

OFFICIAL VISITOR'S GUIDE AND MAP



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BE A #TRAILSETTER

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BOTETOURT COUNTY



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FRANKLIN COUNTY



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VIRGINIA IS FOR MOUNTAIN LOVERS



VIRGINIA'S BLUE RIDGE
ROANOKE

Goin' to Town

These three words meant a trip to look forward to. In **Roanoke**, they still do. Downtown is where you'll find tasty restaurants, live music venues, and a dandy (and historic) farmer's market. At **Mast Store**, we bid a warm welcome to country gourmets, intrepid explorers, gift-givers, time passers, and curious onlookers. The products on our shelves may have changed, but our desire to meet your needs with friendly customer service is time-honored.



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RiverAndRailRestaurant.com

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(540) 400-6830 | Closed Sundays

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CSGrocery.com

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540-900-5020

ORANGE AVENUE
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Roanoke, VA 24012
540-344-2453



IN THIS ISSUE



Beaver Dam Farm Sunflower Festival

Virginia's Blue Ridge is made up of the City of Roanoke at its heart and surrounding communities within an hour radius, including Botetourt County, Franklin County, Roanoke County, and the City of Salem. The region offers a refined, authentic, **Metro Mountain** adventure, nestled in the **Blue Ridge Mountains** and along the **Blue Ridge Parkway**. With over 1,000 miles of trails, it's a premier destination for outdoor recreation and is **America's East Coast Mountain Biking Capital**, while offering a wide variety of amenities, unique attractions, and a surprising diversity of cultural and culinary experiences.

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Cover photo of Tinker Cliffs by Jennifer Griffin



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THE BEST OF BOTH WORLDS

The City of Salem Thrives While Embracing Tradition and Innovation

The past and the future are merging in the City of Salem to create a dynamic present.

BY EMILY MOOK

With Historic Downtown Salem as its primary focus, the City of Salem Tourism Department is working to evoke Salem's rich history while also building toward an exciting future.

Salem's Main Street is home to several longstanding dining staples such as Mac and Bob's Restaurant, Awful Arthurs Seafood, and Macado's, and it has recently welcomed El Jefe Taqueria and West Salem Barbecue. The recent addition of plentiful outdoor seating at multiple Main Street eateries further contributes to Downtown Salem's growing reputation as a can't-miss dining destination.

The Lofts at Downtown Salem, a new boutique hotel on Main Street, also combines the old with the new to create a unique lodging experience. Originally built in 1924 as the New Central Motor Company and later home to the Goodwin Williams Chevrolet dealership and The West Salem Body Shop, the building now houses 18 beautiful lofts.

"Each loft has a king or queen bed, a washer and dryer, and a full kitchen," notes Carey Harveycutter, Director of Tourism. "During your stay, you can walk across the street to get coffee at Mill Mountain Coffee & Tea or to check out Charlotte's Web Antique Mall or any of our other wonderful antique shops."

While you're out and about, enjoy the old-fashioned charm of historic light fixtures, brick sidewalks, and string lights while also enjoying access to a core of free wireless throughout Downtown Salem.

Salem also boasts a wide variety of special events, both old and new. The Salem Fair, which will return for its 34th year in the summer of 2022, is the largest fair in Virginia and one of the largest free-admission fairs in the country. Other events include "Jazz in July" and "Pickin' in the Park" at Longwood Park and "Star B-Q Bash," "Pumpkin Fest," and "Salem Crafty Christmas" at the Salem Farmers Market.

Additionally, Salem has become a sought-after host for major sporting events. For instance, the CIAA bowling, cross country, football, and volleyball championships will all take place in Salem in 2022.

Whether you come to Salem for a visit or to stay, you are likely to have an unforgettable experience that is hard to put into words.

"I've lived here my entire life, and I've watched Salem grow," Harveycutter says. "We still remember in Salem that our children come first in the school division and our citizens come first when it comes to our infrastructure. It's a great place to visit with family and to raise a family. Salem is kind of a state of mind. It's hard to truly describe Salem, but you know what it is when you move here. Simply put, it's home."

The Salem Fair, which will return for its 34th year in the summer of 2022, is the largest fair in Virginia and one of the largest free-admission fairs in the country.



Virginia's Blue Ridge | 5

WELCOME

Which trail will you explore
in Virginia's Blue Ridge?



BE A #TRAILSETTER

There's a trail for everyone in Virginia's Blue Ridge
and we invite you to come be a trailsetter!



Roaring Run Recreation Area - George Washington & Jefferson National Forest



City of Salem LOVEworks Art

WILL IT BE THE 400+ MILES OF TRAILS AND ROUTES that make us **America's East Coast Mountain Biking Capital** and home to the **Virginia's Blue Ridge Twenty24** cycling team? Will it be the 25+ craft breweries, wineries, and distilleries that make up **Virginia's Blue Ridge Cheers Trail**? Will it be the art and history trails that introduce you to the creativity and heritage of the region?



Is it on your bucket list to hike the **Appalachian Trail**? Roanoke is the largest city along the trail and home to the iconic **Triple Crown of Dragon's Tooth, McAfee Knob and Tinker Cliffs**.

Want to spend a relaxing day on the water? The **Upper James River Water Trail** is a perfect spot for floating, paddling and fishing, with 59 miles of the route designated as a **Virginia Scenic River**.

Interested in learning about the origins of bluegrass and folk music? Franklin County is the gateway to **The Crooked Road - Virginia's Heritage Music Trail**.



VBR

The 469 mile route through Virginia and North Carolina is "America's Favorite Drive." The road is maintained by the National Park Service and features a variety of scenic overlooks, hiking trails, campgrounds, and picnic areas. It is also an exceptional route for cycling and motorcycle touring. The Blue Ridge Parkway makes its way through the heart of Virginia's Blue Ridge and the region offers eight primary access points.

“

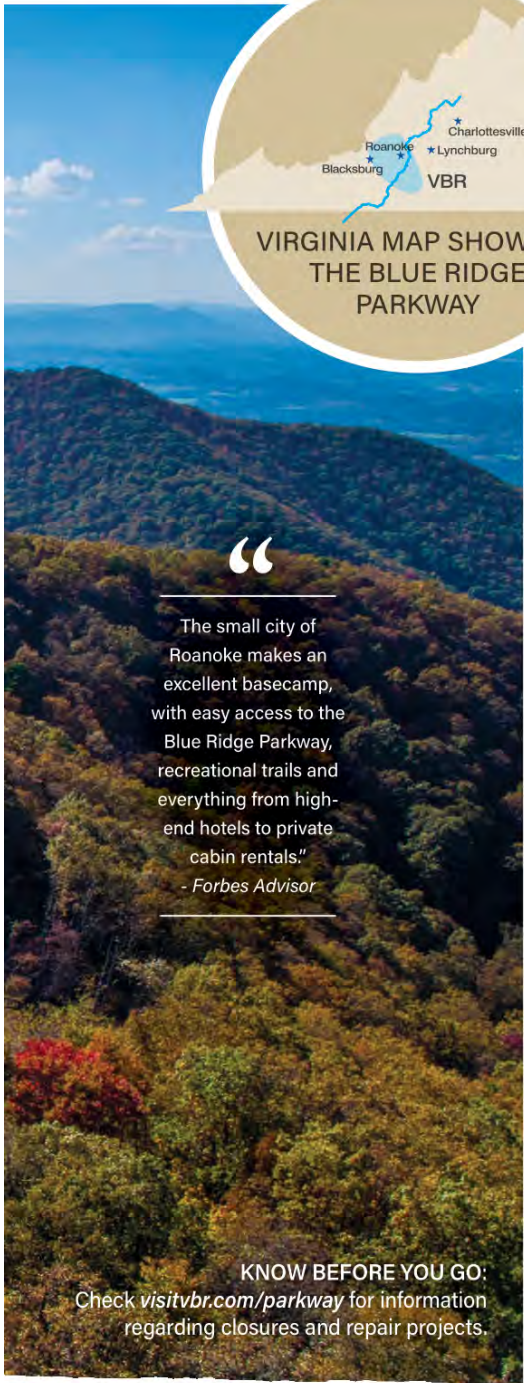
Let Roanoke be your hub for checking out the environs along the Blue Ridge Parkway, and stick around to discover local gems in the booming downtown.” - Explore These Virginia Towns Along the Blue Ridge Parkway This Fall - Grace Haynes, Southern Living



8 ACCESS POINTS



- Virginia Route 43/Peaks of Otter - Milepost 86
- Virginia Route 43 - Milepost 90
- U.S. Route 460 - Milepost 106
- Virginia Route 24 - Milepost 112
- Mill Mountain Parkway - Milepost 120
- U.S. Route 220 - Milepost 121
- U.S. Route 221 - Milepost 136
- Route 8 - Milepost 165



VIRGINIA MAP SHOWING THE BLUE RIDGE PARKWAY



The small city of Roanoke makes an excellent basecamp, with easy access to the Blue Ridge Parkway, recreational trails and everything from high-end hotels to private cabin rentals.”
- Forbes Advisor

KNOW BEFORE YOU GO:
Check visitvbr.com/parkway for information regarding closures and repair projects.

POINTS OF INTEREST

MILEPOST 86

Peaks of Otter

Three peaks make up the Peaks of Otter with Flat Top Mountain being the highest at 3,994 feet. A visitors center, Abbott Lake and the Peaks of Otter Lodge and Restaurant make this stop along the Blue Ridge Parkway a weekend destination for a variety of travelers.

MILEPOST 92.1

Purgatory Mountain

This viewing area offers a gorgeous view of Purgatory Mountain in Botetourt County and the nearby Town of Buchanan at the base of the mountain. You also catch a glimpse of the beautiful waters of the James River.

MILEPOST 115.1

Explore Park

Explore Park is a premier destination for outdoor recreation. Enjoy the network of trails for hiking & mountain biking, zip-line and aerial obstacles at Treetop Quest, access to the Roanoke River Blueway, food & drink at Twin Creeks Brewpub, and various camping & cabin options for overnight lodging.

MILEPOST 120

Mill Mountain Zoo/Roanoke Star/Discovery Center

The overlook at the Star provides an iconic view of Downtown Roanoke and is a popular spot for locals to take visiting friends and family. Check out the trails and Mill Mountain Zoo while you're up on the mountain.

MILEPOST 120.4

Roanoke Mountain

For many locals, the Roanoke Mountain Overlook is considered to be a hidden gem of scenic beauty in the area. The 4-mile loop off the Blue Ridge Parkway features two great scenic overlooks near the summit of the mountain, one facing eastward while the other points west. Depending on your timing, it's an excellent spot to catch a view of the sunrise or sunset. Closed to vehicles.

MILEPOST 139

Cahas Mountain Overlook

As you climb out of the Roanoke Valley into the higher elevations of the southern portion of the region, the Cahas Mountain Overlook provides an outstanding view. Take in the sight of Cahas Mountain in Franklin County, which stands tall in Virginia's Blue Ridge with a summit of just over 3,550 feet.

MILEPOST 165

Town of Floyd

The Town of Floyd is less than 10 minutes off the Parkway and is full of local character and charm, being named one of the South's Best Small Towns by *Southern Living*. Don't miss a visit to the iconic Floyd Country Store, part of The Crooked Road: Virginia's Heritage Music Trail, and known for its popular Friday Night Jamboree concerts and impromptu jam sessions.

MILEPOST 167

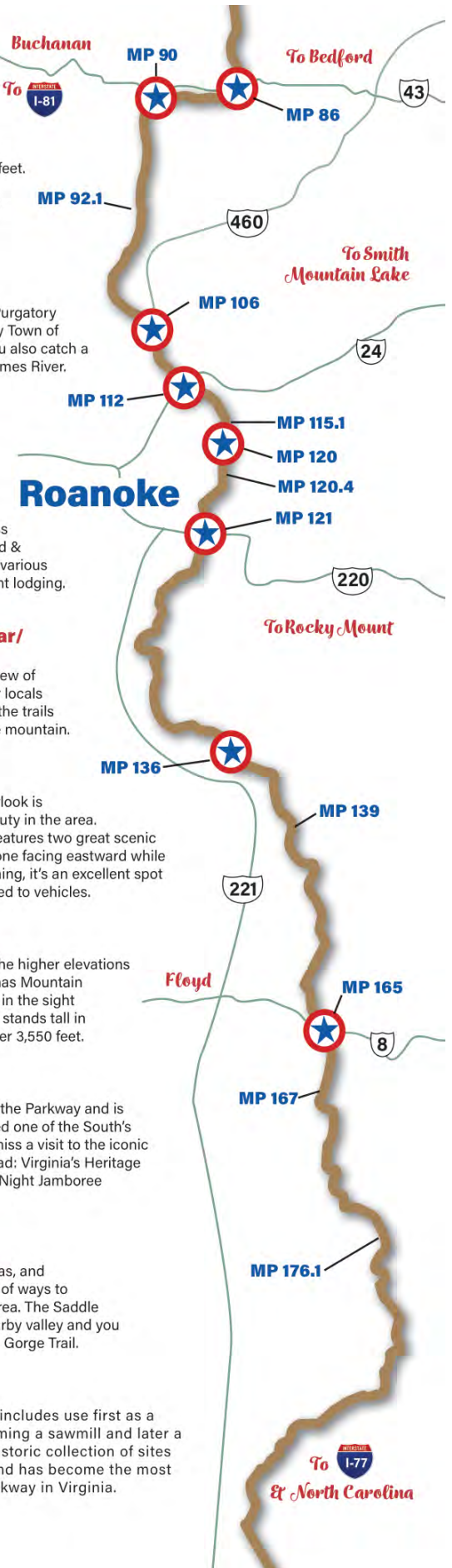
Rocky Knob Recreation Area

With a visitor center, campground, picnic areas, and numerous trails for hiking, there are a variety of ways to enjoy a stop at the Rocky Knob Recreation Area. The Saddle Overlook provides a stunning view of the nearby valley and you can also make the trek down the Rock Castle Gorge Trail.

