

Durham, NC Awaits MICHELIN Guide Announcement Later This Year as the American South Edition Launches

The American South to Showcase the Region's Culinary Excellence

Durham, NC- April 2, 2025

Michelin and Travel South USA today revealed that the MICHELIN Guide American South is coming in 2025 to six states in the American South as part of a new regional approach. The geographic scope includes six states—Alabama, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee—in addition to the pre-existing Atlanta Guide. Discover Durham is a supporting partner of the state of North Carolina.

Susan Amey, president and CEO of Discover Durham, shared, “Restaurants across North Carolina, including Durham, are under consideration for this prized recognition. While there is no guarantee that any of our restaurants will receive the coveted inclusion in the MICHELIN Guide, Durham’s chefs and restaurants have already earned many accolades and national awards. We believe our culinary scene is deserving of consideration and are proud to partner with our state and Travel South USA on this initiative. We look forward to aligning with one of the most well-respected travel brands in the world.”

By launching this regional approach, the MICHELIN Guide is going beyond the urban areas to better uncover the region’s authentic food culture. Travel South USA, participating state tourism offices, and destination marketing organizations (DMOs) will collaborate on marketing efforts to promote authentic Southern cuisine to domestic and international travelers, including food enthusiasts. The American South is a culturally diverse region with a vibrant culinary scene. It boasts everything from fine dining experiences to creative takes on Southern staples to international favorites.

The MICHELIN Guide’s anonymous Inspectors are already in the field, making dining reservations and scouting for regional culinary gems.

The full 2025 restaurant selection will be revealed later this year during the annual MICHELIN Guide Ceremony for the American South.

About Travel South USA: Travel South USA is America’s oldest and largest regional travel promotion organization, formed in 1965 by a resolution presented at the Southern Governor’s Conference. The long-standing regional collaboration of the state tourism offices of [Alabama](#), [Arkansas](#), [Georgia](#), [Kentucky](#), [Louisiana](#), [Mississippi](#), [Missouri](#), [North Carolina](#), [South Carolina](#), [Tennessee](#), [Virginia](#), and [West Virginia](#) provides a foundation to positively position tourism as a vital and dynamic element in the region’s economic development. Tourism ranks throughout the region as one of the top industries behind manufacturing and agriculture, and is responsible for \$220 billion in spending by visitors, generating 1.56 million direct jobs, and more than \$15.5 billion in state and local taxes.

About Discover Durham

Discover Durham, a globally accredited destination marketing organization, tells Durham, North Carolina’s story to attract visitors and drive economic progress. Discover Durham strategically markets the community to millions of people each year, helping to fuel sales at local businesses, create jobs, generate tax revenues and enhance the quality of life for locals. These efforts are funded by occupancy tax revenue collected from visitors across the county. Discover Durham also operates both the Durham Sports Commission, a 501(c)(3) whose mission is to create economic and social impact by recruiting and supporting local sporting events at all levels, and Durham Next, a visionary community partnership for the sustainable advancement of Durham as the best place to live, work and visit. For more information about Durham, visit www.discoverdurham.com, or follow on [Facebook](#), [X](#), [LinkedIn](#), [TikTok](#) and [Instagram](#).