



MASSACHUSETTS
visitma.com

**MORE
BEAUTY
TO
BEHOLD**

**FRANKLIN
COUNTY**

Undiscovered Massachusetts



UNDISCOVERED MASSACHUSETTS

FRANKLIN COUNTY

There's a great little getaway among the hills and valleys of Western Massachusetts. An undiscovered place of matchless beauty that's steeped in thousands of years of history, Franklin County is casual, unpretentious, and welcoming to all. Whether gazing at views of rolling landscapes and winding rivers, grooving to the music in a funky venue, or exploring charming village shops, you'll find that there's always more to Franklin County than you ever expected. Enjoy locally-sourced food and beverages, handcrafted treasures, and exhilarating outdoor adventures in every season. Come to unwind, gather with loved ones, and be one with nature—then return home invigorated and inspired.

[#MoreToFranklinCounty](#)





MORE VISTAS TO VIEW

Eight Views Worth the Visit

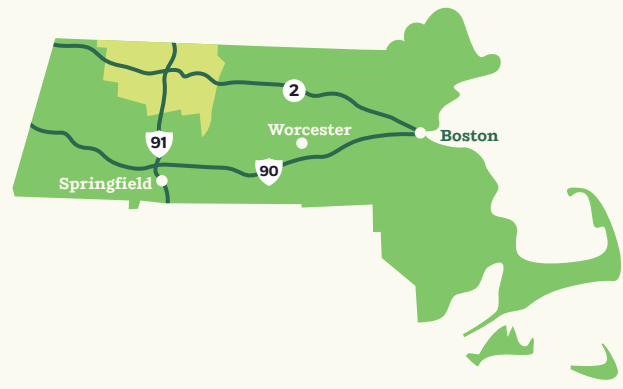
- 1 Mt. Sugarloaf
- 2 French King Bridge
- 3 High Ledges
- 4 Connecticut River Waterfront and Industrial Canal
- 5 Poet's Seat Tower
- 6 Bear's Den
- 7 Chapel Brook
- 8 Stratton Mountain

● NATIONAL HISTORIC DISTRICT



Scan to read more about these beautiful spots!

1 Hour North of Bradley Airport/Hartford
 1.75 Hours East of Albany
 2 Hours West of Boston
 3.5 Hours North of New York City
 4.75 Hours South of Montreal





**MORE
BUMPS
TO
JUMP**

FRANKLIN COUNTY

**YEAR-ROUND
DESTINATIONS**

In Franklin County, every season offers a delightful range of activities. From the vibrant colors of fall foliage to the exhilaration of downhill and cross-country skiing, there's something for everyone.

Take a leisurely stroll across the renowned Bridge of Flowers, immersing yourself in its enchanting beauty. Thrill-seekers can experience the rush of white water rafting or ziplining, while those looking for tranquility can cast a fly or go tubing down the river. Outdoor festivals beckon with their enticing blend of crafts, delectable foods, and captivating music.

Feed baby animals, hike to an iconic view, or meander through the orchards and fields that showcase nature's bounty. And don't miss the excitement of our lively Franklin County Fair held at one of the oldest fairgrounds in the US! Discover New England exactly as you've always envisioned it, celebrating the rivers, hills, valleys, and picturesque towns that make it truly extraordinary.