MILEPOST 176.1

Mabry Mill

Constructed in 1903, Mabry Mill's history includes use first as a blacksmith and wheelwright before becoming a sawmill and later a gristmill. Today it's the centerpiece of a historic collection of sites with milling demonstrations for visitors and has become the most photographed spot on the Blue Ridge Parkway in Virginia.



OUTDOORS



Virginia's Blue Ridge is a **mountain playground** full of outdoor adventures. **Be a trailsetter** and fill your time with hiking, mountain biking, and paddling experiences that offer varying degrees of difficulty for **all skill levels**. Lace up your boots, **grip the handlebars**, and paddle your way to the **next adventure** in Virginia's Blue Ridge.



RESPECT YOUR SURROUNDINGS AND LEAVE NO TRACE

Visit Virginia's Blue Ridge is proud to be an official **Leave No Trace Community Partner**. During any outdoor adventure, we encourage you to act responsibly and respect your surroundings to ensure the trails, public lands, and natural beauty of Virginia's Blue Ridge can continue to be enjoyed for generations to come. As the quote says:

"Take only pictures, leave only footprints."



The Leave No Trace Seven Principles

1. Plan Ahead & Prepare
2. Travel & Camp on Durable Surfaces
3. Dispose of Waste Properly
4. Leave What You Find
5. Minimize Campfire Impacts
6. Respect Wildlife
7. Be Considerate of Other Visitors



McAfee Knob - Appalachian Trail



Photo: Matt Ross - Franklin County Parks & Recreation

“

Adventure seekers will delight in abundant outdoor activities in and around the city, complemented by a buzzing culinary scene and historic accommodations.”

- How to Explore Virginia's Blue Ridge from Roanoke - Kelsey Ogletree, *Southern Living*

Pigg River Blueway - Waid Park

OUTDOORS

OUTDOORS

If *Men's Journal* says we're one of the "20 Best Mountain Towns in America," the *American Trail Running Association* names us a "Featured Trail Town," *Singletracks* calls us one of "The 10 Best U.S. Destinations for a Mountain Bike Getaway," and *Canoe & Kayak Magazine* describes us as one of "North America's Best Paddling Towns," you can expect to find world-class outdoor recreation in Virginia's Blue Ridge.

Reconnect with nature and make Virginia's Blue Ridge your outdoor paradise. You can take a scenic drive and have a picnic on the **Blue Ridge Parkway**, or explore the **charming small towns** and shops as you explore **winding roads** like Virginia Route 43 and Route 311, which are also excellent options for a **motorcycle ride**.

Looking to pitch your tent? Set up camp while hiking the **Appalachian Trail**, along the bank of the **Roanoke River** at Explore Park with camping outfitter **Blue Mountain Adventures**, or in one of the many spots throughout the **George Washington and Jefferson National Forest**. Camping spots and cabins are available for rental



at **Explore Park**, as well as the **Virginia State Parks** in the region.

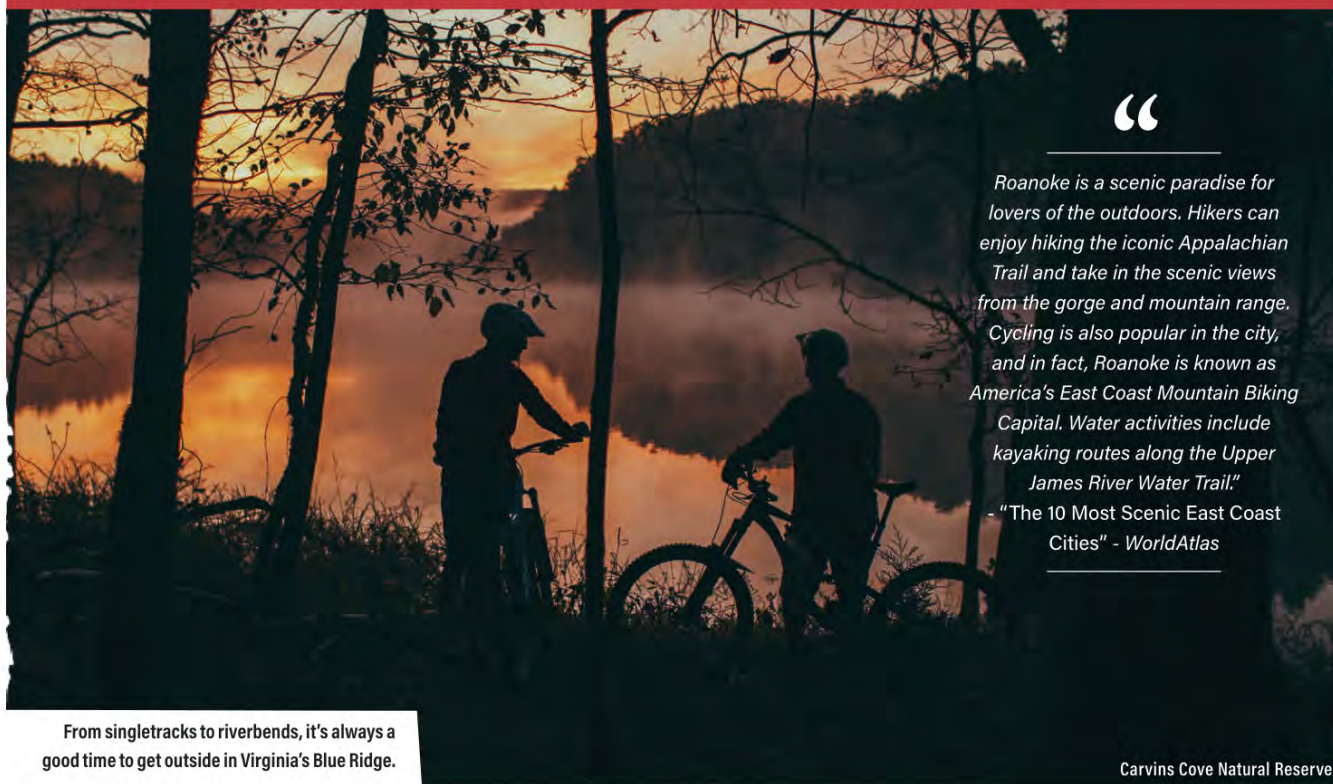
If you're interested in golf, Virginia's Blue Ridge features numerous courses, both for traditional golf and disc golf, including the award-winning **Greenfield Disc Golf Course** in **Botetourt County**, **Mayflower Hills Disc Golf Course** in **Roanoke County** and the new course at **Waid Park** in Franklin County.



There are more than 1,000 miles of trails for epic mountain biking, hiking, paddling, fishing, scenic drives and motorcycle touring.



Camping with Blue Mountain Adventures at Explore Park



From singletracks to riverbends, it's always a good time to get outside in Virginia's Blue Ridge.

“

Roanoke is a scenic paradise for lovers of the outdoors. Hikers can enjoy hiking the iconic Appalachian Trail and take in the scenic views from the gorge and mountain range. Cycling is also popular in the city, and in fact, Roanoke is known as America's East Coast Mountain Biking Capital. Water activities include kayaking routes along the Upper James River Water Trail.”
- "The 10 Most Scenic East Coast Cities" - WorldAtlas

Carvins Cove Natural Reserve

CAMPING

BLUE MOUNTAIN ADVENTURES AT EXPLORE PARK

Explore Park, Roanoke 24014
(540) 521-2511 • bluemtnadventures.com

CLAYTOR LAKE STATE PARK

6620 Ben H. Bolen Drive, Dublin 24084
(540) 643-2500
dcr.virginia.gov/state-parks/claytor-lake

DIXIE CAVERNS

5753 West Main St., Salem 24153
(540) 380-2085 • dixiecaverns.com

DON'S CAB-INNS AT EXPLORE PARK

56 Roanoke River Parkway
Roanoke 24014 • (540) 427-1800
roanokecountyparks.com/375/Camping

FAIRY STONE STATE PARK

967 Fairystone Lake Drive, Stuart 24171
(276) 930-2424
dcr.virginia.gov/state-parks/fairy-stone

JAMISON MILL PARK

2000 Jamison Mill Road, Henry, VA 24102
(540) 483-9293 • playfranklincounty.com

MIDDLE CREEK CAMPGROUND

1164 Middle Creek Road
Buchanan 24066 • (540) 254-2550
middlecreekcampground.com

NATURAL BRIDGE/LEXINGTON KOA CAMPGROUND

214 Kildeer Lane, Natural Bridge 24578
(540) 291-2770 • naturalbridgekoa.com

PEAKS OF OTTER CAMPGROUND

85919 Blue Ridge Parkway, Bedford, VA 24523
(540) 586-7321 • recreation.gov/camping/campgrounds/233403

ROCKY KNOB CAMPGROUND

1670 Blue Ridge Parkway, Floyd, VA 24091
(540) 745-9664 • blueridgeparkway.org/poi/rocky-knob-mabry-mill/

SMITH MOUNTAIN LAKE STATE PARK

1235 State Park Road
Hudleston 24104 • (540) 297-6066
dcr.virginia.gov/state-parks/smith-mountain-lake

TWIN RIVER OUTFITTERS

640 Lowe Street, Buchanan 24066
(540) 254-8012 • canoevirginia.net

WILDERNESS ADVENTURE AT EAGLE LANDING

11176 Peaceful Valley Rd., New Castle 24127
(540) 864-6792 • wilderness-adventure.com

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WED-SUN 12-6

BLACKSBURG
208-A N MAIN
TUE-SUN 12-8P

FLOYD
710 E MAIN
TUE-SAT 12-6P

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OUTDOORS



MOUNTAIN BIKING

Are you ready to experience America's East Coast Mountain Biking Capital?!

AMERICA'S
EAST COAST
MOUNTAIN
BIKING
CAPITAL

Mountain Biking at Carvins Cove

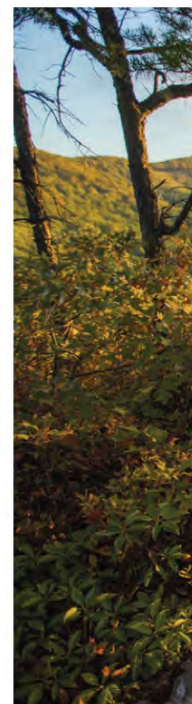
Virginia's Blue Ridge is designated as a **Silver-Level Ride Center** by the **International Mountain Bicycling Association**, making us the first destination on the East Coast to earn that designation. The region earned this honor based on its quality of local trails for mountain biking, offering bicycle-friendly infrastructure & amenities, and a strong local bicycling culture.

With over 400 miles of mountain bike trails that includes exceptional systems like **Carvins Cove**, beautiful backcountry riding in the **George Washington & Jefferson National Forest**, amazing new trails and features at **Waid Park**, and one of the best urban parks in the United States with **Mill Mountain**, there are endless opportunities for awesome mountain biking.



Waid Park - Franklin County

Photo: Matt Ross - Franklin County Parks & Recreation



“

The state's largest MTB hub with some 60 miles of trails, Carvins Cove has gained quite a reputation. It's not uncommon to find pros shredding these trails, which wind through tunnels of green Blue Ridge Mountain forests.”

- The Geeky Cyclist

MAJOR TRAIL SYSTEMS CHOOSE YOUR ADVENTURE

BIKEVBR.COM

Arcadia ■◆

50.5 miles • 1128 Jennings Creek Road, Buchanan, VA 24066

Blue Ridge Trail ■◆

31 miles • Day Creek Horsetrail Lot - Blue Ridge, VA 24064

Carvins Cove Natural Reserve ●■◆◆◆

56.06 miles
Bennett Springs Parking Lot: 4300 Carvins Cove Road, Salem, VA 24153
Timberview Road Parking Lot: 3399 Timberview Road, Roanoke, VA 24019
Boat Dock Parking Lot: 9644 Reservoir Road, Roanoke, VA 24019

Claytor Lake State Park ●■

7.5 miles • 6620 Ben H. Bolen Drive, Dublin, VA 24084

Douthat State Park ●■◆

41.13 miles • 14239 Douthat State Park Road, Millboro, VA 24460

Explore Park ●■

14 miles • 56 Roanoke River Parkway, Roanoke, VA 24014

Fairy Stone State Park ■◆

9.77 miles • 967 Fairystone Lake Drive, Stuart, VA 24171

Falling Creek Park ●■◆

10 miles • 1257 County Farm Road, Bedford, VA 24523

Fenwick Mines ■

8 miles • VA 611 to VA 685, New Castle, VA 24127

Fort Lewis Mountain; Havens Wildlife Management Area ■◆◆◆

4.2 miles • Bradshaw Road - Route 622, Salem, VA 24153

Hoop Hole ◆

11.5 miles • 7888 Craig Creek Road, Eagle Rock, VA 24085

Jamison Mill Park ●■

6.25 miles • 2000 Jamison Mill Road, Henry, VA 24102

Longdale Furnace ■◆

12.2 miles • Collierstown Road, Clifton Forge, VA 24422

Mill Mountain Park ■

8.26 miles • 2198 Mill Mountain Spur, Roanoke, VA 24014

Montvale Park ●■

7 miles • 2677 Quarterwood Road, Montvale, VA 24122

Morningside Park ●

1 mile • 917 Morgan Avenue SE, Roanoke, VA 24013

Mountain Lake Conservancy - Biking ●■◆

11 miles • Mountain Lake Lodge
115 Hotel Circle, Pembroke, VA 24136

New London Tech Trails ●■

6.5 miles • 1536 Meade Road, Forest, VA 24551

North Mountain ◆◆◆

38.3 miles • Dragon's Tooth Trailhead Parking Lot
Route 311 - Catawba

Pandapas Pond - Poverty Creek Trail System ●■◆

22.4 miles • Pandapas Pond Day Use Area, Blacksburg, VA

Patterson Creek Trail System ■◆◆◆

29.9 miles • Patterson Creek Road and SR 606

Potts Mountain ◆

10.7 miles • The Pines Campground
Route 617, New Castle, VA 24127

Smith Mountain Lake State Park ●■

12.4 miles • 1235 Road 888, Huddleston, VA 24104

Waid Recreation Park ●■◆

15.66 miles • 701 Waid Park Road, Rocky Mount, VA 24151

Woolwine - I. C. Dehart Memorial Park ■

13 Miles • 2631 Charity Highway, Woolwine, VA 24185

LEGEND

- EASY
- MORE DIFFICULT
- ◆ VERY DIFFICULT
- ◆◆ EXTREMELY DIFFICULT



“

Sitting smack dab in the middle of the East Coast, just far enough into the Blue Ridge Mountains, Roanoke, Virginia centers a hub of next level mountain bike trails. In fact, it boasts an amazing set of singletrack right inside its own downtown! But it's the proximity to several road trip-worthy trails, family-friendly outdoor activities, and massive array of amazing restaurants that makes this area worth a multi-day visit." - Tyler Benedict, Bike Rumor

OUTDOORS



Photo: Matt Ross - Franklin County Parks & Recreation

ROAD CYCLING



“

Head to Roanoke Mountain Adventures and let them fit you for a perfect-sized bike. Don't worry if you don't have kids big enough to ride bikes solo. They have all kinds of gear for every stage, including tandem bikes. Hit the Roanoke River Greenway, located just steps from the outfitter. Ride along the smooth (and not very hilly) greenway where the Roanoke River is almost always in sight. Find a spot to dip your toes in or just enjoy the views whizzing by. This greenway is an easy adventure for kids of all ages, with multiple playgrounds along the way."

