

A woman wearing a cowboy hat and a light-colored long-sleeved shirt is leading a brown and white horse over a grassy ridge. The horse is equipped with a saddle and bridle. In the background, there are rolling mountains covered in trees with autumn foliage, under a sky with soft, white clouds.

THE ANNUAL GATHERING GARDEN & GUN *Society*

CATALOOCHEE RANCH AND THE SWAG
WESTERN NORTH CAROLINA | NOVEMBER 14-17, 2024

*Special thanks to our partners
Diamonds Direct and Rose Gold Wine*



ANNUAL G&G SOCIETY GATHERING ITINERARY

Cataloochee Ranch and The Swag

Western North Carolina

November 14–17, 2024

THURSDAY, NOVEMBER 14

Check-In

4:00pm

Arrive at your respective property and get settled in for the weekend. Check-in begins at both The Swag and Cataloochee Ranch at 4pm.

Welcome Dinner

6:30pm–10:30pm

Join us at The Swag House and Dogtrot for welcome cocktails, Rose Gold Wine, and a classic North Carolina barbecue dinner with live music. Complete your mountain wardrobe at the accessories bar, featuring a custom hat making station and jewels from Diamonds Direct. Enjoy the evening around the campfire.
Attire: Mountain Casual

FRIDAY, NOVEMBER 15

Sunrise Stroll

6:30am

Join The Swag's expert in residence, Lynda Doucette, for a short hike up to Gooseberry Knob to watch the sunrise. The hike will leave from The Swag House and light breakfast refreshments will be provided.

Sunrise Viewing

7:00am

Gather by the early morning fire at The Forge at Cataloochee Ranch to watch the sunrise over the surrounding valley, while enjoying storytelling and folklore from locals. Light breakfast refreshments will be provided.

Breakfast at Leisure

8:00am–10:00am

Guests can enjoy breakfast at The Swag and Cataloochee Ranch.

Camp G&G Small Group Activities Horseback Riding

9:00am

Meet at The Barn at Cataloochee Ranch for horseback riding with the Cataloochee Ranch Wranglers. The 2.5 hour trail ride will take you through dense forest, pastures, and rhododendron thickets, peaking atop the highland balds at above 5,000 feet. Accommodates all skill levels.
Attire: Jeans and Breathable Layers, Closed Toed Shoes

FRIDAY CONT.

Camp G&G Small Group Activities Guided Hike

9:00am

Meet at The Swag House for a guided hike with a local expert to Hemphill Bald. Expect stories of Cherokee history, ranch legends, and plenty of flora and fauna highlights on this 2.5 hour hike. Accommodates all skill levels.
Attire: Active Outdoor Wear, Closed-Toed Shoes

Camp G&G Small Group Activities Appalachian Crafts: Leatherworking Workshops

10:00am & 11:30am

Meet at The Barn Studios at Cataloochee Ranch for a lesson in leather making with the Cataloochee Ranch Arts Team. Guests will take home a set of four custom leather coasters, while learning about the history of Appalachian craftsmanship.
Attire: Comfortable and Casual, Aprons Provided

Lunch & Conversation with G&G

12:30pm-2:30pm

Gather at Switchback at Cataloochee Ranch for an all-Society luncheon and enjoy a family-style meal while listening to experts from the local area share their knowledge of Appalachian history and lore. Hosted by a G&G Editor.
Attire: Mountain Casual



SATURDAY, NOVEMBER 16

Sunrise Stroll

6:30am

Join The Swag's expert in residence, Lynda Doucette, for a short hike up to Gooseberry Knob to watch the sunrise. Hike will leave from The Swag House. Light breakfast refreshments will be provided.

Sunrise Viewing

7:00am

Gather by the early morning fire at Cataloochee Ranch to watch the sunrise over the surrounding valley, while enjoying storytelling and folklore from locals. Light breakfast refreshments will be provided.

Breakfast at Leisure

8:00am-10:00am

Guests can enjoy breakfast at The Swag and Cataloochee Ranch.

