

FRANKLIN COUNTY

Undiscovered Massachusetts

**MORE
BEAUTY
TO
BEHOLD**



MASSACHUSETTS
visitma.com



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](#)



Millers River • Orange





Shelburne



Berkshire East • Charlemont

**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.

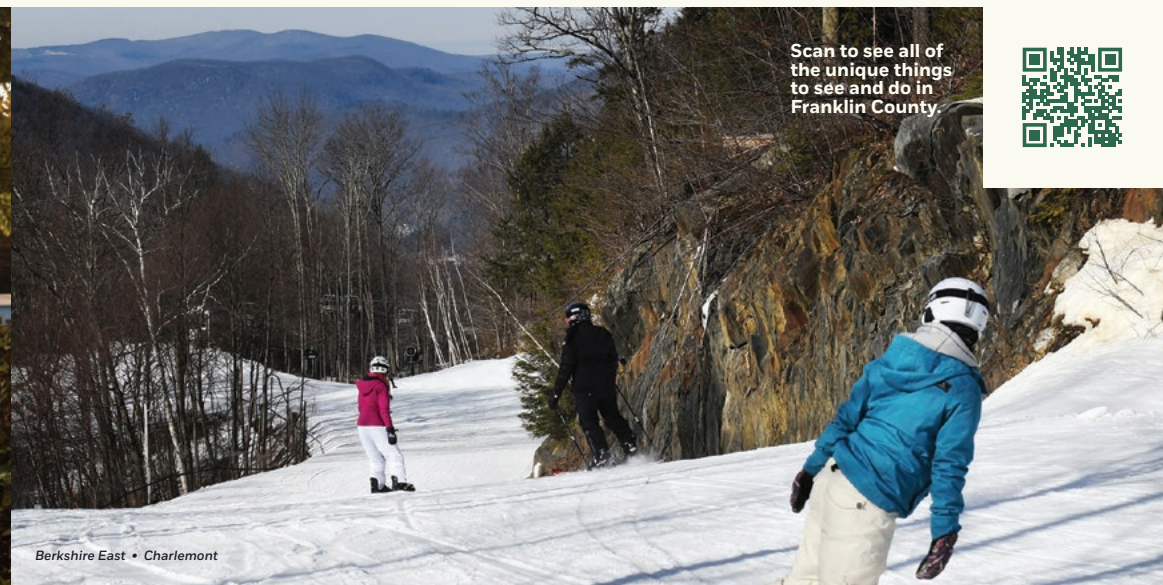
Take a leisurely stroll across the renowned Bridge of Flowers, immersing yourself in its enchanting beauty. Thrill-seekers can experience the rush of white water rafting or ziplining, while those looking for tranquility can cast a fly or go tubing down the river. Outdoor festivals beckon with their enticing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

Bridge of Flowers • Shelburne Falls



Berkshire East • Charlemont

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





Shelburne Falls



MORE
POURS
TO
ADORE

Headwater Cider • Hawley



Clarkdale Fruit Farms • Deerfield

FRANKLIN COUNTY

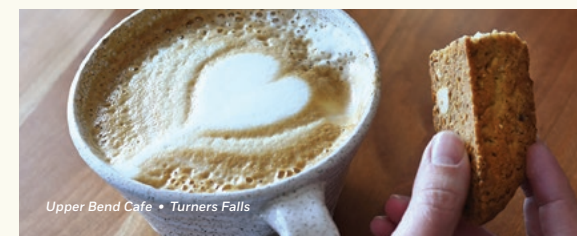
EAT, DRINK & STAY

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.