- Those Crazy Nelsons



The routes for road cycling, gravel riding, and mountain biking are why the region is home to the **Virginia's Blue Ridge Twenty24** cycling team, which creates a pathway for elite women and girl athletes to compete in major national and international competitions, including Paris 2024.

While **Virginia's Blue Ridge** may be America's East Coast Mountain Biking Capital, it's also a region with outstanding routes for road and gravel cycling. You can push yourself with challenging climbs on the **Blue Ridge Parkway** and local favorites such as **12 O'Clock Knob Road** and **Mount Chestnut**, routes through farmland along the country roads in Franklin & Botetourt Counties, or take in beautiful views of the city and Roanoke River with a relaxing ride along the extensive **Roanoke Valley Greenway** network.

Virginia's Blue Ridge offers over **135 miles of signed bike routes and bike lanes**, in addition to hundreds of miles of rural roads and U.S. Forest Service access roads that offer exciting climbs and descents.

A rural ride through the region also includes the opportunity to check out U.S. Bike Route 76, which is also known as the **TransAmerica Bicycle Trail**. It is a cross-country cycling route that includes portions of Roanoke & Botetourt counties.

We also showcase the local cycling and mountain biking culture with **over a dozen events** throughout the year.



Roanoke Valley Greenways

Blue Ridge Parkway

OUTDOORS

HIKING ADVENTURES



Between the **Appalachian Trail**, **George Washington and Jefferson National Forest**, **Blue Ridge Parkway** and public parks and preserve areas, you could spend years exploring the various hiking trails in Virginia's Blue Ridge and only be scratching the surface.

Complete the **Virginia Triple Crown** on the **Appalachian Trail** to experience **Dragon's Tooth**, **McAfee Knob**, and **Tinker Cliffs** - *three of the most iconic summits in the Commonwealth.*



You can also catch one of the most beautiful sunrise views with an early-morning hike to the summit of **Sharp Top Mountain** at the **Peaks of Otter** on the **Blue Ridge Parkway**.

Dragon's Tooth - Appalachian Trail



Roaring Run Recreation Area



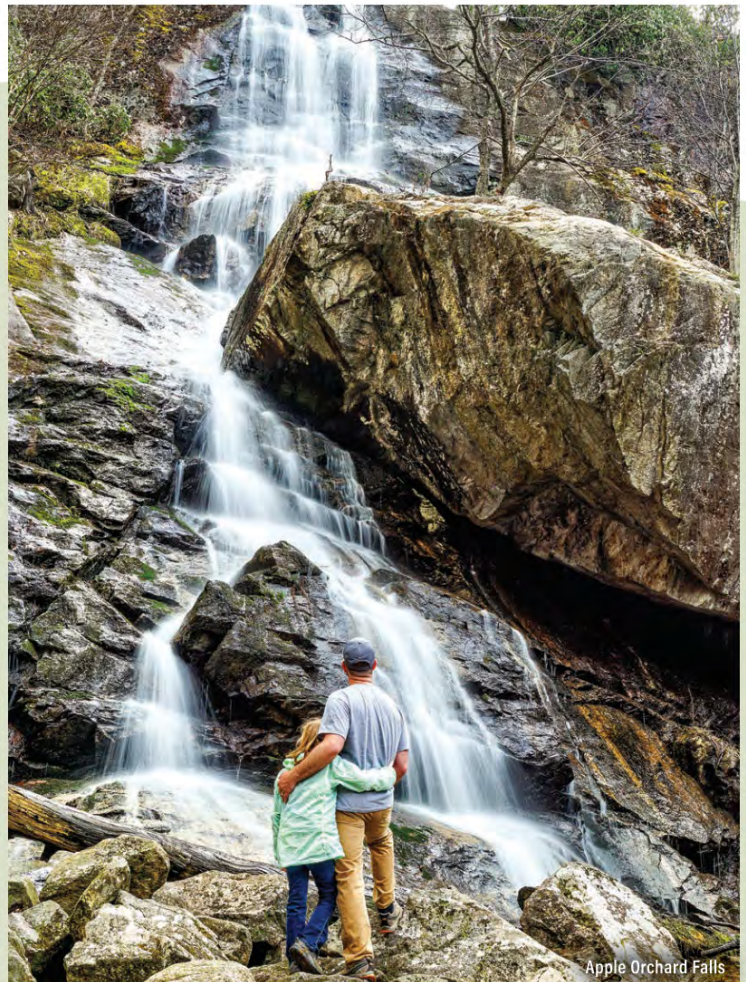
Sharp Top Mountain - Peaks of Otter

UNDERRATED HIKING TRAILS

Get off the beaten path and check out some of these hidden gem hikes in the region:

- Poor Mountain Natural Area Preserve
- Read Mountain Preserve
- Happy Hollow Gardens Trails
- Smart View Recreational Area
- Dogwood Glen Trail - Philpott Lake

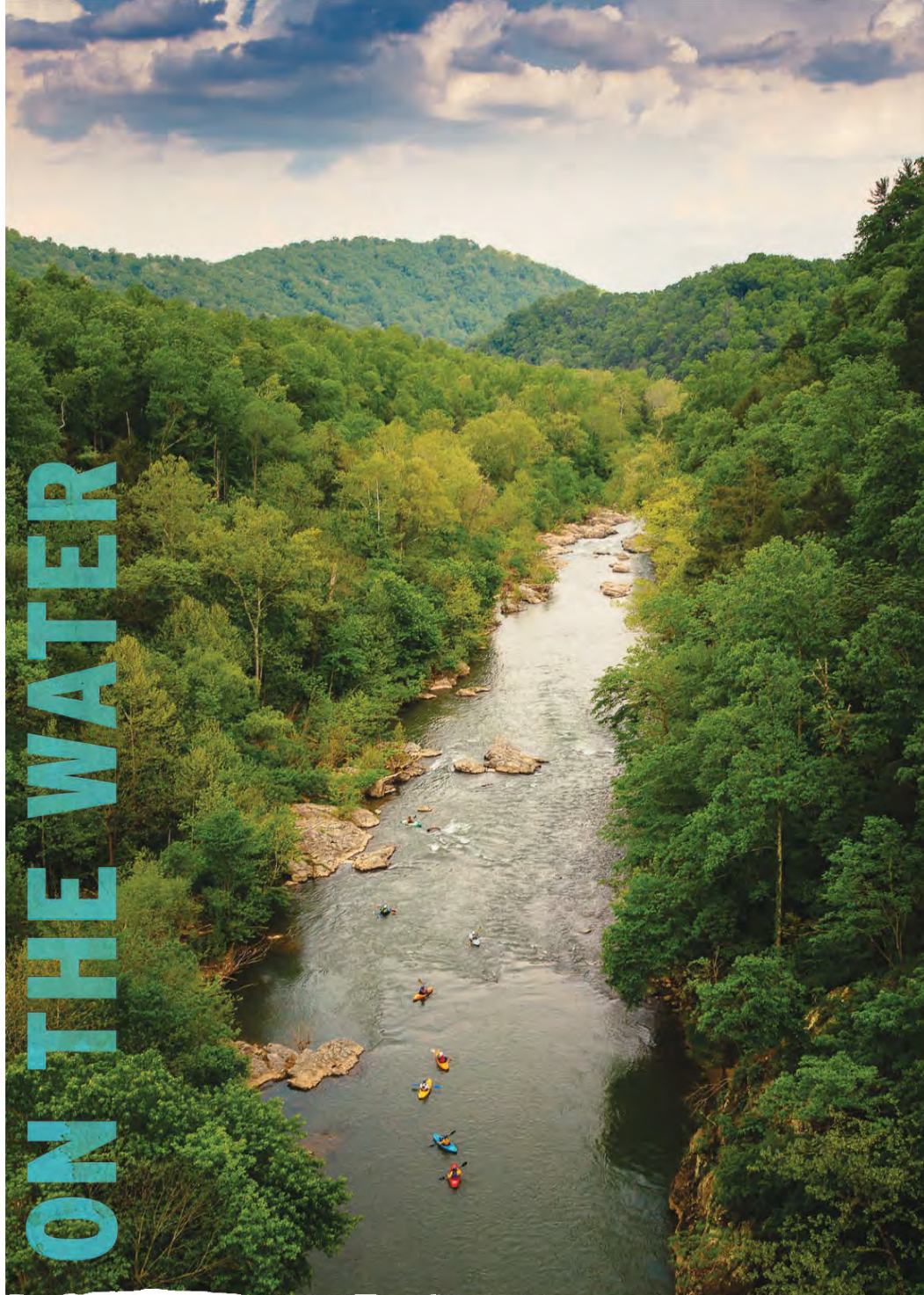
For more information on hiking, please visit: **VisitVBR.com**



Apple Orchard Falls

OUTDOORS

One of the benefits of being located in the heart of the mountains is the amazing quality of water that flows from the mountains to produce accessible rivers, streams and lakes, providing beautiful settings for paddling, fishing, and floating. Be a trailsetter as you cast a line, row your boat, and get yourself and your SUP ready for Virginia's Blue Ridge.



← **ROANOKE RIVER BLUEWAY**

The 45 mile Roanoke River Blueway winds through Roanoke and Salem before opening into Smith Mountain Lake. It's easily accessible with multiple entry and exit points located along the Roanoke Valley Greenway system, offering numerous options for leisurely tubing and paddling.

For guided trips and gear rentals, stop by Roanoke Mountain Adventures and their shop located along the Roanoke River Greenway in Roanoke. You can also find gear rentals at the Blue Mountain Adventures shop, located along the Roanoke River at Explore Park.

ROANOKE RIVER
Best Urban Kayaking Spots in the United States
 - USA TODAY 10Best

JAMES RIVER
Best Places to See Fall Foliage in the South
 - USA TODAY 10Best

SMITH MOUNTAIN LAKE
Top 8 Beaches in Virginia
 - Lonely Planet

OUTDOORS



Pull up to your lakefront vacation rental for a secluded weekend with private access to the water—you won't even need to get back in your car until you leave. Chill out on your dock, fish, or take a kayak or boat trip through the clear, deep waters of this man-made lake in the Blue Ridge Mountains. With 500 miles of shoreline, Smith Mountain Lake has endless "fingers," inlets, and coves to explore." - Reader's Digest



← SMITH MOUNTAIN LAKE

Rent a pontoon boat, go for a swim, show off your wake surfing skills, and reel in a prize-winning fish at Smith Mountain Lake. There are numerous parks, marinas, and put-in locations that make the lake a paradise for the visitor who wants to get on the water.



Discover what makes Smith Mountain Lake the "Jewel of the Blue Ridge"

and why it was named the **Prettiest Lake in Virginia** by *Reader's Digest*. With over 500 miles of shoreline, you'll love exploring different sections of the lake, which is known for world-class fishing and gorgeous views. There are numerous marinas and outfitters that can assist with boat and water toy rentals and guided fishing trips. It's also a great place for an overnight stay with unique options for vacation rentals, camping, cabins, and houseboats.



CARVINS COVE ↑

The 630 acre reservoir at Carvins Cove is beautifully nestled among the mountains and serves as a great location for paddling and fishing, while also providing an extensive network of trails for hiking and mountain biking.

PHILPOTT LAKE ↗

Philpott Lake features multiple beaches and public boat launches, and it's also known among anglers for having one of the best walleye populations for fishing in Virginia.

UPPER JAMES RIVER WATER TRAIL →

The *Travel Channel* named the Upper James River Water Trail one of the best "21 Lazy Rivers" to float this summer, and 59 miles of the 64 mile trail have been designated as Virginia Scenic River. Check out Twin River Outfitters on the banks of the James River in Buchanan for gear rentals, guided trips, and everything you need for a great time on the water.