**MORE
LEAVES
TO
PEEP**

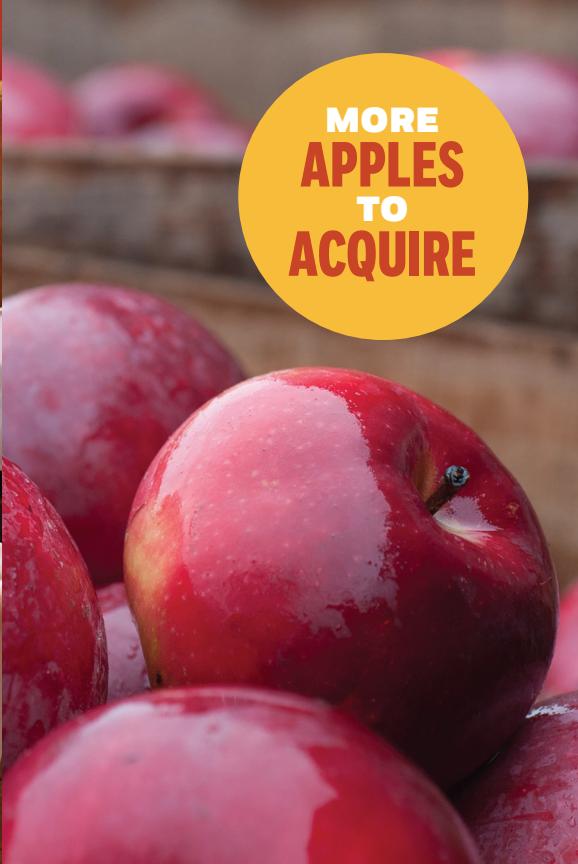


Scan to see all of the unique things to see and do in Franklin County





MORE BEERS TO CHEERS



MORE APPLES TO ACQUIRE

FRANKLIN COUNTY

EAT, DRINK & STAY

Delight in the farm-to-table philosophy as our dedicated culinary artisans bring you locally sourced foods and craft beers and ciders, featuring the harvests of our region. Savor the flavors of freshly picked vegetables, a juicy burger, or smoky barbecue. Give in to the irresistible temptation of doughnuts, pies, and pastries paired with locally roasted coffee. Indulge in a scrumptious pancake breakfast at a traditional maple sugar house or treat yourself to homemade candies and ice cream, bursting with sweetness and made with care. Whether you crave a satisfying casual meal or an exquisite fine dining experience, our restaurants cater to every palate. Join us and relish the harmony of taste and community.

Discover your perfect stay at a charming country inn, historic bed & breakfast, modern hotel, or tranquil campsite surrounded by trees and stars. No matter your preference, comfort and warm hospitality await you. Come for an impromptu weekend getaway or plan an extended stay, and our accommodations will ensure an unforgettable experience.



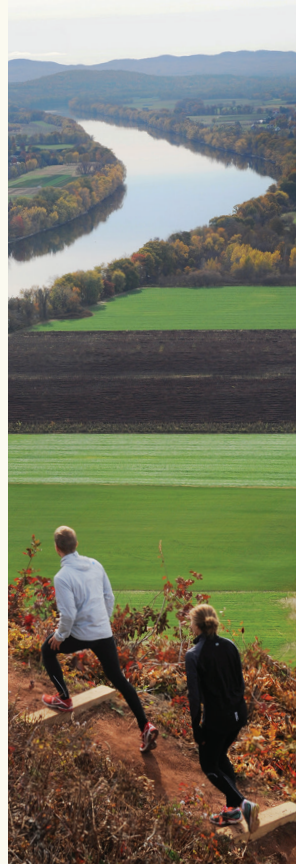
Scan to find the spots in Franklin County where you can grab a bite or wet your whistle.



FRANKLIN COUNTY

PLAY & SHOP

We like to think of Franklin County as the rural gem of Massachusetts, and you'll see why when you visit. Our vibrant, friendly historic villages are nestled amidst farms, fields, and valleys. Lose yourself in a used book store, find unique treasures in an antique shop, stroll through art galleries and artisan studios. Marvel at the fascinating glacial potholes carved by nature's hand, a testament to the area's geological wonders. Take part in the vibrant local music scene, where you can dance and sway to captivating rhythms at our celebrated music venues. And prepare to be illuminated, for nestled between South Deerfield and Bernardston, you'll find the largest selection of candles in the world.



**MORE
FESTS
TO
FAVOR**



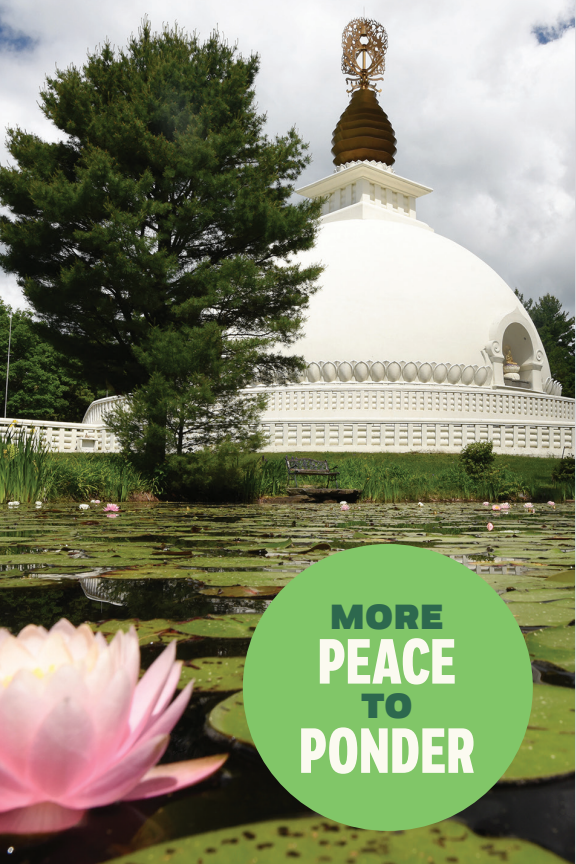
**MORE
CRAFTS
TO
CRAVE**



Scan to find all the best spots for treasure hunting in Franklin County!