Camp G&G Small Group Activities Horseback Riding

9:00am

Meet at The Barn at Cataloochee Ranch for horseback riding with the Cataloochee Ranch Wranglers. The 2.5 hour trail ride will take you through dense forest, pastures and rhododendron thickets, peaking atop the highland balds at almost 5,000 feet. Accommodates all skill levels.
Attire: Jeans and Breathable Layers, Closed Toed Shoes

Afternoon at Leisure

2:30pm-5:00pm

Take in all that The Swag and Cataloochee Ranch have to offer, including spa services, a relaxing hot tub, self-guided hiking, fishing, and more. A full list of included and a la carte activity options are listed in your welcome packet. Contact our event reservations manager to book or for additional information.

Clogging 101

5:00pm-6:00pm

Before dinner, get a chance to rub elbows with tonight's entertainment and learn basic clogging techniques with the Bailey Mountain Cloggers. Enjoy moonshine tastings and cocktails at Switchback at Cataloochee Ranch.
Attire: Mountain Casual

A Celebration of Appalachia

6:00pm-9:00pm

Join us as we salute the heritage of the region with chef Jeb Aldrich of Cataloochee Ranch and chef Jake Schmidt of The Swag for a one-of-a-kind culinary experience featuring traditional Appalachian dishes incorporating locally foraged ingredients and cooked on open-fire at Switchback. Cap off your evening with an exclusive performance and a few special guests!
Attire: Mountain Casual

SATURDAY CONT.

Camp G&G Small Group Activities Guided Hike

9:00am

Meet at The Swag House for a guided hike with a local expert to Hemphill Bald. Expect stories of Cherokee history, ranch legends, and plenty of flora and fauna highlights on this 2.5 hour hike. Accommodates all skill levels.

*Attire: Active Outdoor Wear,
Closed-Toed Shoes*

Camp G&G Small Group Activities Appalachian Crafts: Printmaking Workshops

10:00am & 11:30am

Meet at The Barn Studios at Cataloochee Ranch for a lesson in monoprinting with Cataloochee Ranch Arts Team. Utilizing a mix of locally foraged wild flowers and native trees, guests will take home a set of six handmade prints.

*Attire: Comfortable and Casual,
Aprons Provided*

Lunch & Conversation with G&G

12:30pm–2:30pm

Gather at Switchback at Cataloochee Ranch for an all-Society luncheon and enjoy a family-style meal while listening to experts from the local area share their knowledge of Appalachian history and lore. Hosted by a G&G editor.

Attire: Mountain Casual

Afternoon at Leisure

2:30pm–5:00pm

Take in all that The Swag and Cataloochee Ranch have to offer, including spa services, a relaxing hot tub, self-guided hiking, fishing, and more. A full list of included and a la carte activity options listed below. Contact our event reservations manager to book or for additional information.

Meet the Distillers

5:00pm–6:00pm

Kick off the final evening with the makers behind Eda Rhyne Distilling Co., sharing ghost stories and local medicinal folk traditions, while tasting their regional interpretations of classic Italian styles of amaro using Appalachian botanicals. Be the first to taste the G&G exclusive spirit.

Attire: Mountain Cocktail

A Modern Mountain Feast & Barn Dance

6:00pm–11:00pm

Toast to an unforgettable weekend with cocktails and tastings featuring Eda Rhyne Distilling Co. and Native Spirits' Celtic Honor Appalachian Bourbon. The finale dinner with Appalachian native, chef William Dissen of The Market Place in Asheville, will include modern, Southern-inspired recipes highlighting sustainable agriculture and local cuisine. Close out the evening under the stars with a musical performance by award-winning bluegrass musicians at the Horseshoe.

Attire: Mountain Cocktail Chic



Pricing

All meals and listed activities are bundled into the inclusive ticket fee of \$2,700 per guest.

Follow this link to reserve your spot: [ticketing link](#).

After purchasing tickets, Society Members will be contacted by The Swag's reservation manager, Kirsten Messer, to book accommodations.

Contact Ali Karn, at society@gardenandgun.com or (843) 805-4200 with questions.