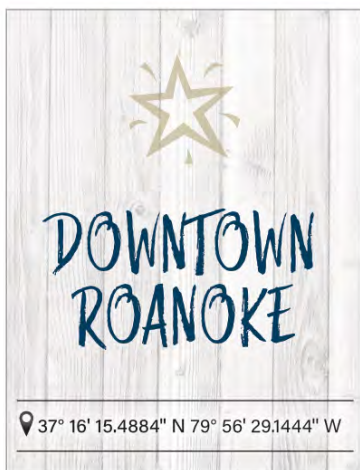
Photo: Matt Ross - Franklin County Parks & Recreation



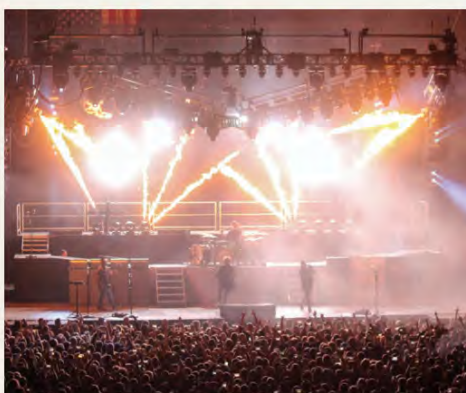
DOWNTOWNS

While Virginia's Blue Ridge is located in the heart of the mountains, it also features a variety of vibrant downtown communities that are full of events, restaurants, shopping, and cultural experiences.

Be a #Trailsetter! Use this guide to check out some great local spots.

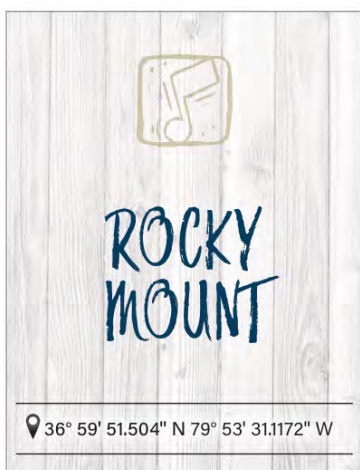


FOOD & DRINK: Experience our diverse international dining scene by visiting spots like Cedars Lebanese Restaurant and Athens Corner Grill, and sample some of our great local brews by checking out craft breweries such as Twisted Track Brewpub & Golden Cactus Brewery.



ARTS & CULTURE: Catch live music by some of the biggest bands in the country and enjoy other special events throughout the year at the Salem Civic Center.

HISTORY: The exhibits at the Salem Museum focus on regional history and help the museum serve its goal of "preserving the past and informing the future."



ARTS & CULTURE: Hear many of your favorite bands and discover a few new artists to add to your playlist by checking out a concert at the award-winning Harvester Performance Center.

FOOD & DRINK: The Whole Bean Coffee House offers the perfect small town coffee shop experience, with friendly staff that make you feel right at home and tasty drinks & food. Chow down on award-winning BBQ at Buddy's BBQ, known for its moonshine-inspired sauces.

ARTS & CULTURE: See exhibitions and galleries featuring works by local, regional, and internationally known artists at the Taubman Museum of Art.



HISTORY: Located in the building that once served as the passenger train station, the O. Winston Link Museum & History Museum of Western Virginia now introduce visitors to the region's railroad heritage and other historical influences.

SHOPPING: Find all kinds of fun items in the shops and boutiques along Market Street in Downtown Roanoke, which is also home to the Historic Roanoke City Farmers Market - featuring local goods since it opened in 1882.



FOOD & DRINK: You could feed the entire family with the enormous calzones at Mac & Bob's Restaurant, or enjoy delicious Mexican food at El Jefe Taqueria. Follow your meal with a nightcap at Olde Salem Brewing Company.



SHOPPING: A trip along Historic Downtown Salem offers the opportunity to explore antique shops like Blue Moon Vintage Mercantile, Charlotte's Web Antique Mall, Grandma's Attic, Main Street Primitives, and the Salem Antique Market.



SHOPPING: Browse through the awesome collection at Old's Cool Vintage Finds, which specializes in vintage toys, records, and more. You can pick up all kinds of amazing locally-grown and made items at the Rocky Mount Farmers Market.



HISTORY: Learn about Franklin County's history of being the "Moonshine Capital of the World" by stopping in for a drink and a few stories at the Twin Creeks Distillery.

DOWNTOWNS

37.2654° N 79.9770° W



HISTORY: With its unique art deco design and classic marquee, The Grandin Theatre has stood as an anchor of the Grandin Village community for more than 75 years and is the perfect local spot to see a movie.



SHOPPING: Our "As Seen on TV" store has a different meaning when you visit Black Dog Salvage and its amazing warehouse & marketplace, which was featured on the popular "Salvage Dawgs" TV show.



37°29'57.5"N 79°52'38.3"W



HISTORY: Retrace the steps of Lewis & Clark as you explore the charming, historic town of Fincastle with a self-guided walking tour.



SHOPPING: Find an amazing collection of gourmet products, including handmade jams, jellies, butters, relishes, and baked goods at the Ikenberry Orchards & Country Store, which also features fresh produce and other seasonal items.



ARTS & CULTURE: Catch a theater performance by Attic Productions, take part in a festival at the Daleville Town Center Pavilion, and find locally-made items like the custom copperware by The Appalachian Craftsman.

37°16'51.2"N 79°53'50.4"W



SHOPPING: Find arts and crafts, local produce, fresh meat and dairy, and beautiful floral arrangements at the Vinton Farmers Market.



ARTS & CULTURE: Snap a pic in front of Vinton's local LOVE artwork at the Vinton War Memorial. And don't miss out on great live music on the stage at the Farmers Market as part of Vinton's popular annual Mingle at the Market concert series.

FOOD & DRINK: Grab one of the best burgers in Virginia's Blue Ridge with a visit to FarmBurguesa and wash it down with a tasty craft brew at Twin Creeks Brewing Company. You can also find hand-crafted coffee and espresso drinks at the Vinton location of Roasters Next Door Coffee.



ARTS & CULTURE: See a performance as part of the Black Box Series by the Roanoke Ballet Theatre at its studio in the heart of Grandin Village.

FOOD & DRINK: Spend all day eating in Grandin Village with enormous biscuits for breakfast at Scratch Biscuit Company, authentic Indian dishes at Taaza Indian Cuisine, and farm-to-table fare for dinner at Local Roots.



FOOD & DRINK: Begin your day with a delicious bagel sandwich at Donnie D's Bagels & Deli in Daleville or satisfy your sweet tooth with a specialty drink and slice of pie at the Fincastle Cafe in Historic Fincastle. You also can't go wrong with the classic milkshakes & burgers at the Buchanan Fountain & Grille.



HISTORY: Honor those who've served our nation by visiting the High Ground Vinton-Roanoke County Veterans Monument, located on the grounds of the Vinton War Memorial.

IN Vinton, we welcome all newcomers and visitors, and invite you to share in our wealth of resources. We're nestled in the heart of Virginia's Blue Ridge just outside of Roanoke. Come visit and discover what's it like to be IN Vinton.

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VintonVa.gov

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WHAT IT MEANS TO

'Bank for Good'

Freedom First had humble beginnings when it was founded in 1956 as the Roanoke General Electric Employees Federal Credit Union. At the time, seven employees organized with \$40 to form the credit union, which operated out of a desk drawer in the Salem GE plant. Sixty-six years later, it has over \$850M in assets and branches throughout Southwest/Central Virginia.

These deep community roots are what make Freedom First the trusted local financial institution it is today. No other financial in the region has an entire department dedicated to Community Development and financial wellness, who provide safe and affordable financial services to people who are unable to join the financial mainstream. "We really pride ourselves in the investments we've made into piloting new programs to help fill the gaps in our community's banking landscape," said Dave Prosser, SVP of Community Development. "We nurture relationships with local nonprofits who are our eyes and ears on the ground, and we're always looking for new ways to help them fulfill their missions of service and care to those who need it most."

Since 2010, Freedom First has maintained Community Development Financial Institution (CDFI) certification status from the U.S. Treasury, meaning that Freedom First's mission is focused on funneling capital to disinvested areas and improving banking access to people and businesses that cannot otherwise. "The mission of Helping People Prosper and Helping Communities Thrive is woven into the fabric of who we are," said President and CEO Paul Phillips. "It's a

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The mission of Helping People Prosper and Helping Communities Thrive is woven into the fabric of who we are.

– Paul Phillips, President and CEO

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huge reason many of our employees joined the team and love working here — we're all proud to work for an organization that truly 'walks the walk' of community give-back in our own backyard. We don't just cut a check — we make partnerships, develop long-lasting community programs, facilitate commercial investment in our region, help local small businesses succeed — the list goes on and on."

Freedom First's business model is truly unique. Not only are there specialized services dedicated to helping people build credit, but also commercial lending, business banking, private banking, and more. "We wanted to make sure we have something for everyone, no matter their financial situation," said Phillips. "Only then can we really be the place Where People Bank for Good like our tagline says."

Whether you're new to the region or have been living here your whole life, Freedom First is here to serve your banking needs — whatever they may be.



Wanna Go?
 freedomfirst.com
 1235 Electric Road
 Salem, VA 24153
 540-389-0244





Science Museum of Western Virginia

“

"It was just the break we needed in the Virginia mountains with plenty of time to reconnect in nature as a family in a seasonally fun way!"

- Caroline Makepeace, *This is Raleigh*

FAMILY FUN

Whether you're a kid, or just a kid at heart, you'll love the museums, attractions, and other family-friendly activities in Virginia's Blue Ridge. You and the kids can enjoy fun, educational experiences such as seeing steam locomotives at the **Virginia Museum of Transportation**, underground exploration at **Dixie Caverns**, or creating your own masterpiece as part of **Art Venture** at the **Taubman Museum of Art**. There are also opportunities to burn off some energy at the **Launching Pad Trampoline Park**, **Splash Valley Water Park**, and **River Rock Climbing Gym**.



Roanoke Star & Overlook

ROANOKE STAR & MILL MOUNTAIN PARK

Stargazing is a must in Virginia's Blue Ridge when it includes a visit to the iconic Roanoke Star atop Mill Mountain. Originally constructed in 1949 as a holiday decoration, the 88.5 tall star shines brightly every night as a unique symbol of the region that has earned Roanoke the nickname of "Star City." The scenic overlook at the base of the star provides a stunning view of the Roanoke Valley and surrounding mountains, making it one of the most popular selfie spots in the region.

In addition to the Roanoke Star, Mill Mountain Park is also home to the Mill Mountain Zoo, a fantastic trail system for mountain biking & hiking, the Mill Mountain Wildflower Garden, and Mill Mountain Discovery Center.



Salem Red Sox



Roanoke Pinball Museum

CENTER IN THE SQUARE

The 7-story center for arts & culture in Downtown Roanoke features aquariums in the lobby and rooftop gardens, while also being home to Mill Mountain Theatre, the Roanoke Pinball Museum, Roanoke STARCADE, Harrison Museum of African American Culture, Kids Square Children's Museum, and Science Museum of Western Virginia.



Art Venture - Taubman Museum of Art

FAMILY FUN



Mill Mountain Zoo



Treetop Quest - Explore Park



Splash Valley Water Park



Kids Square Children's Museum



Launching Pad Trampoline Park



River Rock Climbing Gym

SPORTING EVENTS

Catch the action with our favorite local sports teams in Virginia's Blue Ridge! Cheer on the Roanoke Rail Yard Dawgs hockey team, Salem Red Sox baseball team, and numerous NCAA sports with the many colleges and universities in the region, as well the championship events held throughout the year.

ART VENTURE - TAUBMAN MUSEUM OF ART

A hands-on learning environment that provides kids the opportunity to paint, draw, build, connect music with art, investigate 3D printing and printmaking, create sculptures, display artwork, and much more.

MILL MOUNTAIN ZOO

More than 130 animals are at home at the Mill Mountain Zoo, including six vulnerable or endangered species. Have your camera ready to capture an image of the incredible red wolves or the adorable red panda.

KIDS SQUARE CHILDREN'S MUSEUM

This exciting 15,000 square-foot museum is full of interactive, educational, multi-sensory activities for children that will keep them entertained and also provide the opportunity to have fun with other kids. There are a variety of themed exhibits, which will introduce children to different experiences and industries, while keeping everything centered around a kid-friendly atmosphere full of fun.



Virginia Museum of Transportation

VIRGINIA MUSEUM OF TRANSPORTATION

From automotive and aviation to celebrating the region's rich railroad heritage, the Virginia Museum of Transportation preserves the history of many transportation marvels. The museum boasts over 2,500 objects, including more than 50 pieces of rolling stock, consisting of many powerful locomotives and other rail cars.

LAUNCHING PAD TRAMPOLINE PARK & FAMILY FUN CENTER

Bounce off the walls, the floor, and just about anything else you can think of inside the 33,600+ square foot indoor entertainment facility that features over 15,000 square feet of trampolines.

GUIDED OUTDOOR ADVENTURES

Want to plan an outdoor excursion for the family? Take advantage of the services provided by Twin River Outfitters for rentals, shuttle service and trip options on the Upper James River Water Trail, and Roanoke Mountain Adventures for water activities on the Roanoke River Blueway and mountain bike experiences. Blue Mountain Adventures also offers tube rentals and mountain bike rentals, as well as a variety of campsites, for outdoor adventures at Explore Park, which also features ziplining and guided aerial obstacles at Treetop Quest.

SPLASH VALLEY WATER PARK

A water park in the mountains? You bet! This pool on steroids features two 34-foot water slides called the Flume and the Bowl, an 8-foot water slide, a current river, a sprayground for little ones to splash around, and of course, the pool, complete with umbrellas interspersed for shade and fun aquatic features. The pool also includes a beach entry for shallow play.

CLIMBING & CAVING

Find more than 8,500 square feet of roped climbing and bouldering opportunities at the River Rock Climbing Gym, or plan an underground adventure with an exploration of Dixie Caverns.

Where ADVENTURE Begins



Just off the Blue Ridge Parkway at milepost 115, Explore Park features a variety of accommodations!

