



The Roanoke Valley in Virginia's Blue Ridge is the ultimate destination for your next meeting. The beauty of the spectacular Blue Ridge Mountains combined with the refined sophistication and vibrant culture of the Roanoke Valley make this region a natural choice for a meeting or convention.

Visitors will experience breathtaking scenic views, thrilling outdoor adventures, mouth-watering cuisine, inspiring arts and culture, and luxurious, affordable accommodations. And the mountains serve as the perfect backdrop for our first-class meeting facilities.

With over 683,000 square feet of meeting space and 5,000+ guest rooms,

Visit **Virginia's Blue Ridge** is ready to help you begin planning your next meeting.

ACTIVITIES

OUR STAR ATTRACTION – Roanoke Star & Blue Ridge Parkway



A BREATHTAKING VIEW: One star tops all the trees in **Virginia's Blue Ridge Mountains – the Roanoke Star**. This 100-foot tall neon structure sits atop **Mill Mountain** and glows bright white for all to see. The **Roanoke Star & Overlook** is conveniently located off the **Blue Ridge Parkway** at *Milepost 120* and is only a 10-minute drive from **Downtown Roanoke**. Don't miss your chance to visit the world's largest freestanding illuminated man-made star. The overlook also provides stunning panoramic views of the surrounding valley and mountains. Smile and broadcast yourself as the **StarCam** streams images to the web 24 hours a day.

HIKING – Greenways, McAfee Knob, Appalachian Trail, Blue Ridge Parkway

TAKE A HIKE: **Virginia's Blue Ridge** is a mountain playground full of great hiking trails. It's why the region recently earned the title of **"Best Trail Town"** from *Blue Ridge Outdoors Magazine*. With a variety of hikes that range in all levels of difficulty, remember to pack your hiking boots when you visit **Virginia's Blue Ridge**. You can navigate along the **Appalachian Trail**, take in the stunning views of **McAfee Knob** or make your way to the top of the **Peaks of Otter** as part of your Blue Ridge Day.



HISTORY – Railroad: O. Winston Link, Virginia Museum of Transportation, Railwalk



A RICH RAIL HERITAGE: The roots of the region's iron horse history are as strong as the powerful locomotives that power through the heart of the city. The City of Roanoke was chartered in 1882 and immediately became a major rail crossing and manufacturing location for **Norfolk & Western Railroad**. Now, the area's rail heritage is highlighted through the **Virginia Museum of Transportation**, **O. Winston Link Museum** and **David R. & Susan S. Goode Railwalk**.

WINE & BEER – Vineyards & Breweries



CHEERS TO YOU: It's always a great time to enjoy our local wineries and breweries. Sample the delicious fruit wines at the **Peaks of Otter Winery**, partake in the fine wine and wonderful views of the **Blue Ridge Mountains** at **Chateau Morrisette Winery**, and follow the **Wine Trail of Botetourt** with three wineries. If beer is your beverage of choice, experience the craft **breweries** and enjoy the selection of IPAs, lagers, blondes and porters.

ARTS & CULTURE – Museums, Galleries, & Artisans

A VIBRANT ARTS SCENE: The art galleries of our region are full of captivating pieces and exhibits from artisans who will challenge you to see things differently. Visit the fascinating exhibits of the **O. Winston Link Museum**, **History Museum of Western Virginia**, **The Taubman Museum of Art** and other galleries in **Downtown Roanoke**. Check out **Center in the Square**, which is home to the **Science Museum of Western Virginia**, **Harrison Museum of African American Culture** and **Mill Mountain Theatre**. Discover the art that is being created locally at the **Olin Hall Galleries** at **Roanoke College**, **Eleanor D. Wilson Museum** at **Hollins University** and the **Blue Ridge Institute & Museum**. Don't forget to think outside the galleries – **Art By Bike** is a self-guided bicycle tour of more than two dozen outdoor public art pieces.



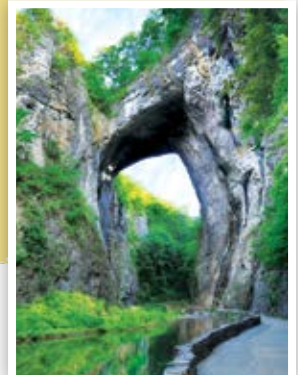
WATER – James River, Smith Mountain Lake, Roanoke River



HIT THE WATER: Mountains aren't the only terrain with outdoor adventures in **Virginia's Blue Ridge**. We also have a vast array of activities you can enjoy on the water in the region. Tell stories for years about the great fishing at **Smith Mountain Lake** and **Roanoke River** at **Green Hill Park**. Spend a day canoeing at **Carvins Cove**, where the peaceful surroundings will make you feel like you're a world away. Get ready to explore with a kayaking trip along the **Upper James River Water Trail** through **Twin River Outfitters**. It's time to hit the water in **Virginia's Blue Ridge**.

NATIONAL ICONS – Poplar Forest, D-Day, Booker T. Washington, Natural Bridge

AN ICONIC DESTINATION: History is alive and well through the fascinating attractions and major historical sites that let you walk in the footsteps of soldiers, explorers and statesmen who've had a presence in the region. Visit where Thomas Jefferson took retreats at his **Poplar Forest** estate. Pay tribute to the Allied Forces of *World War II* at the **National D-Day Memorial**. Learn about one of the most influential leaders in American history at the **Booker T. Washington National Monument**. Be amazed by the history and stunning beauty of **The Natural Bridge of Virginia**.