Upper Bend Cafe • Turners Falls



MORE
BEERS
TO
CHEERS

The Brewery at Four Star Farms • Northfield

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
TROUT
TO
SCOUT



Deerfield River

MORE
FESTS
TO
FAVOR



Ashfield Fall Festival



MORE
CRAFTS
TO
CRAVE

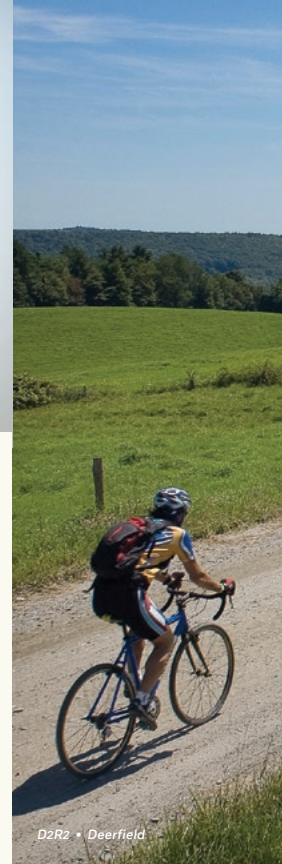
Lucy Fagella Pottery • Greenfield



Crab Apple Whitewater • Charlemont



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



D2R2 • Deerfield

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
FLAVOR
TO
SAVOR**

Gypsy Apple Bistro • Shelburne Falls



**MORE
SOUNDS
TO
CELEBRATE**

Green River Festival • Greenfield



**MORE
GOURDS
TO
GATHER**

Apex Orchards • Shelburne



**MORE
VISTAS
TO
VIEW**

Mount Sugarloaf • Deerfield



**MORE
LORE
TO
EXPLORE**

Historic Deerfield • Photo: Brent Hale



**MORE
MEMORIES
TO
MAKE**

Yankee Candle Village • South Deerfield



**MORE
MAGIC
TO
MARVEL**

Double Edge Theatre • Ashfield



**MORE
TREES
TO
TAP**

Williams Farm Sugar House • Deerfield



The Deerfield Inn

DISCOVER AUTHENTIC NEW ENGLAND CHARM AT THE DEERFIELD INN

As you travel along the mile-long Old Main Street through historic Deerfield, MA, you'll be taken back in time. The Deerfield Inn resides on this tree-lined street, nestled between gorgeous homes from the 18th and 19th-century, two schools, and three working farms.

Our historic Inn boasts Champney's Restaurant & Tavern, warming fireplaces, and a constant spirit of serenity, peace, and welcome. We are proud to continue the tradition of offering travelers a sweet respite from the hectic and busy bustle that lies beyond.



81 Old Main Street
Deerfield
deerfieldinn.com



Shelburne Springs

904 Mohawk Trail, Shelburne

*Boutique Hotel, Lounge,
and Event Space on 38 Acres*



Luxurious suites, swanky cocktail
bar, and beautiful grounds
shelburnesprings.com

VALLEY FLYER

Making stops in Franklin County!



Travel the scenic Connecticut River Valley corridor to enjoy the various cultural and recreational activities of Franklin County and beyond.



12 Olive Street
Greenfield
valleyflyer.com

BERKSHIRE EAST MOUNTAIN RESORT

ADVENTURE IN EVERY SEASON!



Experience the ultimate four-season adventure destination at Berkshire East Mountain Resort in Charlemont! In the winter, hit the slopes with skiing, snowboarding, tubing, lessons, and rentals, then unwind at our full-service restaurant & bar with lodging options nearby. When the snow melts, the excitement continues with whitewater rafting, zipline adventures, an aerial adventure park, a thrilling mountain coaster, and the best downhill mountain biking in the Northeast at Thunder Mountain Bike Park. For nearly 50 years, the Schaefer family has led the resort with a vision of adventure and sustainability, keeping it family-owned and operated. Whether you're seeking adrenaline or a peaceful mountain retreat, Berkshire East is the perfect escape for every season. Plan your adventure today!

66 Thunder Mountain Road
Charlemont
berkshireeast.com



Historic Deerfield

A MUSEUM OF HISTORY, ART, AND ARCHITECTURE ALONG
A MILE-LONG STREET LAID OUT IN 1671 AND STILL LINED WITH
18TH- AND 19TH-CENTURY HOUSES ON THEIR ORIGINAL SITES

This quintessential New England village is surrounded by working farms and rolling cornfields along the Deerfield River. Here in western Massachusetts, Historic Deerfield's museum houses range in date from the 1730s to the 1840s. Inside you will find one of the best public collections of art and antiques in America while you explore the lifestyle of early New England in a working village of endless beauty.