- POD CABINS
- YURTS
- PRIMITIVE SITES
- ZIPLINES
- TRAILS

Take advantage of outdoor recreation offerings including hiking, biking, river activities & aerial adventure course, only 10 minutes from downtown Roanoke.

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(540) 427-1800

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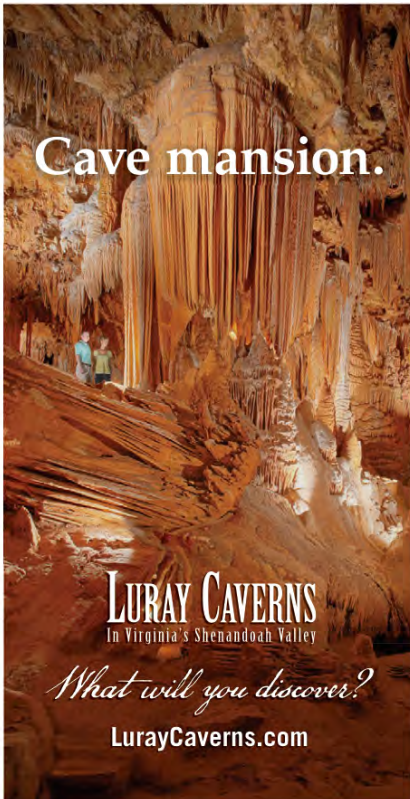
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National D-Day Memorial

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VIRGINIA IS FOR HISTORY LOVERS

HISTORY

HISTORY

A history-filled visit to Virginia's Blue Ridge can include learning about Roanoke's railroad heritage at the **O. Winston Link Museum & History Museum of Western Virginia**, retracing the steps of people like **Lewis & Clark** who made their way through **Botetourt County** en-route to westward exploration of the American frontier, discovering the Black history of Roanoke's **Historic Gainsboro** neighborhood, listening to the origins of bluegrass and country music along **The Crooked Road: Virginia's Heritage Music Trail**, and visiting the **National D-Day Memorial** to honor the Allied soldiers who made the ultimate sacrifice during the World War II invasion of Normandy.

To get a sense of what life was like for different generations in Virginia's Blue Ridge, don't miss the **Monacan Indian Village** at **Natural Bridge State Park**, the cabins and grounds at the **Booker T. Washington National Monument**, and the exhibits & artifacts at the **Salem Museum & Historical Society**, **Blue Ridge Institute & Farm Museum**, and **Harrison Museum of African American Culture**.

You can also tour the grounds where founding father Thomas Jefferson used to vacation at his **Poplar Forest** estate, a National Historic Landmark that served as a private retreat and plantation for the Virginia native.



National D-Day Memorial

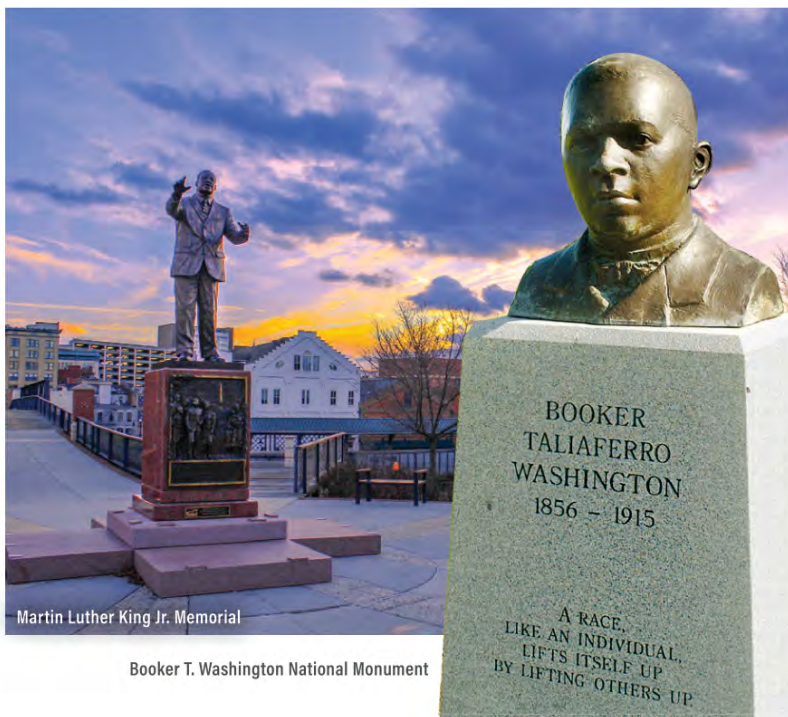


O. Winston Link Museum

“Locals and visitors appreciate the presence of the trains as an economic driver and a cultural component. It's a legacy reflected in eateries with names inspired by trains, in museum displays and in a four-diamond hotel and conference center that was built by a rail magnate in the 1880s. It's also a prime locale for train-watchers.” - Dina Weinstein, "All Aboard in Roanoke" - Richmond Magazine



Natural Bridge State Park



Martin Luther King Jr. Memorial

Booker T. Washington National Monument

BOOKER TALIAFERRO WASHINGTON 1856 - 1915

A RACE, LIKE AN INDIVIDUAL, LIFTS ITSELF UP BY LIFTING OTHERS UP

MUSIC IN THE MOUNTAINS:

The Beautiful Sights and Sounds of Patrick County

In Patrick County, majestic views converge with stirring music to create a uniquely beautiful atmosphere.

BY EMILY MOOK

Regardless of the time of year, Patrick County offers stunning visuals and a myriad of opportunities for outdoor activities.

“During the summer, Fairy Stone State Park and Philpott Lake are two of the best places to cool off with a swim, fish, or take in the natural scenery,” says Grace Cooper, Assistant Director of Tourism & Marketing. “For the spring and fall, places like Fred Clifton Park, I.C. DeHart Memorial Park, and Kibler Valley are great places to take in the scenery. There are multiple overlooks that give beautiful views year round.”

“

During the summer, Fairy Stone State Park and Philpott Lake are two of the best places to cool off with a swim, fish, or take in the natural scenery.

– Grace Cooper, Assistant Director of Tourism & Marketing

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For those interested in strenuous outdoor endeavors, Patrick County hosts The Kibler Valley River Run, multiple 5Ks, and mountain bike competitions along the I.C. DeHart mountain bike trails.

The excitement of these scenes and events are further amplified by Patrick County’s rich musical history that continues to play an integral role in its current culture.

“The bluegrass and old-time music found here in the county can be traced back to the original settlers who created homesteads here in the Appalachian Mountains,” Cooper notes. “Music was a way for people to connect with their neighbors and strengthen their community. Over time the traditional music that was brought over evolved into the bluegrass music you find here today.”

Patrick County is a part of the Crooked Road Heritage Music Trail and is home to

FloydFest, a world-renowned annual music festival that features both well-established and up-and-coming artists. Front Porch Fest has also become a major attraction.

“FloydFest began in 2002 and has grown into one of the best regional festivals in Southwest Virginia,” says Cooper. “Front

Porch Fest began in 2009 and is a smaller festival that features a wide variety of artists including many local musicians. Both festivals are family-friendly and offer a variety of children’s activities.”

Other can’t-miss music festivals include Wayside Bluegrass Festival and Beach Music Festival.

In addition to festivals, Patrick County also hosts jam

sessions in which participants of all skill levels are encouraged to join.

“There are two areas in the county that have consistent jam sessions year-round,” Cooper says. “The Willis Gap Community Center, which is a part of the Crooked Road, has a weekly jam session on Friday nights that anyone is welcome to join no matter the skill level. Another place to check out is the Coffee Break, which has local musicians that come to play every Tuesday morning.”

Whether you choose to make Patrick County your home or simply pass through, you are likely to continually find new reasons to love it.

“There is always something to explore and discover here, and there is always an adventure to be had,” notes Cooper. “I grew up here, and I’m still discovering everything this county has to offer.”

Those interested in the sport of shopping won’t be disappointed. Meadows of Dan Village is located near Milepost 177 and Mabry Mill (shown on left). Featuring artisan crafts, fresh produce, homestyle food and candy — all with views of the Blue Ridge Parkway.



From May-October, the world-renowned Primland Resort resounds with bluegrass music honoring its location on the Crooked Road.



Enjoy the beauty of Fairy Stone State Park.

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PATRICK COUNTY
Virginia



ART & CULTURE

ARTS & CULTURE

You can't help but be inspired by the arts & culture of Virginia's Blue Ridge.

Whether you're touring museums that feature galleries showcasing works by international artists, snapping selfies in front of the various LOVEworks art pieces, or stumbling upon street art and murals as part of the decor at breweries & restaurants, there's always something that will catch your eye.

The same is true for the live music and theater scene of the region, with a variety of bands and performers taking the stage at major venues, intimate concert halls, and in impromptu jam sessions at restaurants, farmers markets, and community spaces.





VISIT THE FASCINATING EXHIBITS of the **O. Winston Link Museum & History Museum of Western Virginia**, **Taubman Museum of Art**, **Harrison Museum of African American Culture**, and other galleries in Downtown Roanoke. To see art that's being created locally, don't miss the **Olin Hall Galleries at Roanoke College** and **Eleanor D. Wilson Museum at Hollins University**.

Local pieces and artists are also highlighted at spots like **The Little Gallery** in Downtown Roanoke and the **Art Visions Gallery** at Smith Mountain Lake. You'll also love the pieces on display at the **2nd helpings Gallery** in Roanoke.






The Heritage Center houses a collection of vintage locomotives, historic rail cars, and an interpretive museum that tells the story of the Chesapeake and Ohio Railway – the people, the places, and the technology.


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TaubmanMuseum.org

Claude Monet (French, 1840–1926), *The Meadow*, 1879, oil on canvas, 32 x 39 1/4 in. (81.3 x 99.7 cm), Joslyn Art Museum, Omaha, Nebraska, Gift of Mr. William Averell Harriman, 1944-79. Photograph © Bruce M. White, 2019

ART & CULTURE

PERFORMING ARTS



Virginia's Music City

WITH A GROWING VARIETY OF VENUES that host diverse bands and musical styles, the region has established a reputation as one of Virginia's best spots for live music. Catch a show at the **Harvester Performance Center, 5 Points Music Sanctuary, Dr Pepper Park, The Spot on Kirk, Daleville Town Center, Jefferson Center, Elmwood Park, Moss Arts Center at Virginia Tech, Vinton Farmers Market Stage, or many other fantastic music venues!**

It's Showtime!

THE REGION'S PERFORMING ARTS SCENE is highlighted by an eclectic blend of music, dance, and theatre performances.

From folk music to ballet, you'll be amazed at the many options for live entertainment during your next getaway to the **Blue Ridge Mountains**.

For theatre, guests can enjoy fantastic local talent through productions by **Mill Mountain Theatre, Showtimers of Roanoke Valley, Virginia Children's Theatre, and Attic Productions**. If you're musically inclined, take in a performance by **Opera Roanoke** or the **Roanoke Symphony Orchestra** and learn about local music history at the **Friday Night Jamboree at The Floyd Country Store** - part of **The Crooked Road of Virginia**. We even have two local ballet companies - **Southwest Virginia Ballet** and the **Roanoke Ballet Theatre!**

You can also see world-class performers at the region's two biggest event facilities - the **Salem Civic Center** and **Berglund Center**.



“Fulfill the Promise”:

Ferrum College Launches Groundbreaking New Strategic Plan

BY EMILY MOOK

Ferrum College’s new strategic plan, entitled “Fulfill the Promise,” stands to further distinguish the already renowned private liberal arts College.

The plan emphasizes the College’s role as a means to an end rather than an end unto itself.

“Colleges promise a lot — academically, socially, and professionally,” says David L. Johns, Ph.D., President of Ferrum College. “Of these, perhaps the most important is the promise of access and opportunity. But there is a problem: sometimes we act as if the opportunity students want and the access they need is college itself. This is not true. College is a springboard to opportunity and possibility, not a trampoline that gets you nowhere. We prepare students for life, for its many surprising and unpredictable turns, and then we provide a pathway to what lies beyond, a pathway to meaningful work.”

The three prongs of “Fulfill the Promise” are providing pathways to meaningful work, making education attainable, and staying connected for a lifetime.

A greater focus on career services will help illuminate work pathways for Ferrum students.

“We are giving increased attention to career services and connecting students to professional networks early on in their time at the College,” Dr. Johns notes.

“We are also focusing our efforts to make sure our students know how to build the networks they need.”

“The Ferrum Promise,” which was established in the fall of 2020, plays an integral role in promoting attainability.



“‘The Ferrum Promise’ is a program for students who transfer to Ferrum, that assures they will finish in two years if they complete an associate degree at a Virginia Community College,” Dr. Johns says. “We are using the language of promise a lot these days because we recognize families expect something from college — something that will impact their lives and prepare them for lives of purpose. We intend to deliver on that and make the ‘promise of college’ a reality for every Ferrum College student.”

Ferrum College is also committed to maintaining long-term and meaningful relationships with alumni.

“We are working to assure our alumni stay connected and receive support and encouragement in their professional lives long after they graduate,” says Dr. Johns.

Regardless of their chosen majors, Ferrum College is committed to helping all students find and achieve purpose both in and out of the classroom.

“Our students come to us with promise, we help them find purpose, and then we connect them to possibility,” notes Dr. Johns. “This purpose is bigger than a job, and even bigger than a career; it is a life purpose based upon our values and guided by a desire to improve our lives, our families, and our communities. This life work requires us to be problem solvers who are determined, smart, and fearless, and to be leaders who are ready to build the future.”

The three prongs of “Fulfill the Promise” are providing pathways to meaningful work, making education attainable, and staying connected for a lifetime.