SHOPPING – Farmers Markets, Boutiques, Black Dog Salvage



A SHOPPING SPREE: In **Virginia's Blue Ridge**, you'll have the perfect opportunity for a spree. From the handmade goods at the **Historic Roanoke City Market** and various other local farmers markets, to the antique shopping at **Black Dog Salvage**, the region is full of unique, locally-made products. The **Downtowns of Roanoke and Salem** also feature charming boutiques and antique shops where you won't be able to resist treating yourself. You can even sample artisan food products at local shops like **Chocolatepaper** and **The Candy Store** or take part in a **Discover Roanoke Food Tour**.

GOLF – Westlake, Hanging Rock, Ashley Plantation, Primland

IT'S TEE TIME: Whether you are interested in organizing a large outing for a group or want to spend a leisurely afternoon round by yourself, the courses in **Virginia's Blue Ridge** are perfectly suited to meet your needs. Take in the breathtaking views of the **Blue Ridge Mountains** on the challenging greens of **Hanging Rock Golf Club** and **Ashley Plantation Country Club**. Golfers can also take on the waterfront tee shots at **Westlake Golf & Country Club**, located on **Smith Mountain Lake**. And visit the amazing *Highland* course at **Primland**, which is regularly named one of the top courses in America by *Golf Digest*.



FAMILY FUN – Mill Mountain Zoo, Science Museum of Western Virginia, The Butterfly Garden, Salem Red Sox



FUN FOR THE FAMILY: **Virginia's Blue Ridge** is the ideal destination for the family that likes to play together. Experience all the fun of **Center in the Square** in **Downtown Roanoke**, including *The Butterfly Garden* in the **Science Museum of Western Virginia**, where you'll walk among exotic butterflies from around the world. With over 85 species of animals, you'll make some new friends at the **Mill Mountain Zoo**. Enjoy the excitement of professional sports when you take the family to see **Salem Red Sox** baseball or **Roanoke Rail Yard Dawgs** hockey. Plan an adventure with a bike ride along the 26 miles of **Greenways** or go climbing at the indoor **River Rock Climbing Wall**. And cool down on the water slides and lazy river at **Splash Valley Water Park**.

TEAM BUILDING

Take advantage of the opportunities to grow together with the team building activities that are available in **Virginia's Blue Ridge**. High ropes and climbing courses at the **W.E. Skelton 4-H Educational Conference Center**, **River Rock Climbing**, **Hollins University** and **Camp Roanoke** will provide challenges that force people out of their comfort zones. Help your team reach its potential with an outdoor adventure through **Muddy Squirrel**, **Odyssey Adventure Racing**, and **Big Pine Trout Farm**.



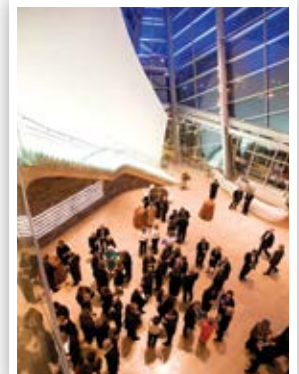
AFTER 5:00 ACTION



The fun doesn't stop when the sun goes down in **Virginia's Blue Ridge**. On any given night, local bands are playing at restaurants, clubs and local breweries all around the valley. You'll find an eclectic music scene, featuring jazz, blues, rock, folk and you can even take in some bluegrass along the famous **Crooked Road** in **Franklin County**.

Follow the sounds of great music that are usually coming from **Martin's Downtown Bar & Grill**, **Blue 5**, **Awful Arthur's** and **Corned Beef & Company** in **Downtown Roanoke**. The region also features the talented performers of the **Roanoke Symphony Orchestra** and **Opera Roanoke**.

In addition to local restaurants and clubs, the **Roanoke Valley** is home to several unique venues, such as the **Jefferson Center** and **Harvester Performance Center** that draw award-winning regional and national acts.



CONVENTION SERVICES

The hospitality industry in Virginia's Blue Ridge is committed to making our destination, your convention destination. One of the benefits of booking an event through **Visit Virginia's Blue Ridge** is the professional and experienced staff, which can provide meeting planners with a variety of complimentary support services through every step of your event.

OUR COMPLIMENTARY SERVICES INCLUDE:

Pre-convention Attendance Building & Meeting Promotion

- Assist with providing a convention landing page on the website for qualified, city-wide events
- Provide **Virginia's Blue Ridge** images to enhance conference websites, newsletter and presentations
- Provide welcome materials such as PowerPoint, video, and/or welcome letter from Government Official and/or Visit Virginia's Blue Ridge for qualified events
- Assist with dissemination of information to local media outlets

Meeting & Event Planning Assistance

- Assist with facilitating event programming and/or leisure activities
- Provide comprehensive list of off-site venues for events, teambuilding exercises, etc., restaurants suitable for groups, and assistance with acquiring local service providers such as speakers, entertainment, A/V providers, transportation providers, etc.
- Assist with special events such as local tours, scavenger hunts, poker runs, dine-arounds
- Assist in coordinating with governmental agencies (i.e., Police, EMS, Code Officials) to facilitate meeting requirements such as security, traffic assistance, permits
- Serve on planning committee for qualified, citywide events when possible
- Provide information to assist with sponsorships and donations
- Assist with requests of Government Official to provide welcome address



Social Responsibilities

- Provide a list of local charities that can benefit from a group donation, or from donation of leftovers from your event
- Assistance in connecting with local organizations that can facilitate a group service project



Visitor Information & In-Kind Services

- Provide **Travel Guides, Maps, Visitor and Tour Information**
- Provide promotional materials for qualified events
- Provide a **Hospitality Visitor Information Table** at meeting site for qualified, citywide events with 400 or more attendees. An unstaffed table may be available for qualified events with less than 400 attendees if resources are available. We will do our best to accommodate weekend setups.

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