LIFE/ The Charlotte Post

estination: Charlotte

Continued from page 1B grown by 86 percent since 1999.

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But will that be enough for

But will that be enough for black visitors to consider Charlotte to be a major desti-nation city? The reasons Atlanta ranks so high among black visitors, according to TIAA, is the way the city celebrates and dis-plays African American histo-ry

ry "Atlanta resonates with African American history, from the negative slavery and Civil War era to the positive modern success of black entrepreneurs, politicians, entertainers, and athletes in the city Civil rights history and continued political activi-ty is of course a main focus, as Atlanta was the birthplace of Martin Luther King Jr The King Center offers an educa-tional and inspirational expe-rience for the entire family. The city's hip hop talent, including such nationally acclaimed acts like Outkast and Ludaeris, also bring an influx of young African Americans, many of whom end up attending one of Atlanta's black colleges and universities. Sweet Auburn offers tourists a variety of influences in African Americans, as was the dis-confirmed Montreaux Music Cestival. Religious confer-ences and family reminons in another major draw for African Amèrican tourism in Atlanta," the report stated. Charlotte, Counts said is becoming that type of city as well (minus the famous rap-vers conflixements).

weil (minus the famous rap-pers and live music events). "There are endless possibil-ities in Charlotte," she said. "People think there isn't a lot to do here, but when they get here, they realize we have a

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The Afro-American Cultural Center is among on of the few obvious attractions that Charlotte has to offer African American vistors. Unlike Atlanta, Charlotte doesn't draw black visitors based on it's historical and cul-tural attractions. According to the TIA, Civil rights history and contin-ued political activity is of course a main focus, as Atlanta was the birthplace of Martin Luther King Jr. The King Center offers an educational and inspira-tional experience for the entire family.

variety of things to do. Black travel:

•African-Americans are much more likely to travel to destinations throughout the destinations throughout the southern census divisions, specifically to the South Atlantic (37% of person-trips), West South Central (15%), and East South Central (13%) divisions. •About one-tenth (9%) of all African-Americans travel includes a rental car as a pri-mary mode of transportation. One in seven (14 percent)



African-American person-trips include air transporta-tion. •On one in ten trips (10 per-cent). African-American households spend \$1,000 or more, excluding transporta-tion to the destination. • More than half (51 per-cent) of African-American trips are made by adults trav-eling alone or with someone

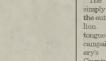
eling alone or with someone outside their household. About one in four (26%) trips taken by African-American households include children

under 18 years old. •Aside from shopping (41 percent of person-trips), other popular activities on African-American trips are nightlife or dancing (13 percent), visit-ing historical places or muso-ums (12 percent), attending cultural events or festivals (12 percent), visiting theme or amusement parks (12 per-cent), and gambling (12 per-cent).

cent) • Minority travelers spent about \$90 billion in 2002.

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Johnson C. Smith is the only historically black college in Charlotte. Atlanta, a top destination city among blacks, has four HBCUs in the city.



though. "White wines ain't cutting it," Hilliard said with a laugh, referring to the industry axiom that women prefer white wines. The wines are packaged simply with a label bearing the outline of a galloping stal-tion. The accompanying tongue-in-stubbled-cheek ad campaign features the win-ery's namesake, Sonoma County pioneer John G. Ray, and such masculine pursuits as fishing and hunting. De ad shows a hunter at sunset, dog by his side, with the copy "John G. Ray did not serve pinot noi," a sly dig at the varietal adored by wine sophisticates.

Continued from page 1B

Continued from page 1B grapes from hillside vine-yards where the vines have to struggle to survive, produc-ing richer fruit that adds heft to the flavors. Don't expect any Ray's Station buttery chardomays or silky sauvignon blancs, though. "White wines ain't cutting " 'Lifiliore acid with a clauch

not serve pinot noi;" a sly dig at the varietal adored by wine sophisticates. The company does not have sales data yet, but the response from distributors has been good, said Hilliard. "People react to it in the way they should; they chuck-le," he says "It's a little irrev-cent and it's meant to be fun-but, at the same time, the wine that's going into the bot-tel is very serious stuff" Monter Sonoma County wineyr, Ravenswood, has been getting in touch with its strong side for years, rallying behind the slogan "No Wimpy Wines" The winery, known for its zinfandels, is sponsor ing the No. 27 Brewco Motorsports car in the NASCAR Busch Series for 2006. Although they may seem an

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Macho wine pitch

unusual pairing, wine and auto racing have been con-nected for a while, with a number of wineries founded by the sport's greats, includ-ing car racer Mario Andretti, Yuney in Napa. NASCAR fan Boyce Brannock of Staunton, Virginia, is watching the trend with some interest. He is someone who already appreciates fine wines and fast cars. He and like-minded enthusiasts of both sexes-they call their group "Rednecks and Red Rhones"-get together every Pebruary to kick off the sea-son and sample wines from the Rhone region of France. Brannock sees the new marketing outreach as dove-taing with a consumer dri-tional wine drinkers being wine, "cr at least not turn up their nose when it's offered." He was not sure men would be won over by marketing aimed at them, but speculat-dit might be a hit with their wives. "Something like Ray's Station might be an opportu-tivet song, Here's something that's not coming out of a lowery bottle," he said. Leslie Sbrocco, author of "Wine for Women," liked the ide of trying to broaden wine's engedless of how we doit "

do it." On the Net:

http://www.raysstation.com http://www.ravenswood-

wine.com/ http://www.lesliesbrocco.co

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