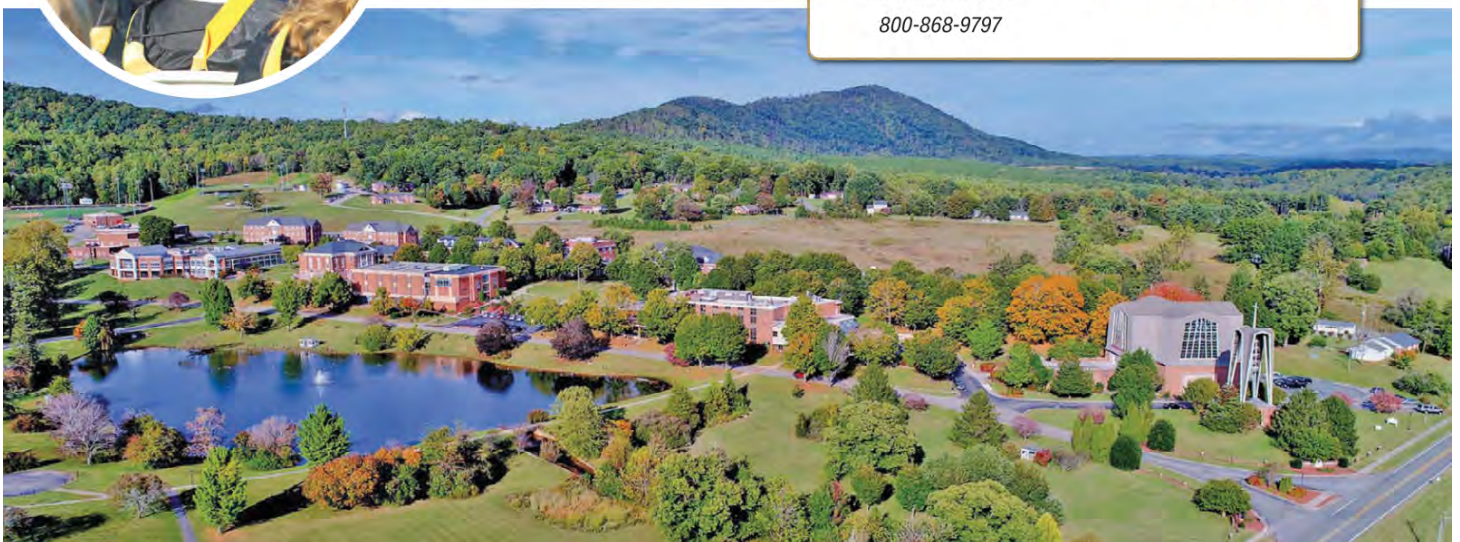
Wanna Go?

ferrum.edu

215 Ferrum Mountain Road
Ferrum, VA 24088

800-868-9797

FERRUM
COLLEGE



DINING

Your adventure will always be full of flavor in Virginia's Blue Ridge. Chefs are culinary trailsetters as local restaurants present a mix of all types of cuisines, ranging from dishes inspired by cultures in all parts of the world to menus that highlight local ingredients and farms.

Find traditional comfort food favorites at spots like **Scratch Biscuit Company**, **Dogwood Restaurant**, **The Roanoker**, and **Ruth's Place**, or treat yourself to a first-class farm-to-table experience at local favorites such as **The River & Rail**, **Local Roots**, and **Alexander's**.

For international flavors, consider checking out the Vietnamese banh mi sandwiches at **Viet Sub**, flavorful Caribbean food at **Caribbica Soul**, traditional Neapolitan style pizzas at **Fortunato**, or the delicious Pakistani dishes at **KJ's Grill & Kabab House** in Salem.



Fortunato



Local Roots

“

Carve out time in your itinerary for as many meals as possible. Start your day at **Scratch Biscuit Company**. Fat, fluffy biscuits hold whatever you're hungry for — bacon, egg, cheese, sausage and other breakfast staples. Vegetarians will savor the **Jerry Garcia biscuit**, smoked tofu on a vegetarian biscuit." - Kristy Tolley - 5 Reasons to Head to Virginia's Blue Ridge, AAA Go Magazine



Viet Sub



Champloo Desserts

Sweet Treats

Saving room for dessert is a must in Virginia's Blue Ridge! Ice cream fans will be in heaven with visits to **Blue Cow Ice Cream**, **Homestead Creamery**, and **Champloo Desserts**, which all specialize in unique flavors and combinations. You'll also love baked goods like the peanut butter pie at **Hollywood's Restaurant & Bakery**, coconut cake at **On the Rise Bakery**, and amazing pies at **The Pie Shoppe** in Fincastle.

THE WOODSDALE GROUP

The Pie Shoppe ■ *1772 Rooftop on Main* ■ *Fincastle Café*

BY CHRISTIAN WEANER

For Virginia Barkett, Botetourt County is home. She grew up there, returned to raise her children there after college, and now she and her husband, Erryn, are helping to put the small town of Fincastle on the map. Co-owners and operators of The Woodsdale Group, they offer a warm and inviting coffee shop located in the heart of downtown, a new spin on a local favorite pie shop, and a vintage rooftop bar overlooking the Blue Ridge Mountains. The Woodsdale Group's innovative revitalization projects have rejuvenated Fincastle, making it a must-see stop along Route 220.

Virginia and Erryn Barkett met at the University of Richmond in the late 1980s. After spending a decade living in Florida and Mississippi, the Barketts and their two children returned to Virginia's home — Botetourt County — in 1998. Over the next several years, Virginia and Erryn had two more children and began settling into their busy but enjoyable lives in southwestern Virginia, which included frequenting the historic local businesses in Fincastle at that time.

"Our four children attended preschool, elementary school and middle school in Fincastle," Virginia said. "They got off the bus daily at the Fincastle Pharmacy. We have fond memories of going in to let them pick out snacks for after school."

The Barketts wistfully watched as the Fincastle Pharmacy closed in 2014 and the building began deteriorating due to water damage from a leaky roof. In 2018, Virginia and Erryn decided to do something — they purchased the pharmacy and its adjoining building, and a year later, they opened the Fincastle Café.

Around that same time, Erryn, a commercial pilot and flight



instructor, had been admiring the fuselage of a V-tail Bonanza airplane he had noticed at Black Dog Salvage, a Roanoke-based store featured on the reality television show *Salvage Dogs*.

One afternoon, Barkett and Rob Rigatti, a family friend and contractor, met on the roof of the old pharmacy to inspect the leakage. Erryn was struck by the beautiful views of the town's courthouse, Peaks of Otter and every church steeple in Fincastle, sparking an idea.

"An idea began to form... and [Erryn] shared with the contractor Rigatti, 'I want to make this a rooftop bar and make the bar out of an old airplane.'" Virginia said. "Thus, the beginnings of 1772 Rooftop [on Main] began to grow."

According to Virginia, what sets The Woodsdale Group's businesses apart is family. Botetourt County is home for the Barketts, after all, and they want each guest to feel that way too.

"We are about gathering family and friends together for conversation and good times with craft cocktails, fine wines and delicious tapas and entrees, whether it be on the rooftop or inside our cozy shops," Virginia said.

Wanna Go?

1 East Main St.
Fincastle, VA 24090
540-632-8099

pieshoppefincastle.com



18 S. Roanoke St.
Fincastle, VA 24090
540-632-8099

fincastlecafe.com



18 S. Roanoke St.
Fincastle, VA 24090
540-473-1429

1772rooftop.com



LATE NIGHT

Join the party and check out the nightlife scene in Virginia's Blue Ridge. On any given night, local bands are playing at restaurants, bars, and live music venues throughout the region. Enjoy a local craft beer. Savor an expertly-crafted cocktail. Listen to amazing blues music. Learn how to salsa dance. Laugh until it hurts at an improv performance. It's all part of the nightlife experience in Virginia's Blue Ridge.

MUSIC & BARS

Jam out to funk music at **Martin's Downtown Bar & Grill**, turn Smith Mountain Lake into a tropical paradise at **Mango's Bar & Grill**, and dance the night away at **Sidewinders Steakhouse & Saloon**. For a unique bar experience, grab a spot by the firepit in the courtyard at **Billy's** or create a flight of craft spirits at **Franklin County Distilleries**. You can check out the swanky drinks at cool spots like **Stellina, Bloom**, and **1772 Rooftop on Main**.



Local Roots



Franklin County Distilleries



Martin's Downtown Bar & Grill





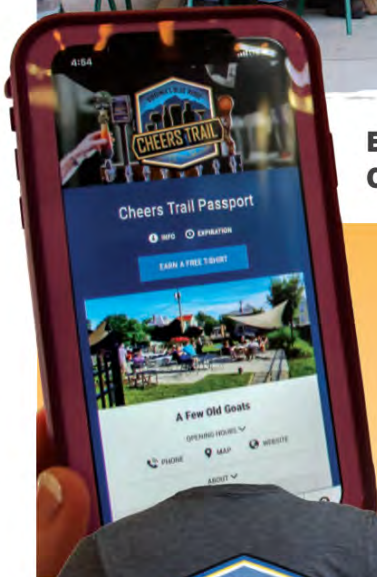
VIRGINIA'S BLUE RIDGE CHEERS TRAIL

VBRCheersTrail.com

Parkway Brewing Company



Each location throughout the region is part of the Virginia's Blue Ridge Cheers Trail - a collection of our local breweries, wineries, and distilleries.



Download the Cheers Trail Passport on your mobile device so you can check in at various locations to receive specials and discounts.



CHECK IN AT FIVE LOCATIONS AND WE'LL SEND YOU A FREE CHEERS TRAIL T-SHIRT!

STARR HILL
PILOT BREWERY & SIDE STAGE

540-685-2012
6 Old Whitmore Ave. Roanoke, VA 24016
StarrHill.com/Roanoke

- 23 ROTATING BEER TAPS
- SMALL BATCH PILOT BREWS
- LIVE MUSIC WEEKLY
- TO-GO BEER & MERCHANDISE

@STARRHILLROANOKE

Parkway Brewing Company
Salmon, Virginia

739 Kessler Mill Rd.
(540) 404-9810
PARKWAYBREWING.COM

OVER 9 YEARS OF GOOD TIMES AND GREAT BEERS

LIVE MUSIC 5 NIGHTS A WEEK

FOOD TRUCKS

MINUTES FROM MCAFFEE KNOB AND CARVINS COVE

SHOPPING



Black Dog Salvage



Country Corner



Crafteria: Handmade Food & Goods



She's International Boutique



HMBLE HSTLE Clothing



The Candy Store

SHOPPING

From handmade goods at the local farmers markets and country stores to antique shopping, jewelry stores, outdoor gear, and one-of-a-kind works of art, the region is full of unique, locally-made products. The downtowns, markets, boutiques, galleries, and other stores throughout the region make Virginia's Blue Ridge a wonderful destination for shopping.

Shop around and support our fantastic local small businesses!



City of Salem Farmers Market



Homestead Creamery Farm Market



La De Da



Mast General Store



Ikenberry Orchard's Country Store



Roanoke Mountain Adventures

THE GOLD STANDARD:

R.M. Johnson & Sons Jewelers Offers Top-Notch Quality and Care

BY EMILY MOOK

Like the exquisite pieces they sell, R.M. Johnson & Sons Jewelers possesses an ideal mix of substance, style, and sparkle.

Since it opened in 1992, the company has been a Salem staple that demonstrates the highest levels of customer service and attention to detail.

"The most important part of owning a jewelry repair business and retail store is earning trust and building relationships," says Jane W. Johnson, President of R.M. Johnson & Sons. "We are proud of the relationships we have formed with members of our community, various local business owners, and many charitable organizations."

One of the major tenets of the company's customer service philosophy is an emphasis on prompt response time. "We often surprise people with our quick turnaround time when repairing their fine jewelry," Johnson notes.

When it comes to fostering meaningful connections with community and national partners, R.M. Johnson & Sons is the gold



standard. The company supports Salem's first responders by donating Citizen watches to local Officers of the Year and to "Guns & Hoses" and Firefighters Association fundraisers, sells pewter angel ornaments year-round to help fund the Rotary Club of Salem's "Christmas for Kids"

project, and supports national programs such as Jewelers For Children and Gem Legacy.

In honor of Johnson's late husband, Robert M. "Bob" Johnson, II, the company also supports the Bob Johnson Memorial Scholarship at Salem High School and contributes to the Salem Museum in his name.

Additionally, R.M. Johnson & Sons has been a member of both the Roanoke Regional and Salem-Roanoke County Chambers of Commerce for many years and champions other small businesses. "I think it's important for those of us who have more years in business to share our experience in hopes that we can help younger businesses succeed," says Johnson.

This emphasis on nurturing relationships is reinforced by the close bonds shared among the company's staff.

Johnson opened the store with Bob and jeweler Tina Light. Today, Johnson's two sons work alongside her and Light.

"My sons, Zack and Mack, joined the company post-college," Johnson says. "Zack, our Vice President, creates some beautiful custom pieces for our customers. He sometimes uses their existing jewelry to 'reimagine' a new piece just for them. Mack, our Chief Technical Officer, is also our laser engraving specialist and personalizes many items from jewelry to gifts. They have been doing an amazing job of carrying on their dad's legacy and they take so much pride in the quality of the work they do."

Because it is a company that consistently exhibits dedication, care, and passion, it is no surprise that R.M. Johnson & Sons plays a major role in helping people convey these very feelings to their loved ones. "The joy of helping people express their love for one another absolutely makes my day!" Johnson exclaims.



“

We are proud of the relationships we have formed with members of our community, various local business owners, and many charitable organizations.

— Jane W. Johnson, President of R.M. Johnson & Sons.

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Wanna Go?

