Group Travelers Prioritize Walkability and Cultural Access in Regional Leisure Destinations





ASHEVILLE, NC, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- When friends or extended families plan a trip together, the destination is increasingly chosen for what the group can do, taste, and hear in a single weekend. The HBX Group Travel Trends 2026 report finds that group travelers are seeking out destinations with a distinct culinary, artistic, and musical identity, and building their itineraries around walkable entertainment districts, local programming, and social settings rather than passive relaxation.

That demand for culture is sending more groups to mid-sized mountain and heritage towns across the Southeast, and Asheville offers it in a compact footprint. In a single day downtown, a group can catch a show near Pack Square or at The Orange Peel, browse the shops of the Grove Arcade, visit a taproom on the South Slope, and spend an afternoon among the working studios of the River Arts District. Tourism data from the North Carolina Department of Commerce shows visitor spending across western North Carolina continues to grow, with downtown cultural corridors, local craft breweries, and historic arts districts among the leading draws for leisure travel parties.

Transportation remains the most common logistical challenge for groups traveling together. Research published in the 2026 Phocuswright US Consumer Travel Report indicates that travel parties strongly favor centrally located lodging that reduces the need for driving and lets

individual members come and go on their own schedule. For friends and families mapping out Asheville group travel 2026 itineraries, that typically means choosing one of the downtown Asheville hotels within walking distance of breweries, galleries, and music venues.



The DoubleTree by Hilton Asheville Downtown is positioned to serve this type of group. Located on Haywood Street in downtown Asheville, the hotel sits a few blocks from Harrah's Cherokee Center, and The Orange Peel is a short walk away along with the city's restaurants and taprooms. Groups can explore the arts and brewery districts on foot independently, then regroup at the Montford Rooftop Bar, where Blue Ridge Mountain views provide a central meeting point between stops.

###

About DoubleTree by Hilton Asheville Downtown

DoubleTree by Hilton Asheville Downtown is an eight-story hotel located at 199 Haywood Street in Asheville, North Carolina. The building features 140 guest rooms, including specialty corner-view rooms and five suites. The property contains 2,020 square feet of flexible indoor meeting space divided among five conference rooms. Guest rooms are equipped with 42-inch televisions featuring premium cable channels, mini-refrigerators, coffee makers, and digital key access. On-site facilities include an indoor heated pool, a fitness center equipped with Precor treadmills and a selection of free weights, the Dogwood Cafe and Bar on the lobby level, and the award-winning Montford Rooftop Bar situated on the eighth floor.

Jack Benton
DoubleTree by Hilton Asheville Downtown
+1 (828) 505-8500
email us here
Visit us on social media:
LinkedIn
Instagram
Facebook
Other

This press release can be viewed online at: https://www.einpresswire.com/article/941689549

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.