



Cape Charles Sees Over

300,000

Visitors in 2025

From January through December 2025, the Town of Cape Charles welcomed approximately 343,000 visitors. Whether they're from the shore or came from afar, we're grateful they chose to spend a day, or a week, in Cape Charles.

While fellow Shore residents contribute significantly to our visitor count, most out-of-town guests traveled from Hampton Roads, Richmond, and Northern Virginia. Beyond Virginia, the top visiting states were Maryland, Pennsylvania, and New Jersey, with 9.5% of visitors (32,585 people) traveling more than 250 miles to reach Cape Charles.

The most visited days of the year were July 4 (17,500 visitors), August

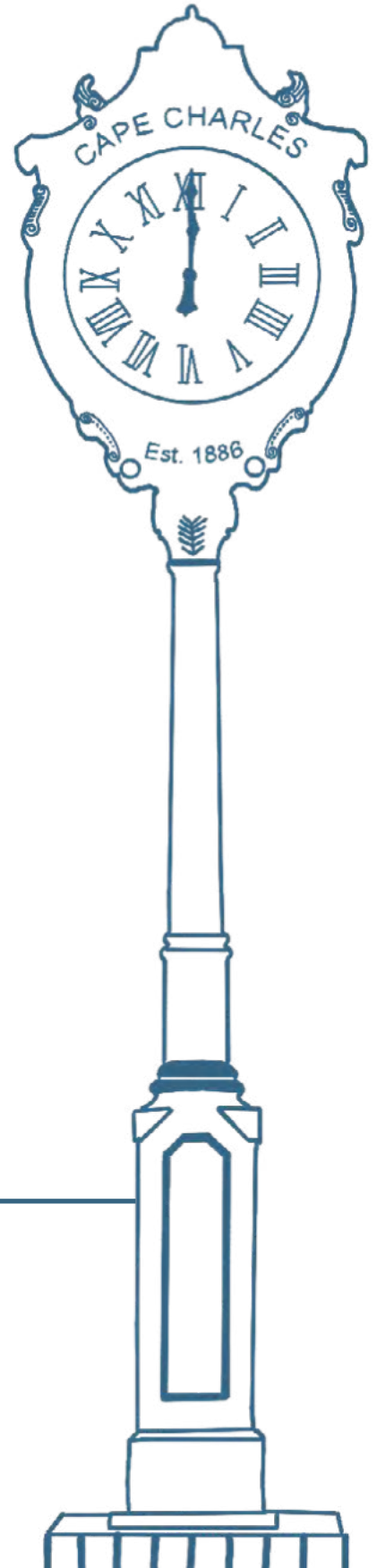
2 (11,300 visitors), and July 26 (10,100 visitors). The summer months, June through August, accounted for 196,000 visits, just over half of the year's total. February was the least-visited month in 2025.

Visitors stayed an average of 3.3 days, with 75% opting for overnight travel. Most overnight guests arrived on Thursdays and spent one to two nights in town.

These visits are essential in supporting local businesses, restaurants, and year-round jobs here in Cape Charles.

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A Cape Charles Main Street event.

Cape Charles LOVE Run

1 MILE. 5K. 10K.

+ KIDS' DASH & WHEELCHAIR RACE

April 25, 2026 | Cape Charles, VA

PARTICIPANT PERKS:

- Race Shirt
- Post-Race Party
- Finisher Medal
- Eco-Friendly Color Zone



REGISTER



Thank you to our sponsors & community partners:



Stories of a Bench

Cape Charles Rosenwald School's Bench

Cape Charles and the Rosenwald School – A Shared History of Restoration.

Kim Abod first became aware of the Cape Charles Rosenwald School Restoration Initiative in 2019 and became more actively involved a couple of years later. During that time, Cape Charles was experiencing rapid growth and change, and some longtime residents were feeling a little less at home in the community they had always known.

Around that same time, Strawberry Street Plaza was being designed as a new gathering space for the town. Sponsoring a bench there in honor of the CCRSRI felt like a simple way to shine the light on both the restoration effort and an important part of Cape Charles' shared history. Many people didn't realize that Cape Charles had a Rosenwald School or

that a dedicated group of alumni and volunteers had spent many years working to save it.

Kim shared that placing a bench in the plaza dedicated to the restoration initiative felt symbolic — a way to connect the story of the school, once separated from the town by railroad tracks, with the heart of the community today.

Overall, the CCRSRI has been a unity project — bringing a diverse community together around transforming a once-segregated school into a gathering place for all. The bench serves as a welcoming reminder of that journey and the shared story of this community.

Cape Charles Main Street would like to thank Kim for her generous and thoughtful gift to our community.