Outdoor activities can please everyone in the family. Pick strawberries, blueberries, peaches, apples, or pumpkins, at the peak of freshness in their season. Relax while you see original theatrical performances amidst an open air paradise. Traverse scenic byways or venture along forest trails for a thrilling biking excursion. Or experience the magic of a horse-drawn sleigh ride, where you can glide through snow-covered landscapes and create cherished memories. Franklin County offers many fun-filled adventures, allowing you to embrace the natural environment, relish timeless traditions, and immerse yourself in the joy of live entertainment.



**MORE
PEACE
TO
PONDER**



**MORE
SOUNDS
TO
CELEBRATE**



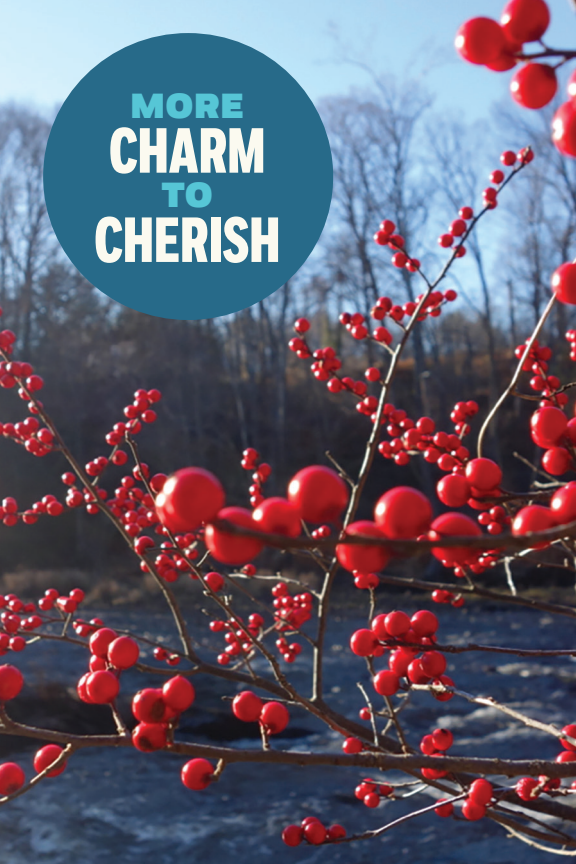
**MORE
LORE
TO
EXPLORE**



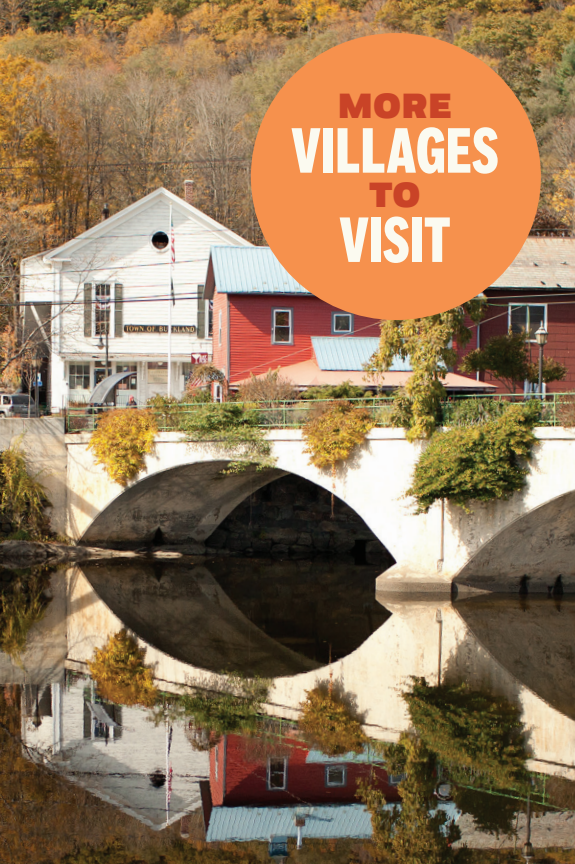
**MORE
MAGIC
TO
MAKE**



**MORE
FLAVOR
TO
SAVOR**



**MORE
CHARM
TO
CHERISH**



**MORE
VILLAGES
TO
VISIT**



**MORE
RACES
TO
RUN**

ANNUAL EVENTS

SPRING

Asparagus Pottery Trail Tour

A self-guided driving tour of clay studios in western Massachusetts. asparagusvalleypotterytrail.com