ACCOMMODATIONS

The event reservations manager, Kirsten Messer, will facilitate individual bookings at both properties for all Society Members. Accommodations for the G&G Society Gathering can only be booked via phone, through Kirsten. Guests cannot book accommodations online.

After you have purchased tickets, Kirsten will reach out to you personally to book your accommodations for the weekend. If you have questions regarding accommodations or activities, you may contact her directly: (828) 926-0430 ext. 642.

The Swag

*2300 Swag Road
Waynesville, NC 28785*

Perched almost a mile above sea level on a breathtaking summit, The Swag is an acclaimed mountaintop luxury hotel just steps from the Great Smoky Mountains National Park. One of the highest boutique hotel destinations in the country, the one-of-a-kind getaway is known for exceptional weather, stunning views, romantic sensibilities, and impeccable food and service. The property is a favorite of travelers who treasure its rare, restorative combination of natural beauty, ultimate privacy, and authentic hospitality.

Cataloochee Ranch

*119 Ranch Drive
Maggie Valley, NC 28751*

Cataloochee Ranch is a casual high-country resort spread out across 700 acres along the southeastern border of the Great Smoky Mountains National Park. The property's open fields, mountaintop meadows and elevated ridges deliver an unexpected mix of big skies and broad views that have captivated families and outdoor enthusiasts for the better part of a century. That rugged natural beauty is complemented by classic comforts, humble hospitality and the inspiring settings of America's quintessential working ranches.

RESORT PRICING

After purchasing tickets, Society Members will be contacted by the event reservation manager, Kirsten Messer, to book accommodations. Preferred rates and room descriptions are linked for review prior to booking.

All rates include taxes and fees.

The Swag Rooms	Thursday, November 14	Friday, November 15	Saturday, November 16	Number of Adults	Number of Bedrooms	Total
Rock Room	\$1,054.50	\$1,193.25	\$1,193.25	2	1	\$3,441.00
Deener’s Room	\$860.25	\$971.25	\$971.25	2	1	\$2,802.75
Bishop’s Room	\$1,276.50	\$1,443.00	\$1,443.00	2	1	\$4,162.50
Laurin’s Room	\$915.75	\$1,026.75	\$1,026.75	2	1	\$2,969.25
Davy’s Room	\$915.75	\$1,026.75	\$1,026.75	2	1	\$2,969.25
Ruby’s Room	\$915.75	\$1,026.75	\$1,026.75	2	1	\$2,969.25
Annie’s Room	\$1,276.50	\$1,443.00	\$1,443.00	2	1	\$4,162.50
Balsam	\$1,470.75	\$1,609.50	\$1,609.50	2	1	\$4,689.75
Hemlock	\$1,470.75	\$1,609.50	\$1,609.50	2	1	\$4,689.75
Mtn. Laurel	\$2,136.75	\$2,275.50	\$2,275.50	4	2	\$6,687.75
Hummingbird	\$1,332.00	\$1,498.50	\$1,498.50	2	1	\$4,329.00
Trinity College	\$2,775.00	\$2,941.50	\$2,941.50	6	3	\$8,658.00
Catalooche Ranch Rooms	Thursday, November 14	Friday, November 15	Saturday, November 16	Number of Adults	Number of Bedrooms	Total
Alexander	\$1,248.75	\$1,348.65	\$1,348.65	8	2	\$3,946.05
Verlin	\$849.15	\$949.05	\$949.05	2	1	\$2,747.25
Kephart	\$849.15	\$949.05	\$949.05	4	1	\$2,747.25
Palmer	\$849.15	\$949.05	\$949.05	4	1	\$2,747.25
Caldwell	\$849.15	\$949.05	\$949.05	4	1	\$2,747.25
Wingate	\$949.05	\$1,048.95	\$1,048.95	4	1	\$3,046.95
Delano	\$949.05	\$1,048.95	\$1,048.95	4	1	\$3,046.95
Masa	\$1,098.90	\$1,198.80	\$1,198.80	4	1	\$3,496.50
Woody	\$1,098.90	\$1,198.80	\$1,198.80	4	1	\$3,496.50
Haywood	\$1,198.80	\$1,298.70	\$1,298.70	6	2	\$3,796.20
Hemphill	\$524.48	\$594.41	\$594.41	2	1	\$1,713.30
Tom	\$384.62	\$454.55	\$454.55	2	1	\$1,293.72
Walker	\$454.55	\$524.48	\$524.48	2	1	\$1,503.51
Additional room information can be found at CataloocheeRanch.com/Accommodations and TheSwag.com/Accommodations						