RMJohnson.com

10 South College Avenue

Salem, VA 24153

540-389-4783

R.M. JOHNSON & SONS
JEWELERS

EVENTS

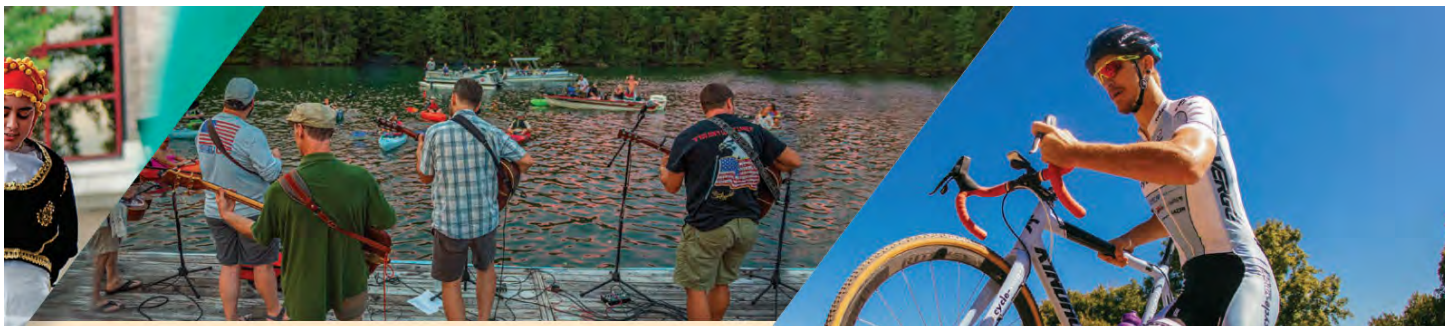
The calendar is always full for a trailsetter in Virginia's Blue Ridge and that includes hanging out at great festivals and special events. We celebrate just about everything. Beer. Music. Bicycles. Sunflowers. Film. Moonshine. Outdoor Recreation. Art. It's all on the calendar! The festive atmosphere of the region can be experienced throughout the year, and we also have a vibrant music and performing arts scene that continues to grow through local artists and internationally-known performers at special event venues.



SPRING

- Blue Ridge Kite Festival
- St. Patrick's Day Parade and Festival
- Vinton Dogwood Festival
- Buchanan Civil War History Weekend
- Historic Garden Week
- Open Studios of Roanoke
- Community School's Strawberry Festival
- Local Colors
- Pigg River Ramble Weekend
- Blue Ridge Marathon
- Down by Downtown Music Festival
- Moonshine Express
- Salem Red Sox





SUMMER

- Carilion Clinic IRONMAN 70.3 Virginia's Blue Ridge
- Star City Motor Madness Car and Truck Show
- Taubman Museum of Art Sidewalk Art Show
- Festival of India
- Horse and Hound Wine Festival
- Buchanan Community Carnival
- Microfestivus Craft Beerfest
- SW Virginia Antique Farm Days
- Green Hill Highland Games
- Star City Arts Festival
- Juneteeth Celebration
- Festival in the Park
- Troutville Trail Days
- Roanoke Wing Fest
- Concerts by Canoe
- Touch a Truck
- Salem Fair

FALL

- BaconFest
- Olde Salem Days
- Franklin County Agricultural Fair
- Henry Street Festival
- Smith Mountain Lake Wine Festival
- Mountain Magic in Fall Festival
- Blue Ridge Folklife Festival
- Go Outside Festival
- Open Studios Botetourt
- Salem Half Marathon
- Beaver Dam Farm Sunflower Festival
- Boones Mill Apple Festival
- Virginia's Blue Ridge Go Cross
- Virginia's Blue Ridge Gran Fondo



WINTER

- Fashions for Evergreens
- Elmwood on Ice
- The Nutcracker Ballet
- Dickens of a Christmas
- Train Lover's Day
- Rail Yard Dawgs
- Winter Beach Blast
- Illuminights at Explore Park
- Big Lick Downtown Countdown
- Restaurant Week
- African American Film Festival
- Roanoke Arts Pop



PAINT BANK IS NESTLED IN THE VALLEY BETWEEN POTTS MOUNTAIN AND PETERS MOUNTAIN, MAKING IT THE PERFECT LOCATION FOR A MOUNTAIN GETAWAY.

PAINT BANK GENERAL STORE

BY CHRISTIAN WEANER

In the early 1970s when John and Nancy Mulheren were introduced to Paint Bank, Va. while attending nearby Roanoke College, the town wasn't much to speak of.

"The town was bare and remote," Nancy Mulheren said. "The general store was failing and there were no gasoline options for 20 miles in any direction."

Yet, the nature and outdoor scenery in the area were breathtaking, captivating the Mulherens and drawing them to stay in the area and invest in its rich history. Even after her husband's death in 2003, revitalizing and enjoying the town and surrounding countryside has remained Nancy Mulheren's passion.

Today, thanks to several of the family's revitalization projects, including The Paint Bank General Store, The Lemon Hotel and The Depot Lodge, visitors flock to Paint Bank every year to enjoy a lodging, dining and recreational experience unparalleled in southwestern Virginia.

According to Nancy Mulheren, the diverse accommodations her business offers its guests sets it apart and draws outdoor enthusiasts to the area.

"Paint Bank is very diverse and very unique in terms of lodging," Mulheren said. "We have a small upscale hotel (The Lemon Hotel),



glamping tents (The Depot Lodge), a restored train caboose (The Depot Lodge), cabins and cottages (The Depot Lodge), and a restored Airstream RV (The Depot Lodge)."

Paint Bank is nestled in the valley between Potts Mountain and Peters Mountain, making it the perfect location for a mountain getaway.

Visitors to the town can enjoy a trip to the historic Tinglers Mill, take a drive up Route 600 to see the Mulherens' herd of buffalo at the Hollow Hill Farm or join guided hunting and fishing trips at Potts Creek Outfitters. And when they get hungry, guests love stopping by The Swinging Bridge Restaurant for old-time, home cooking, comfort food like the Great White Buffalo Sandwich, made with fresh buffalo meat from the farm.

Even with all that there is to do and see in the area, Nancy Mulheren's favorite Paint Bank pastime is sitting down to meet and get to know the people who come to visit.

"The best part about Paint Bank is getting to meet such a variety of people," Mulheren said. "People from all walks of life stop by Paint Bank to experience all that we offer. Whether they come for just a quick stop in The Paint Bank General Store, a bite to eat in the Swinging Bridge Restaurant or a night's stay at either The Depot Lodge or The Lemon Hotel — conversations are to be had."



LEFT: Tingler's Mill; The Swinging Bridge Restaurant MIDDLE: Paint Bank General Store; Depot Lodge; Foxhill Cabin; Glamping; Depot Lodge Caboose RIGHT: The Lemon Hotel




Wanna Go?

paintbankgeneralstore.com
16071 Paint Bank Road, Paint Bank, VA 24131
540-897-5000

PAINT BANK GENERAL STORE



Hotels, Motels & Resorts

	Total Number of Rooms	Breakfast Included	Pool-Indoor/Outdoor	Pets Allowed	Restaurant	Carriage Elevator/Lift	Fitness Facilities	Airport Shuttle	Amtrak Shuttle
Affordable Corporate Suites - Florist Road 5540 Florist Road, Roanoke 24012 (540) 366-5544 • affordablecorporatesuites.net/florist.html 	42	No		No	No	E	No	No	
Affordable Corporate Suites - Lanford Street 4830 Lanford Street, Roanoke 24012 (540) 362-9443 • affordablecorporatesuites.net/lanford.html 	42	No		No	No	E	No	No	
Affordable Corporate Suites - Overland Drive 5119 Overland Drive, Roanoke 24018 (540) 774-8086 • affordablecorporatesuites.net/overland 	46	No		No	No	E	No	No	
Affordable Corporate Suites - Salem 401 Northern Drive, Salem 24153 (540) 444-4663 • affordablecorporatesuites.net/salem 	31	No		No	No	E	No	No	
Avid Hotel by IHG 501 Wildwood Road, Salem 24153 (540) 378-4540 • ihg.com/avidhotels/hotels/us/en/salem/roasa/hoteldetail	87	Yes		No	No	I	Yes	No	
Baymont by Wyndham Rocky Mount 1730 N Main Street, Rocky Mount 24151 • (540) 352-3118 wyndhamhotels.com/baymont/rocky-mount-virginia/baymont-by-wyndham-rocky-mount/overview	61	Yes	O	Yes	No	I	Yes	No	
Baymont Inn & Suites Salem 179 Sheraton Drive, Salem 24153 • (540) 795-2114 wyndhamhotels.com/baymont/salem-virginia/baymont-inn-and-suites-salem-roanoke-area/overview?CID=LC:BU::GGL:RIO:National:48473&ia=00093796	114	Yes	O	Yes	No	I	Yes	No	
BEST WESTERN North Roanoke 2545 Lee Highway, Troutville 24175 (540) 992-5600 • bestwestern.com/en_US/book/hotels-in-troutville/best-western-north-roanoke/propertyCode.47150.html 	73	Yes	O	Yes	No	I	Yes	Yes	
BEST WESTERN PLUS at Valley View 5050 Valley View Boulevard NW, Roanoke 24012 (540) 362-2400 • bestwesternplusroanoke.com 	84	Yes	I	Yes	No	I	Yes	Yes	
Carla Inn & Suites Roanoke Airport 3695 Thirlane Road NW, Roanoke 24019 • (540) 563-0229 • staycarla.com	127	No	O	Yes	No	I	No	Yes	
Comfort Inn - Roanoke Civic Center 815 Gainsboro Road NW, Roanoke 24016 (540) 982-0100 • choicehotels.com/virginia/roanoke/comfort-inn-hotels/va751	92	Yes	O	No	No	I	Yes	No	
Comfort Inn & Suites Troutville - Roanoke North/Daleville 3231 Lee Highway, Troutville 24175 (540) 905-7322 • choicehotels.com/virginia/troutville/rodeway-inn-hotels/va588	75	Yes	I	No	No	I	Yes	No	
Comfort Inn Airport Roanoke 5070 Valley View Boulevard, Roanoke 24012 (540) 527-2020 choicehotels.com/virginia/roanoke/comfort-inn-hotels/va302 	96	Yes	O	Yes	No	I	Yes	Yes	
Comfort Suites in Ridgewood Farm 2898 Keagy Road, Salem 24153 • (540) 375-4800 choicehotels.com/virginia/salem/comfort-suites-hotels/va018?source=gyxt	78	Yes	O	Yes	No	I	Yes	Yes	
Comfort Suites West Salem 100 Wildwood Rd., Salem 24153 • (540) 389-7171 • choicehotels.com/va541	72	Yes	I	Yes	No	I	Yes	Yes	
Country Inn & Suites By Radisson, Roanoke 7860 Plantation Road, Roanoke 24019 (540) 366-5678 • countryinns.com/roanokeva	77	Yes	I	No	No	I	Yes	No	

LODGING

Hotels, Motels & Resorts

	Total Number of Rooms	Breakfast Included	Pool-Indoor/Outdoor	Pets Allowed	Restaurant	Corridor-Exterior/Interior	Fitness Facilities	Airport Shuttle	Amtrak Shuttle
Courtyard by Marriott Roanoke Airport 3301 Ordway Drive NW, Roanoke 24017 (540) 563-5002 • marriott.com/roacy 	135	No	I	No	Yes	I	Yes	Yes	
Days Inn by Wyndham Roanoke 8118 Plantation Road, Roanoke 24019 (855) 224-2016 • reservations.com/hotel/days-inn-roanoke-airport-i-81?	113	Yes	O	Yes	Yes	E/I	No	Yes	
Days Inn by Wyndham Roanoke Civic Center 601 Orange Avenue NE, Roanoke 24016 • (540) 904-1938 wyndhamhotels.com/days-inn/roanoke-virginia/days-inn-roanoke-civic-center/overview?CID=LC:DI:20160927:RIO:Local:SM-disat&iata=00093796	150	Yes	O	Yes	Yes	E	Yes	Yes	
Days Inn by Wyndham Salem 1535 E. Main Street, Salem 24153 • (540) 986-1000 wyndhamhotels.com/days-inn/salem-virginia/days-inn-salem/overview?	67	Yes		Yes	No	E	No	Yes	
Depot Lodge, The 16071 Paint Bank Road, Route 311, Paint Bank, 24131 (540) 897-9000 • thedepotlodge.com	14	Yes		No	Yes	E	No	No	
Dyer Suites, The Guest Rooms at Ferrum College 1445 Ferrum Mountain Road, Ferrum 24088 • (540) 365-4474 ferrum.edu/office-conference-events/guest-rooms-at-ferrum-college/	10	No	I	No	Yes	I	Yes	No	
Econo Lodge Civic Center 308 Orange Avenue NE, Roanoke 24016 • (540) 343-2413 • choicehotels.com/va206	46	Yes		Yes	No	E	No	No	
Extended Stay America 2705 Frontage Road NW, Roanoke 24017 (540) 366-3216 • extendedstayamerica.com/hotels/va/roanoke/airport?	90	Yes		Yes	No	E	No	No	
Fairfield by Marriott Roanoke Hollins/I-81 7944 Plantation Rd., Roanoke 24019 • (540) 362-4200 • marriott.com/ROANO	76	Yes	O	Yes	No	I	No	Yes	
Fairfield Inn & Suites by Marriott-Roanoke Salem 121 Sheraton Drive, Salem 24153 • (540) 302-4005 marriott.com/hotels/travel/roasl-fairfield-inn-and-suites-roanoke-salem/	113	Yes	I	No	No	I	No	Yes	
Gills Creek Marina and Lodge 790 Fox Chase Road, Wirtz 24184 • (540) 721-2451 • gillscreekmarina.com	4	No		Yes	No	E	No	No	
Hampton Inn & Suites Roanoke Airport 5033 Valley View Boulevard North, NW, Roanoke 24012 (540) 366-6300 • roanokeairportsuites.hamptoninn.com	130	Yes	I	Yes	No	I	Yes	Yes	
Hampton Inn & Suites Roanoke-Downtown 27 Church Avenue SE, Roanoke 24011 (540) 400-6000 • hamptoninn3.hilton.com/en/hotels/virginia/hampton-inn-and-suites-roanoke-downtown-ROARDHX/index.html 	127	Yes		No	No	I	No	Yes	
Hampton Inn Roanoke/Salem-East 1886 Electric Road, Salem 24153 (540) 776-6500 • hilton.com/en/hotels/saevahx-hampton-salem-east-electric-road/? 	113	Yes	O	No	No	I	No	Yes	
Hampton Inn Roanoke-Hollins 7922 Plantation Road, Roanoke 24019 • (540) 563-5656 hilton.com/en/hotels/roahhx-hampton-roanoke-hollins-i-81/	99	Yes	I	No	No	I	No	Yes	
Hampton Inn Salem 450 Litchell Road, Salem 24153 • (540) 389-2424 • salem.hamptoninn.com	89	Yes	I	No	No	I	No	Yes	
Hilton Garden Inn - Roanoke 4500 South Peak Boulevard, Roanoke 24018 • (540) 776-3400 • roanoke.hgi.com	117	No	I	Yes	Yes	I	Yes	Yes	
Holiday Inn - Valley View 3315 Ordway Dr., NW, Roanoke 24017 • (540) 362-4500 • holidayinn.com/roavalleyview	153	No	I	Yes	Yes	I	Yes	Yes	

