

## 2025 NC Travel Guide Media Pitch – NOTES:

### Slide 2: Drone Image of Swansboro

This is Swansboro, also known as the Friendly City by the Sea, where outdoor adventure and fun things to do – are all within steps of each other - including our annual community festivals and events – like Arts by the Sea in June and Swansboro by Candlelight in November.

### Slide 3: Sailboats at Church Street Dock

In the town's early history in the 1900s, Swansboro was a fishing village. These days, you'll find lots of locals and tourists bustling along Front Street in our historic downtown, as well as transient sailors and boaters with their vessels docked at the Church Street Dock.

### Slide 4: Otway Burns – Maritime History, Revolutionary War Figure

Founded back in 1783, you'll find lots of history in Swansboro that includes a statue of a notable historic figure located at Bicentennial Park. Otway Burns, was a swashbuckling sea captain, ship builder, and naval hero during the War of 1812.

### Slide 5: Sunrises & Sunsets

As the saying goes, a picture speaks a thousand words. Swansboro's sunrises and sunsets are spectacular! Enjoyed both on and off the water - aboard sunset cruises, as well as local hot spots like Bake Bottle & Brew and Saltwater Grill!

### Slide 6: Known for Bear Island @ Hammocks Beach State Park

Hammocks Beach State Park, is just a 5-minute drive from downtown with a marsh ferry that runs over to Bear Island. From the dock, a half mile hike leads to the wide-open beautiful beach. Families love the concession stand selling corn dogs for \$1 and cups of ice cream for just 50 cents.

### Slide 7: Shopping

Swansboro has over 40 unique shops and eateries throughout historic downtown – crammed full fashion, home décor, unique antiques, collectibles and oddities. It's the perfect small town to shop, stroll and enjoy glimpses of the waterfront – all at the same time.

### Slide 8: Front Street Grocery

Front Street Grocery is an artisanal grocery store filled with cold drinks, fresh baked goods and produce, as well as cheese, wine, crackers, and food stuff – perfect for our Airbnb and short-term rental guests staying downtown. It's also where you'll find our friendly local story tellers!

### Slide 9: Boro Girl Boutique

The Boro Girl Boutique has been open for just about a year and is owned by Swansboro local, Crystal Foy. Located in the old Russell's Building on Front Street, she carries local artwork – where items such as this hand painted chest of drawers featuring the legendary Clyde Phillips Seafood Market - are huge hits!

### Slide 10: Dine Dockside

What was once the infamous Ice House Restaurant that was destroyed by Hurricane Florence is now The Boro Low Country Kitchen. **A local favorite, and beloved by our visitors – for their fun dockside dining and delicious low country seafood boil.**

### Slide 11: Fine Dining in Swansboro

Il Cigno Italiano is dining at its finest in Swansboro. Translated to English, it means “The Italian Swan.” This local eatery takes its cues from Arthur Avenue in New York **specializing in simple, "peasant-style" cuisine and features a huge wine list.**

### Slide 12: il Cigno Italiano

Located along the White Oak River on the other side of Corbett Avenue, it’s a wonderful spot to relax, meet with friends, and **enjoy cocktails on the porch** while overlooking the water before dinner. Boaters are also encouraged to give them a call to come dock and dine!

### Slide 13: Mocktails

Designated drivers and “mocktail aficionados” can enjoy a bevy of featured refreshing drinks – including “Swan Juice”, as well as mojitos, or a San Pellegrino! See the full menu of mocktails and other visitor info including sister restaurants on their website.

### Slide 14: Mattocks House

Located along Front Street is the historic Mattocks House, which has recently been completely refurbished to become a large short term rental accommodation – perfect for family vacations, reunions or weddings. More info about this property is featured on VRBO.

### Slide 15: Mattocks House

Mattocks House has been beautifully decorated with an assortment of amenities including a large rocking chair porch on the 2<sup>nd</sup> floor and the Event Pavilion in back. **Guests can cook to their hearts delight or have meals catered in by a variety of local eateries.**

### Slide 16: Winter Shelling with Marsh Cruises

Getting out on the water is nearly year-round in Swansboro. Winter adventure seekers enjoy chartering excursions over to Bear Island with **Marsh Cruises and North Carolina shelling expert, Captain Darryl Marsh.**

### Slide 17: Winter Shelling – Sand Dollars and Bear Inlet

The inlet side of Bear Island is absolutely breathtaking! Treasure hunting for shells, sand dollars, shark’s teeth and other cool finds, **brings our outdoor adventurers back to Swansboro for repeat visits each year. They absolutely love it!**

### Slide 18: Lady Swan Tours Fleet

Lady Swan Boat Tours is known for their sunset cruises, birding cruises as well as their private chartered learning eco-adventures aboard the Carolina Swan. [Here you'll see their fleet, The Lady Swan as well as the Carolina Swan – all spiffed up and ready to go.](#)

### Slide 19: Birds in Onslow County

There are over 350 species of birds in Onslow County. Captain Jane Simpson of Lady Swan Boat Tours has beautifully captured a few of them on Birding Cruises they offer periodically throughout the year. [She often reminds folks to, “don't forget to bring your binoculars...”](#)

### Slide 20: White Oak River Guided Boat & Kayak Tours

Pogie's is a local tour operator offering [guided White Oak River boating and kayaking tours](#) to see more of Swansboro's native flora and fauna - in addition to island tours and taking groups via water taxi over to Bear Island.

### Slide 21: Instigator Fishing & Diving

For deep sea anglers and scuba divers, Captain Cindy Norris and her crew with Instigator Fishing & Diving offers chartered excursions that result in what she describes as [“bringing home the groceries”](#) that include lion fish, huge lobsters, as well as Megalodon shark teeth!

Relax all year long at North Carolina's coast and enjoy our historic downtown waterfront shops and local eateries. Eco tours, boating, shelling, fishing, sunset cruises, kayak tours, and beach adventures at Bear Island make Swansboro perfect for your next **family vacation destination.**