80 Old Main Street
Deerfield
historic-deerfield.org



Crumpin-Fox Golf Course

87 PARMENTER RD, BERNARDSTON • CRUMPINFOX.COM

Voted one of the top courses in Massachusetts



Experience world-class golf at Crumpin-Fox Club, a premier 18-hole championship course nestled in the scenic hills of Bernardston. Known for its pristine fairways, challenging layout, and stunning natural beauty, Crumpin-Fox offers an unforgettable golf experience and exceptional dining. Crumpin-Fox is where passion for the game meets New England charm.



THE INN AT CRUMPIN-FOX

71 NORTHFIELD RD, BERNARDSTON • CRUMPINFOXINN.COM

A Quaint 30 Room Country Inn



The Inn at Crumpin-Fox is a quaint, well-appointed 30 room country inn, located in northwestern Massachusetts in the quiet town of Bernardston, just 3 miles south of the Vermont state line. We hope you will consider visiting us on your next trip to northwestern Massachusetts, whether it is for a round at Crumpin-Fox Club, a group event, or simply a relaxing weekend of leaf-peeping and exploring the valley.



DRIVING TOURS

FEATURED TOUR: Turners Falls to Northfield

- From the parking area at 18 Miner Street in Greenfield, MA, by the I91 rotary - go to Route 2A and take a left.
- At the third light (Greenfield Center), take a right onto Rte. 5 south. Follow Rte. 5 for 1.2 miles and take a left onto Montague City Road.
- Follow Montague City Road that turns into Avenue A in downtown Turners Falls. Before crossing the bridge, visit the Discovery Center on your left.
- After crossing the bridge, go right on Rte. 2 east. Stay on Rte. 2, stopping before crossing the French King Bridge, stroll the bridge and admire the views.
- Cross the French King Bridge, then after .8 miles, take a left onto Semb Drive and another left onto Rte. 63.
- Take 63 North for 7.5 miles. Along the way you will pass Northfield Mountain Recreation area where there are hiking trails and cross country trails in winter. You can also catch a ride on the Quinnetukut II for an interpretive ride down the Connecticut River.
- Before you reach the center of Northfield, take a right onto Maple Street and follow it as it turns into Gulf Road and North Street for 7.6 miles. A good side trip is to follow the signs and take a right off Gulf Road to Laurel Lake.

The beauty of Franklin County is endless. Our driving tours will give you a glimpse of what the region has to offer.



Scan above for more driving tours.

When you reach Rte. 2 take a right and travel 5.4 miles back to the Greenfield parking area.

Yankee Candle Village

ONE OF NEW ENGLAND'S MOST LOVED DESTINATIONS

Yankee Candle Village offers so many family fun activities and experiences that create life-long traditions.

From our enchanted Black Forest (where it snows every 4 minutes!) to Wax Works – where you can be a candle maker for a day, to year-round events celebrating the seasons – Yankee Candle Village is over 90,000 square feet of fun and entertainment, and of course, candles! You have to see it to believe it!



EXPERIENCE the WONDER

YANKEE CANDLE® | VILLAGE



25 Greenfield Rd, South Deerfield
yankeecandle.com/village

FRANKLIN COUNTY FUN



K I S W B H H A O R A N G E E A R X D D
 S U N D E R L A N D O G O N G C L B P A
 W C K B U C K L A N D E R D I O I N V Q
 A B V C B E U K N B D U E V L L B C G G
 M S F W N E P D A O B E B R L R N T J M
 Q L Z B X Y I E U L R U E G V A L B Y O
 K E K W O R E J E U Z T S R R I J L O N
 S Y L K F H R H B V B G H J F N N A A R
 W D U X T A S H F I E L D F C I I G J O
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 S H U T E S B U R Y L J Q D V Z L J D K
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 O W F U D A O R P K H S B R A A T R G E
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 G A K X G M L L Y W F O F N G I G X K S
 C T Y N I Y X I E M E M O N T A G U E A
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 J L Y D C H A R L E M O N T P Q D T V E
 E Y C X P G H N Q W A R W I C K F H L M

**Can you find
the names of
all 26 towns
in Franklin
County?**

Ashfield
 Bernardston
 Buckland
 Charlemont
 Colrain
 Conway
 Deerfield
 Erving
 Gill

Greenfield
 Hawley
 Heath
 Leverett
 Leyden
 Monroe
 Montague
 New Salem
 Northfield