Julius Rosenwald



Booker T. Washington



Cape Charles Rosenwald School

Since Cape Charles Main Street started a bench and planter partnership in June 2021, we have had the privilege of hearing many interesting stories behind the sponsorship of each bench. As a feature in each of our newsletters, we want to spotlight a sponsorship through a “story of a bench,” which will feature the backstory of one of these benches which mean so much more than a simple place to sit...

Coming Soon...

WILDE PLANT STUDIO

Meet Danielle Fitzwater, a longtime Eastern Shore resident with a passion for caring for plants. Coming soon to Mason Avenue, Danielle's newest endeavor, Wilde Plant Studio, will bring a fresh oasis to Cape Charles. From common houseplants to rare, humidity-loving tropical varieties, her shop will offer something for every plant lover.

Danielle began her career as a teacher in Northern Virginia before moving with her husband to the Eastern Shore in search of a calmer pace of life. She taught locally for a year before the COVID-19 pandemic reshaped many plans and perspectives. During that time, Danielle transitioned into the tourism sector, and has since spent several years working in tourism and restaurant management.

Throughout it all, plants remained a personal passion. One day, after being encouraged to reflect on her long-term goals, Danielle realized her dream was to open a plant shop. That moment sparked the beginning of Wilde Plant Studio.

Danielle has spent countless hours researching and learning about plants by visiting plant shops along the Atlantic Coast and immersing herself in online resources. Through this process, she developed a deep knowledge of plant care, from everyday houseplants to tropical, and rare varieties. Along the way, her family and friends have

supported and encouraged her passion.

Wilde Plant Studio is the realization of Danielle's dream: a coastal plant shop rooted in the heart of her community. The store will offer common houseplants, rare and tropical plants, ceramic pots, soil, fertilizer, tools, and even a propagation station.

Designed as a one-stop shop for plant lovers, Wilde Plant Studio will provide the tools, tips, and inspiration needed to start or grow a home plant collection.

Danielle has never lost her love for teaching, and she is excited to share her knowledge with customers. Wilde Plant Studio will also host workshops where guests can gather, get creative, and learn more about caring for their plants.

The shop will bring a new vibe to Downtown Cape Charles and offer a unique stop for visitors. Danielle says Wilde Plant Studio will be the perfect place for longtime residents, new neighbors, short-term rental hosts, and business owners to pick up lively new décor for their spaces.

Stepping into Wilde Plant Studio



Danielle Fitzwater

will feel like entering a greenhouse—lush with color and new growth, and accented by antique furniture. Danielle and her father are currently building many of the interior fixtures, while she and her mother have been growing the plant stock—bringing the business to life by hand.

Wilde Plant Studio is set to open in April 2026 at 300 Mason Avenue, Unit A, with extended weekend hours throughout the spring.

Springtime on the Shore:

Things to See & Do



Springtime on Virginia's Eastern Shore welcomes a new season of possibilities. From water adventures to relaxing front porches, there's no shortage of ways to explore and unwind. Read on for family-friendly activities and outdoor experiences to enjoy this spring.

As the weather warms, the Shore's natural beauty comes to life. Kiptopeke State Park offers countless outdoor adventures. In the park, watch the sunset behind the famous ghost ships—nine partially sunken concrete vessels—launch a kayak, swim at the beach, fish from their pier, or simply relax and look for wildlife. Kiptopeke preserves the raw, unspoiled landscape that makes the Shore so special. Nearby, Magothy Bay State Natural Area Preserve features a scenic trail leading to the ocean.

about the area's deep roots.

To the south, explore the Eastern Shore of Virginia National Wildlife Refuge. Launch a kayak, wander the Butterfly Trail to spot native pollinators, or discover the area's military history at the preserved World War II bunker and gun barrel from the former Fort John Custis.

Just across Route 13 in Cheriton, stroll the historic grounds of Eyre Hall Gardens. These beautifully maintained gardens date back to the 1800s and are among the oldest in the country. While the home opens occasionally for tours, the gardens welcome visitors year-round.

In Cape Charles, visit the historic harbor for boat launches, guided kayak tours, eco-tours, fishing charters, and more. Take a self-guided walking tour through Historic Downtown Cape Charles using the Locable App, browse our unique boutiques, and enjoy dining at one of the town's excellent restaurants. Don't miss the vibrant arts scene, including several local galleries and performing arts at the Historic Palace Theatre.

There's so much to see and do on the Eastern Shore—get out and explore.

Heading north, the seaside village of Red Bank offers some of the darkest night skies on the Eastern Shore. Bring a chair or pull down your tailgate and enjoy an evening of stargazing. Nearby in Machipongo, visit the Barrier Islands Center to explore the history and culture of the barrier islands, and check their calendar for seasonal events.