River Rat Race

Zany antics characterize this Athol to Orange race with over 300 canoes. riverratrace.com

Fish Ladder

Viewing facility for watching anadromous fish such as shad and the occasional Atlantic salmon as they make their way up the Connecticut River to spawn. Open from early May through the middle of June. It is located behind the Town Hall in Turners Falls. firstlightpower.com/recreation

SUMMER



Green River Festival, Greenfield

Green River Festival

Held at the end of June at the Franklin County Fairgrounds, the festival features nationally known musicians, craft vendors, local food and family fun. greenriverfestival.com



Pocumtuck Homelands Festival, Turners Falls

Greenfield Fourth of July Celebration

Music, food, vendors and fireworks display (fired from Poet's Seat Tower). Held at Beacon Field in Greenfield. greenfieldrecreation.com

Bridge of Flowers 8K Road Race

This 8K race attracts Olympic caliber runners. shelburnefalls.com

Deerfield Dirt Road Randonnee (D2R2)

Seven dirt-road bike courses ranging in length from a 12 mile Family Ride to the 180K challenging course. All routes begin at Old Deerfield and thread through agricultural land and forests. The short course has a flat run up the Green River valley, whereas the long course is regarded as perhaps the hardest century ride in the world. Benefits Franklin Land Trust. franklinlandtrust.org/d2r2

Annual Iron Bridge Dinner

Unique dinner for 400 at a table spanning the Iron Bridge between Buckland and Shelburne. shelburnefalls.com

Pocumtuck Homelands Festival

Waterfront at Unity Park in Turners Falls. All day celebration of Native American culture and history featuring Native American artists, musicians, vendors, and educators. nolumbekaproject.org/events

FALL



Franklin County Fair, Greenfield

Franklin County Fair

Opens on the Thursday after Labor Day, runs for four days. It is a large agricultural fair featuring livestock, exhibits, demonstrations, crafts, music, a midway, demolition derby and lots of food. fcas.com

Mike's Maze

Visitors to Mike's Maze will encounter activities, games, and amusements to entertain the entire family. Located on a working farm at the foot of Mount Sugarloaf, visitors enjoy gorgeous views of the New England foliage. Runs through the fall. MikesMaze.com



Iron Bridge Dinner, Shelburne Falls

Annual North Quabbin Garlic and Arts Festival

Orange is host to "The Festival That Stinks" including arts and crafts, garlic cuisine, regional agriculture, music, renewable energy exhibits, and more. garlicandarts.org

Conway Festival of the Hills

Features a 10K road race, arts and crafts exhibits, live music, activities for kids, a parade, log-splitting and skillett-tossing contests, and food and wares from local vendors. festivalofthehills.com



Franklin County CiderDays

Old Deerfield Fall Craft Fair

On the grounds of Memorial Hall, this show features over 200 juried exhibitors. deerfield-craft.org

Great River Challenge

Off-Road Triathlon includes running, biking, paddling, obstacle course, and skiing, Northfield Mountain Environmental and Recreational Center. greatriverchallenge.com

Ashfield Fall Festival

Crafts, art exhibits, locally grown food, live music, dance, and more. ashfieldfallfestival.org

Franklin County CiderDays

The first weekend in November, with over 30 venues across the county, this self-guided tour takes you to orchards, wineries and great restaurants for demonstrations, tastings, food and crafts, all celebrating the apple harvest. ciderdays.org

WINTER

Shelburne Falls Moonlight Magic

The official kick-off to the holiday season! Held on the Friday after Thanksgiving beginning at dusk when thousands of luminaries are lit along Bridge Street. Sales in the stores, craft vendors, music and fun. shelburnefalls.com



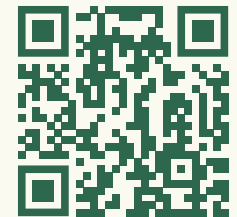
Shelburne Falls Moonlight Magic

Greenfield Winter Carnival

Features an ice sculpture contest, fireworks, Parade of Lights, ice skating, cardboard sled race, sledding and other winter activities. greenfieldrecreation.com

Scan to connect directly with everything you need to know to plan your trip to Franklin County.

And don't forget to sign up for our newsletter to receive exclusive discounts!



THIS BOOK IS BROUGHT TO YOU BY:

Franklin County Chamber of Commerce and Regional Tourism Council, a membership organization committed to building community and connecting the dots for visitors and businesses in Franklin County's 26 towns.

FULL PAGE PHOTOGRAPHY BY JAMIE MALCOLM-BROWN

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