Orange
 Rowe
 Shelburne
 Shutesbury
 Sunderland
 Warwick
 Wendell
 Whately

**More to A-maze!
Can you find your
way to the tree?**



**More mystery!
Can you decode the
secret message?**

A	B	C	D	E	F	G	H	I	J	K	L	M
22	3	23	7	9	13	18	6	25	8	2	26	5
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
10	17	20	24	15	11	4	1	12	19	21	14	16

5	17	15	9	4	17		
13	15	22	10	2	26	25	10
23	17	1	10	4	14		



MORE VISTAS TO VIEW

Nine Views Worth the Visit

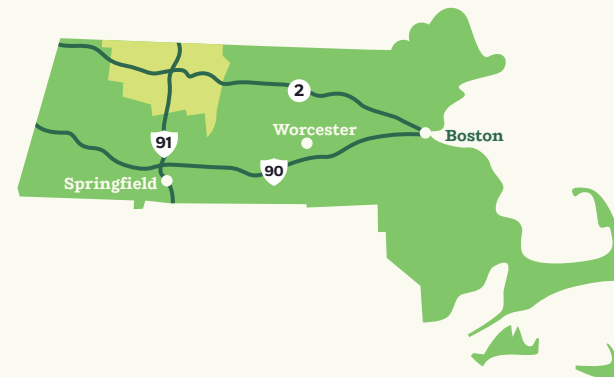
- 1 Mt. Sugarloaf
- 2 Chapel Brook
- 3 The Bridge of Flowers
- 4 High Ledges
- 5 Poet's Seat Tower
- 6 Canalside Rail Trail
- 7 French King Bridge
- 8 Northfield Mountain Recreation Area
- 9 Bear's Den

● 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



QUABBIN RESERVOIR

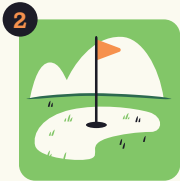


Mount Sugarloaf • Deerfield

HIGHLIGHTS



Berkshire East Mountain Resort
Outdoor Activity, Charlemont



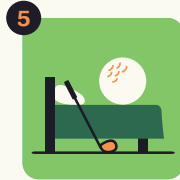
Crumpin Fox Golf Course
Outdoor Activity, Bernardston



The Deerfield Inn
Lodging, Deerfield



Historic Deerfield
Arts & Culture, Deerfield



The Inn at Crumpin Fox
Lodging, Bernardston



Shelburne Springs
Lodging, Shelburne



The Valley Flyer
Transportation, Greenfield



Yankee Candle Village
Shopping, South Deerfield

POINTS OF INTEREST

Arts & Culture

Ashfield
Double Edge Theatre

Buckland
Buckland Historical Museum

Deerfield
Historic Deerfield
Pocumtuck Valley Memorial Association

Greenfield
Franklin County Fairgrounds
Greenfield Garden Cinemas
Hawks & Reed Performing Arts

Leverett
The New England Peace Pagoda

Montague
Sawmill River Arts Gallery

New Salem
1794 Meetinghouse

Shelburne Falls
The Mill At Shelburne Falls
Shelburne Falls Trolley Museum

South Deerfield
Magic Wings Butterfly Conservatory

Turners Falls
Great Falls Visitors Center
Ja'Duke Theater
Shea Theater Arts Center

Food & Beverage

Bernardston
The Farm Table
Zeke's Bar & Grill

Charlemont
Crazy Horse Bar & Grill
Dirt Church Brewing Company

Deerfield
Berkshire Brewing Company
Champney's Tavern
Ciesluk's Market
Leo's Table
Tree House Brewing Company
Williams Farm Sugarhouse

Erving
Flis Market

Greenfield
Hope & Olive
Main Street Bar & Grille
Ryan & Casey Liquors
Terrazza Restaurant

Hawley
Headwater Cider

Northfield
The Brewery At Four Star Farms
Cameron's Winery & The Backroom Brewing Co.