In Eastville, take a scenic walk to Savage Neck Dunes Natural Area Preserve, where three nature trails lead to a secluded beach. Keep an eye out for wildlife along the way. While in town, stop by the historic Eastville Courthouse to learn more





2026

SAILFEST

Cape Charles™



Get ready for a weekend of maritime celebration at SailFest Cape Charles™, June 19–21, 2026 — a signature event honoring the town’s waterfront heritage as part of Virginia’s 250th commemoration.

Tall ships will line the harbor, with four featured vessels, the A.J. Meerwald, Schooner Lynx, Kalmar Nyckel, and Luna, open for public deck tours on Saturday and Sunday, offering an immersive look at life aboard historic ships. Additional displays will include Chesapeake Bay buy boats and U.S. Navy and Coast Guard vessels. For those looking for hands-on experience, sailing instructors will be on site offering opportunities to learn the basics on the water.

Saturday brings an 18th-century field music march into town, local historians and reenactors sharing stories and visualizations of the Eastern Shore’s story, and a vibrant artisan marketplace featuring more than 20 curated vendors specializing in maritime, nautical, and patriotic goods. Live music will fill the bandshell stage both Saturday and Sunday, creating a lively waterfront atmosphere that culminates Saturday evening with a patriotic fireworks tribute over the harbor.

More than just a festival, SailFest Cape Charles is a celebration of place — blending history, sailing, music, and community to showcase the spirit and tradition of Cape Charles.

June 19 – 21, 2026



SailFestCapeCharles.com



[SailFest Cape Charles](#)



[SailFest Cape Charles](#)



Upcoming Events

Spring 2026

April
4

Easter Egg Hunt

Hop on over to the Town of Cape Charles Annual Easter Egg Hunt on April 4 at 10 AM! Open to kids ages 2–10. Meet at the Central Park gazebo at 9:45 AM for directions and to kick off the fun. Don't forget to grab a photo with the Easter Bunny, courtesy of Cape Charles Main Street!

April
18

Town-Wide Community Yard Sale

Treasure hunters, get ready! The whole town is clearing out closets and setting up shop — don't miss the town-wide yard sale and your chance to score amazing finds right around the corner. Register in advance to have your property listed in participating addresses. admin.events@capecharles.org

April
25

LOVE Run

Join in on our 1-mile, 5K & 10K run/walk! Find more details and a registration QR code on page 2. Come run with us through Historic Cape Charles and stick around for a family-friendly after party!

Ignite The Night

Support Cape Charles Volunteer Fire Company at their fundraiser! The night will feature live music by The Amish Outlaws, a crowd-favorite known to play mashups, hip-hop, rock, pop, and more! Indulge in an all-you-can-eat dinner, and stop by the bar for beer or wine (purchase required). Each and every ticket goes toward supporting our local fire company and their needs to help keep us protected.

May
2

37th Annual Clean the Bay Day

Join thousands of Virginians in this long-running statewide cleanup effort to protect the Chesapeake Bay. Volunteers register with their preferred locality and will be assigned to a family-friendly, challenging, or small-boat cleanup site based on their interests. Open to all ages and experience levels. Contact CTBD@cbf.org with questions.

May
15 & 16

ESVA Chamberfest

ESVA's Chamberfest returns to Cape Charles for not one, but two nights of fun and country music! Friday night will bring Irie Tree, the Shore's premier reggae rock band. On Saturday, enjoy a mix of musicians, including Fil Rhythm and Alabama tribute band "The Boys in the Band." Roots & Boots duo, Sammy Kershaw and Aaron Tippin will headline the show and close out the night with their mix of legendary country music. Vendors, food, and beverages will be available on site.

June
13

Bluegrass and Sunset Festival

Feel the rhythm and all the vibes at the Bluegrass & Sunset Festival! Live entertainment will include The Travelin' McCourys and Junior Brown.

June
19 - 21

SailFest Cape Charles™

As a Sail Virginia® 2026 Affiliate Harbor, Cape Charles will welcome multiple tall ships to SailFest Cape Charles from June 19-21, 2026. The four ships – Schooner Lynx, New Jersey's tall ship AJ Meerwald, the majestic Kalmar Nyckel, and the Luna will be open to the public for free tours from noon until 6:00 p.m. on June 21 and 22. Accompanying entertainment will include period reenactors, presentations from local historians, military vessels, a vendor market, fireworks, and live music! Read more about Sailfest Cape Charles™ on page 6.

Town News



Easter Egg Hunt

Join us for the Town of Cape Charles Annual Easter Egg Hunt on April 4 at 10 AM. Open to ages 2–10. Meet at the Central Park gazebo at 9:45 AM for directions and the start of the fun. Don't miss a photo-op with the Easter Bunny provided by Cape Charles Main Street!

Town-Wide Yard Sale

One man's trash is another's treasure! Join in on the Town-Wide Yard Sale Saturday, April 18th! Email admin.events@capecharles.org to have your address advertised.

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