Hemlocks boasts eight pet-friendly bungalows, including four 2-bedroom and four 1-bedroom cabins with two ADA-accessible rooms. Elegantly blending the majesty of the outdoors with comfort, furnishings and finishes are plush and honor the outdoor, mountain setting through design elements and earthy color palettes. To further enhance each stay, the units will feature high-end toiletries and locally sourced Pisgah Coffee, ensuring an elevated but authentic mountain experience.

Select units are elevated using wood pilings, showcasing the team's innovative approach to modular construction and helical pier foundations. This method ensures a reduced environmental footprint while accommodating the undulating terrain, allowing these bungalows to coexist with the slope of the landscape without the need for traditional, more intrusive foundation methods.

The Hemlocks will feature mountain views and provide the feeling of seclusion while having easy access to 100+ adventure itineraries, the Appalachian Trail, the Nantahala River, and a plethora of on-campus amenities. Indulge in dining, live entertainment, the Outfitter's Store and paddling and wilderness courses.

Additionally, in celebration of The Hemlocks' grand opening, NOC will present a \$2,000 donation to the [Hemlock Restoration Initiative](#), supporting its vital work across the region. This initiative educates the community on treating and preserving hemlock trees, crucial for maintaining river ecosystem health by filtering and cooling water, stabilizing banks and supporting aquatic life. Additionally, the donation acknowledges the formation of the Paddlers for Hemlock Health and Treatment (PHHAT) group, a collective of regional kayakers who access remote areas to treat hemlocks, showcasing a unique collaboration between outdoor enthusiasts and conservation efforts.

This unveiling is just the beginning of NOC's new multi-phase master plan of development for their Bryson City campus. Over the next few years, NOC plans to expand by adding new amenities including revamped lodging and dining options, a spa and wellness center, expanded activities, event spaces and more. To be part of this adventure, book your spot at The Hemlocks and experience NOC's commitment to blending luxury and nature seamlessly. For more information on the Nantahala Outdoor Center and its offerings, visit www.noc.com. Explore the innovative partners behind The Hemlocks project at www.studio-shed.com, www.tinkerma.com, and www.morganconstruction.com.

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About Nantahala Outdoor Center

Nantahala Outdoor Center is the nation's largest outdoor recreation company with operations spanning Georgia, North Carolina, South Carolina, and Tennessee. Over a million guests visit NOC annually to embark on a diverse collection of more than 120 different river and land-based itineraries, learn to kayak at NOC's world-renowned Paddling School, travel abroad with NOC's Adventure Travel program, test the latest outdoor gear and shop at its LEED-certified flagship retail stores or enjoy NOC's resort amenities such as its three restaurants and multi-tiered lodging. The New York Times has recognized NOC as the "Nation's Premiere Paddling School," "The Best Place to Learn" by Outside, and as "One of the Best Outfitters on Earth" by National Geographic Adventure.

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