TRAVEL DETAILS



Fly

- Asheville, NC (AVL) - 45 miles, approximately 1 hour drive
Serviced by Allegiant Airlines, American, Delta, and United
- Greenville, SC (GSP) - 105 miles, approximately 2 hour drive
Serviced by Allegiant, Airlines American, Breeze, Delta, Southwest, and United
- Knoxville, TN (TYS) - 105 miles, approximately 2 hour drive
Serviced by Allegiant Airlines, American, Delta, and United
- Charlotte, NC (CLT) - 160 miles, approximately 3 hour drive
Serviced by American, Delta, Southwest, United, and more

Airport Shuttle Service

If desired, guests will be responsible for booking their own airport shuttle service to The Swag and Cataloochee Ranch. G&G has partnered with the transportation companies listed here to ensure quality experience and service.

- From Asheville (AVL)
WNC Shuttle: WNCShuttle.com
- From Knoxville (TYS)
Chariots of Hire: ChariotsOfHire.com

Drive

- If you choose to drive, complimentary on-site parking is available for your personal vehicles at both The Swag and Cataloochee Ranch.

On-Site Transportation

G&G will provide on-site transportation between The Swag and Cataloochee Ranch each day for all G&G sponsored activities and events. Transportation needs between properties that cannot be accommodated with the G&G provided shuttle schedule, can be arranged through the guest services teams at The Swag or Cataloochee Ranch.

Weather

On average during November, the high temperatures are in the mid to high 50s and lows will dip down to the low 30s. Because the weather can be unpredictable and the outdoor nature of the experiences at The Swag and Cataloochee Ranch, we recommend packing layers and comfortable, outdoor clothing.

RESORT ACTIVITIES

Included

- **The Lookout Hot Tub**
Overlooking Jonathan Valley and Cold Mountain, the Lookout offers guests an incomparable setting to soak and unwind. There is a small gym with a treadmill, exercise bike, and free weights available for guest use.
- **Self-Guided Hiking**
Available at either The Swag or Cataloochee Ranch, there are hiking experiences for everyone, including short strolls or day hikes. There is direct access to the Great Smoky Mountains National Park from The Swag property. Trail maps are provided at each property.
- **Library and Puzzles**
Explore the collection of books in The Swag's Chestnut Lodge Library. Curl up by the fire with a mystery or spend the day working on one of the Stave wooden jigsaw puzzles.
- **Lawn Games**
Enjoy a fun game of cornhole and horseshoes on The Swag Lawn, steps away from the Swag Bar.
- **Fishing**
The ponds at both The Swag and Cataloochee Ranch are stocked with trout. Wet a hook and reel 'em in anytime!
- **Birdwatching**
Changing elevations and tree canopies create ideal environments for various birds. Bring your binoculars or borrow a pair, and see how many of our fine feathered friends you can find.
- **Pickleball**
Enjoy an afternoon at The Swag's newly finished pickleball court. Work on your volley while taking in the views!

A la Carte

- **The Still Spa**
Relax and be rejuvenated with a treatment in The Swag's spa, The Still. With three treatment rooms, they offer massages, facials, wraps, and more.
- **Challenge Course**
The world looks different from the treetops! Soar through the mountain heights and conquer challenging obstacles at Cataloochee Ranch with expert guides.
- **The Bullseye**
The shooting range at the Cataloochee Ranch offers classic target fun for all! Includes archery, axe throwing, and air rifles, all provided through the Cataloochee Ranch adventure team. Firearms are not permitted on property.

The event reservation manager, Kirsten Messer, can assist you in booking a la carte services during the reservation process or any time before your arrival. She can be reached at (828) 926-0430 ext. 642.





GARDEN & GUN *Society*