Shelburne
Hager's Market
West County Cider

Shelburne Falls
Hotfire Bar & Grill

Sunderland
Blue Heron Restaurant

Turners Falls
Pioneer Valley Brewing
The Rendezvous
The Upper Bend

Whately
The Whately Inn

Lodging
Bernardston
The Inn at Crumpin Fox

Charlemont
Foolhardy Hill
Mohawk Trail State Forest
Warfield House

Deerfield
The Deerfield Inn

Erving
Erving State Forest

Greenfield
The Hampton Inn

Northfield
Centennial House Bed & Breakfast

Shelburne Falls
Shelburne Springs

Outdoor Activity

Ashfield
Chapel Brook

Bernardston
Crumpin Fox Golf Course

Charlemont
Berkshire East Mountain Resort
Crab Apple Whitewater
Hilltown Anglers
Thunder Mountain Bike Park
Zoar Outdoor

Deerfield
Clarkdale Fruit Farms
Mount Sugarloaf State Reservation

Erving
French King Bridge

Gill
Barton's Cove

Greenfield
Country Club of Greenfield
Poet's Seat Tower

Northfield
The Northfield Golf Course
Northfield Mountain Recreation Area

Orange
Billy Goat Boats

Shelburne
Apex Orchards

Shelburne Falls
Bridge Of Flowers
High Ledges Wildlife Sanctuary

Sunderland
Adventure East
Mike's Maze

Turners Falls
Canalside Rail Trail
Thomas Memorial Golf Course

Warwick
Mount Grace State Forest

Wendell
Wendell State Forest

Shopping

Bernardston
Krinkle Candle

Deerfield
Historic Deerfield Museum Store
Old Deerfield Country Store
Yankee Candle Village

Greenfield
Andy's & The Oak Shoppe
Cleary's Jewelers
Federal Street Books
Greenfield Farmers' Cooperative Exchange
Greenfield Games
Hens & Chicks
The Outlet Store
Roundabout Books

Shelburne Falls
Beth & Frances Boutique
Boswell's Books
ENJOY.
Historic Shelburne Falls
The Mill at Shelburne Falls
Raven Used Books

Sunderland
Sugarloaf Gardens

Turners Falls
Loot Found + Made
Richie Richardson Fab
Waterway Arts

Whately
Nasami Farm Nursery

Sweets

Bernardston
Sweet Lucy's Bakeshop
Townline Ice Cream

Deerfield
Richardson's Candy Kitchen

Greenfield
Adams Donuts

Northfield
The Northfield Creamie

Shelburne Falls
Hager's Market
Mo's Fudge Factor

Transportation

Greenfield
John W. Oliver Transit Center

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

Greenfield Bee Fest

Held annually each May, the Greenfield Bee Fest celebrates Rev. Lorenzo Langstroth, the "Father of Modern Beekeeping," with engaging activities for all ages that highlight the essential role of honeybees in sustaining our environment. greenfieldbeefest.org

SUMMER



Pride, Greenfield

Franklin County Pride

Franklin County Pride is a joyful, family-friendly event! Around 1,000 people march in the parade, representing various groups, with an estimated 2,500 spectators. Enjoy lively music as the parade travels down Federal Street to Energy Park in downtown Greenfield. franklincountypride.com



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

Juneteenth Celebration

Greenfield's Annual Juneteenth Celebration features a parade, live music, cultural performances, and educational activities honoring the end of slavery in the United States. visitgreenfieldma.com

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



Iron Bridge Dinner, Shelburne Falls

Annual Iron Bridge Dinner

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

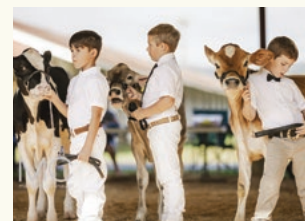


Pocumtuck Homelands Festival, Turners Falls

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

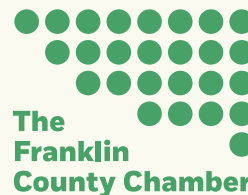
Visitors to Mike's Maze will encounter activities, games, and amusements to entertain the entire family. Located on a working farm at the foot of Mount Sugarloaf, visitors enjoy gorgeous views of the New England foliage. Runs through the fall. MikesMaze.com

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 skillet-tossing contests, and food and wares from local vendors. festivalofthehills.com



The
Franklin
County Chamber

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

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

Vintage Days

Greenfield's annual Vintage Days, held each October, invites visitors to experience the city's nostalgic charm through retro-themed activities, vintage car shows, sidewalk sales, and historical tours. visitgreenfieldma.com

WINTER



Shelburne Falls Moonlight Magic

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

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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Undiscovered Massachusetts



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