

City of Hickory | Trail/ Downtown

BY THE NUMBERS

01

Oktoberfest
Annual Oktoberfest German heritage and music festival (second weekend in October): 50,000+ people.

02

Christmas Parade
Christmas Parade and Tree Lighting: 12 – 15K visits.

03

Hickory Farmers Market
(Saturdays, April through October): Averages more than 900 people each week.

04

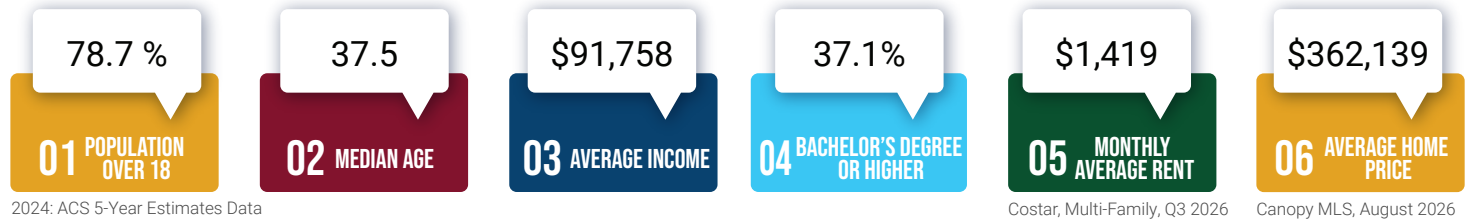
Hickory Hops
Hickory Hops craft beer festival allows ticketed patrons the opportunity to sample brewers from across the country: 800+ people every year.

05

The Sails Original Music Series
Free, live music performances (Friday evenings in May, June, and September): 600+ more people than a typical Friday evening.

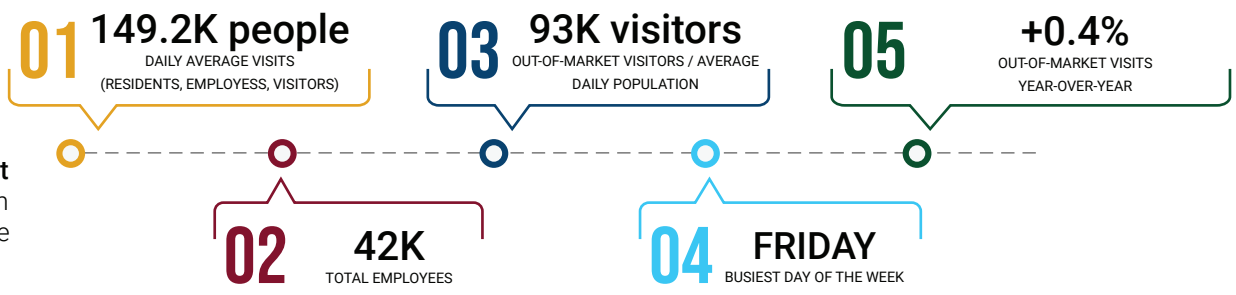
06

September Art Crawl
The Downtown Development Art Crawl and Symphony Side/Show bring artists and musical performances (September): 600+ more people than a typical Thursday evening.



CITY OF HICKORY FOOT TRAFFIC IN THE PAST 12 MONTHS

(Sep 2025 – Aug 2026)



POPULATION



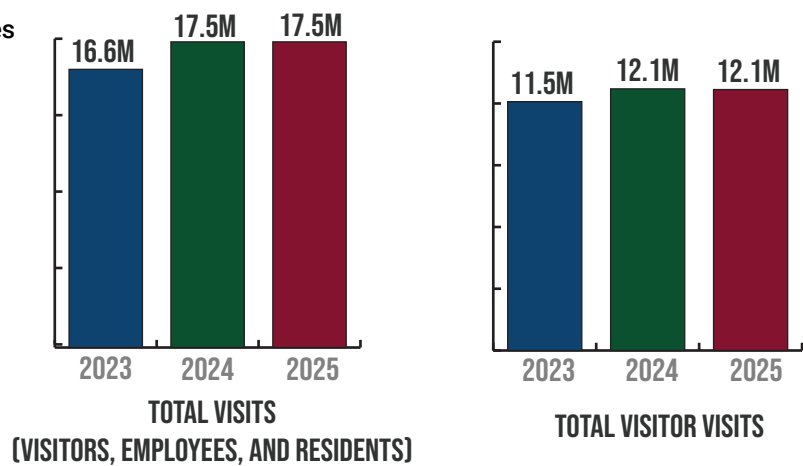
CITY POPULATION
2025
NC OSBM



FOOT TRAFFIC TO POPULATION RATIO
The total daily visitors to Hickory are 3 times the city's population.

HICKORY TRAIL AREA FOOT TRAFFIC

(1/2 mile on either side of the trail)



*DATA UPDATED ON SEPTEMBER 29, 2026



CRAFTING HICKORY

The City has exciting projects in the works. Visit www.craftinghickory.com to learn about the City Walk, Riverwalk, and more!

CITY OF HICKORY WEBSITES

An all-encompassing collection of information regarding City Council, City services, City departments, and City meetings can be found at www.hickorync.gov. Click the links or QR codes below to access additional information.



MyHKY.com



HKYTrail.com



[Experience Hickory Pitchbook](#)

EXPERIENCE LIFE. WELL CRAFTED.

From delectable farm-to-table restaurants, outdoor adventures on Lake Hickory, and eclectic downtown shops, to a growing craft beer scene and an arts and cultural community to rival that of cities more than twice its size, Hickory offers a unique experience that enthralls residents and attracts visitors from all around. A city for doers and makers, seeking a well-rounded community, Hickory offers the perfect balance of large city amenities and small town charm, making it the perfect place to work, live, and raise a family. **Hickory is Life. Well Crafted!**