CABINS & COTTAGES

Applewood Cottage and Llamas

242 Tarn Beck Lane, Glasgow 24555
(540) 463-1962 • applewoodbb.com
1 Cabin/Pets Allowed/Private Bath

Bruce's Bend on Craig Creek

94 Stony Run Road, Eagle Rock 24085
(540) 815-5235 • vrbo.com/461020
1 Cabin/Pets Allowed/Free WiFi/Private Bath

Claytor Lake State Park

6620 Ben H. Bolen Drive
Dublin 24084 • (540) 643-2500
dcr.virginia.gov/state-parks/claytor-lake
15 Cabins/Pets Allowed/Private Bath

Cottage at Springwood

2290 Trebark Road, Buchanan 24066
(540) 473-2889 • vrbo.com/3686477ha#
1 Cabin/Pets Allowed/Free WiFi/Private Bath

Cottage on Craig Creek, The

10837 Craig Creek Rd., Eagle Rock 24085
(540) 798-5134 • vrbo.com/335245
1 Cabin/Pets Allowed/Free WiFi/Private Bath

Don's Cab-Inns at Explore Park

56 Roanoke River Parkway
Roanoke 24014 • (540) 427-1800
roanokecountyparks.com/375/Camping
4 Cabins

Elmo's Rest

2122 Sheep Creek Road, Bedford 24523
(540) 586-3707 • elmosrest.com
1 Cabin/Pets Allowed/Private Bath
Handicap Accessible

Fairy Stone State Park

967 Fairystone Lake Drive
Stuart 24171 • (276) 930-2424
dcr.virginia.gov/state-parks/fairy-stone
25 Cabins/Private Bath

Mountain Lake Lodge

115 Hotel Circle, Pembroke 24136
(540) 626-7121
mtnlakelodge.com
31 Cabins/Pets Allowed/Free WiFi/Private Bath

Primland

2000 Busted Rock Road
Meadows of Dan 24120
(276) 222-3800 • primland.com
21 Cabins/Pets Allowed/Free WiFi/Private Bath

Serenity on Craig

10833 Craig Creek Road, Eagle Rock 24085
(540) 798-5134
vrbo.com/2541884
1 Cabin/Pets Allowed/Free WiFi/Private Bath

Smith Mountain Lake State Park

1235 State Park Road
Huddlestone 24104 • (540) 297-6066
dcr.virginia.gov/state-parks/smith-mountain-lake
20 Cabins

Squirrel's Nest, The

463 1st Street, Buchanan 24175
(540) 597-3188 • vrbo.com/482749
1 Cabin

Stone House at Black Dog Salvage, The

914 13th Street SW, Roanoke 24016
(540) 400-8766
blackdogsalvage.com/the-stone-house
1 Cabin

Wilderness Adventure at Eagle Landing

11176 Peaceful Valley Road
New Castle 24127 • (540) 864-6792
wilderness-adventure.com
2 Cabins/Pets Allowed/Free WiFi/
Handicap Accessible

EXTENDED STAY

Affordable Corporate Suites - Florist Rd.

5540 Florist Rd., Roanoke 24012 • (540) 366-5544
affordablecorporatesuites.net/florist.html

Affordable Corporate Suites - Lanford St.

4830 Lanford Street, Roanoke 24012
(540) 362-9443
affordablecorporatesuites.net/lanford.html

Affordable Corporate Suites - Overland Dr.

5119 Overland Drive, Roanoke 24018
(540) 774-8086
affordablecorporatesuites.net/overland.html

Affordable Corporate Suites - Salem

401 Northern Drive, Salem 24153
(540) 444-4663
affordablecorporatesuites.net/salem.html

CB Sales & Rentals, Inc.

1027 Waterwheel Drive, Moneta 24124
(540) 297-7000 • cbrentals.com

Cottage at Springwood

2290 Trebark Road, Buchanan 24066
(540) 473-2789 • vrbo.com/3686477ha#

Cotton Mill Lofts, The

506 6th Street SW, Roanoke 24016
(540) 400-8449 • TheCottonMillLofts.com

Elmo's Rest

2122 Sheep Creek Road, Bedford 24523
(540) 586-3707 • elmosrest.com

Extended Stay America

2705 Frontage Road NW, Roanoke 24017
(540) 366-3216 • extendedstayamerica.com

Gala Farmhouse Vacation Rental

167 Thompson Drive, Eagle Rock 24085
airbnb.com/rooms/15216452

Lake & Land Realty

16430 Booker T. Washington Highway
Moneta 24121 • (540) 263-0007
RentalsAtTheLake.com

Lofts at Downtown Salem, The

10 W Main St., Salem 24153 • (540) 525-3206
theloftsatdowntownsalem.com

MainStay Suites - Airport

5080 Valley View Blvd., Roanoke 24012
(540) 527-3030 • choicehotels.com/va342

Patrick Henry, The

611 S. Jefferson Street, Roanoke 24011
(540) 491-9558 • thepatrickhenry.com

Residence Inn by Marriott, Roanoke Airport

3305 Ordway Drive NW • Roanoke 24017
(540) 265-1119 • marriott.com/roari

Rose Hill Inn for Traveling Nurses

521 Washington Avenue SW
Roanoke 24016 • (540) 400-7785
furnishedfinder.com/property/257658_1

RSI Rentals

13860 Booker T. Washington Hwy. - Suite 103
Moneta 24121 • (540) 721-9797 • rsirentals.com

Squirrel's Nest, The

463 1st Street, Buchanan 24175
(540) 597-3188 • vrbo.com/482749

Twin River Outfitters

640 Lowe Street, Buchanan 24066
(540) 254-8012 • canoevirginia.net

Wilderness Adventure at Eagle Landing

11176 Peaceful Valley Road
New Castle 24127 • (540) 864-6792
wilderness-adventure.com





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LODGING

Hotels, Motels & Resorts

	Total Number of Rooms	Breakfast Included	Pool, Indoor/Outdoor	Pets Allowed	Restaurant	Concierge/Exterior/Interior	Fitness Facilities	Airport Shuttle	Amtrak Shuttle
Holiday Inn Express & Suites - Salem 991 Russell Drive, Salem 24153 • (540) 562-3229 • hiexpress.com/salemva	75	Yes	O	No	No	I	Yes	No	
Holiday Inn Express & Suites Roanoke Civic Center 1303 Williamson Rd NE, Roanoke 24012 • (540) 900-2312 ihg.com/holidayinnexpress/hotels/us/en/roanoke/roaoa/hoteldetail	90	Yes	I	No	No	I	Yes	No	
Holiday Inn Express & Suites Rocky Mount/Smith Mountain Lake 395 Old Franklin Turnpike, Rocky Mount 24151 (540) 489-5001 • hiexpress.com/rockymountva	66	Yes	I	Yes	No	I	Yes	No	
Holiday Inn Express Troutville-Roanoke North 3200 Lee Highway, Troutville 24175 (540) 966-4444 • holidayinnexpress.com/troutvilleva	85	Yes	O	No	No	I	Yes	No	
Holiday Inn Tanglewood - Roanoke 4468 Starkey Road SW, Roanoke 24018 (540) 774-4400 • holidayinn.com/roa-tanglewood	196	No	O	Yes	Yes	I	Yes	Yes	
Home2 Suites 4830 Valley View Boulevard, Roanoke 24012 (540) 581-1000 • home2suites3.hilton.com/en/hotels/virginia/home2-suites-by-hilton-roanoke-ROAVVHT/index.html	121	Yes	I	Yes	No	I	Yes	Yes	
Hotel Floyd 300 Rick Lewis Way, Floyd 24091 • (540) 745-6080 • hotelfloyd.com	40	Yes		Yes	No	E/I	Yes	Yes	
Hotel Roanoke & Conference Center, The Curio - A Collection by Hilton 110 Shenandoah Avenue NE, Roanoke 24016 (540) 985-5900 • c 	330	No	O	No	Yes	I	Yes	Yes	
Howard Johnson by Wyndham Daleville/Roanoke North 437 Roanoke Road, Daleville 24083 • (540) 992-1234 wyndhamhotels.com/hojo/daleville-virginia/howard-johnson-inn-daleville-roanoke-north/overview?	98	Yes	O	Yes	No	E	Yes	No	
Hyatt Place Roanoke Airport/Valley View Mall 5040 Valley View Boulevard, NW, Roanoke 24012 (540) 366-4700 • roanoke.place.hyatt.com/en/hotel/home.html 	126	Yes	I	Yes	Yes	I	Yes	Yes	
Inn at Virginia Tech & Skelton Conference Center, The 901 Prices Fork Road MC 0104, Blacksburg 24061 (540) 231-8000 • innatvirginiatech.com 	147	No		No	Yes	I	Yes	No	
Knights Inn - Roanoke 6520 Thirlane Road, Roanoke 24019 • (540) 265-7600 redlion.com/knights-inn/va/roanoke/knights-inn-roanoke	120	Yes	O	Yes	No	E	No	Yes	
La Quinta Inn & Suites by Wyndham Roanoke Salem 140 Sheraton Drive, Salem 24153 • (540) 404-9659 wyndhamhotels.com/laquinta/salem-virginia/la-quinta-inn-and-suites-roanoke-salem/overview?	67	Yes	O	Yes	No	I	Yes	No	
Lake Inn 45 Enterprise Lane, Hardy 24101 • (540) 721-3383 • facebook.com/lakeinnsm/	59	Yes		Yes	No	E/I	No	No	
Lemon Hotel, The 9 Hotel Lane, Paint Bank 24131 • (540) 897-5070 • thelemonhotel.com	6	Yes		No	Yes	E/I	No	No	
Liberty Trust Hotel, The (Opening Spring 2022) 101 S Jefferson St., Roanoke 24011 • (540) 299-5100 • libertytrusthotel.com	54	No		No	No	I	No	No	
Lofts at Downtown Salem, The 10 W Main Street, Salem 24153 (540) 525-3206 • theloftsatdowntownsalem.com	18	No		Yes	Yes	I	No	No	



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Hotels, Motels & Resorts

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Main Street Inn 205 South Main St., Blacksburg 24060 • (540) 552-6246 • hotelblacksburg.com	34	No		No	No		No	No	
MainStay Suites - Airport 5080 Valley View Boulevard, Roanoke 24012 (540) 527-3030 • choicehotels.com/va342	 MainStay SUITES EXTENDED STAY BY CHOICE HOTELS	77	Yes		Yes	No	I	Yes	Yes 
Mountain Lake Lodge 115 Hotel Circle, Pembroke 24136 • (540) 626-7121 • mtntlakelodge.com		99	No	O	Yes	Yes	E/I	No	No
Natural Bridge Historic Hotel & Conference Center 15 Appledore Lane, Natural Bridge 24578 (540) 291-2121 • naturalbridgeva.com	 NATURAL BRIDGE Historic Hotel & Conference Center	120	No		Yes	Yes	E/I	No	No
Peaks of Otter Lodge 85554 Blue Ridge Parkway, Bedford 24523 866-387-9905 Reservations • peaksofotter.com	 PEAKS of OTTER LODGE	63	No		Yes	Yes	E	No	No
Primland 2000 Busted Rock Rd., Meadows of Dan 24120 • (276) 222-3800 • primland.com		65	No	I	Yes	Yes	I	Yes	Yes 
Quality Inn Roanoke Airport 6626 Thirlane Road NW, Roanoke 24019 (540) 366-8861 • reservations.com/hotel/quality-inn-roanoke-airport?		132	Yes	O	Yes	No	E	Yes	Yes 
Quality Inn Salem 151 Wildwood Road, Salem 24153 (540) 387-1600 • choicehotels.com/hotel/VA257		50	Yes	O	Yes	No	E	No	No
Quality Inn Tanglewood 3816 Franklin Road SW, Roanoke 24014 (540) 989-4000 • choicehotels.com/virginia/roanoke/quality-inn-hotels/va207		58	Yes		Yes	No	E	Yes	No
Quality Inn Troutville 3139 Lee Highway, Troutville 24175 (540) 907-4210 • qualityinn.com/hotel-troutville-virginia-VA554		82	Yes	O	Yes	No	E/I	Yes	No
Ramada by Wyndham Roanoke 1927 Franklin Road SW, Roanoke 24014 • (540) 685-0306 wyndhamhotels.com/ramada/roanoke-virginia/ramada-rivers-edge-conference-center-roanoke-va/overview?		124	Yes	O	Yes	No	E	Yes	Yes
Residence Inn by Marriott, Roanoke Airport 3305 Ordway Drive NW, Roanoke 24017 (540) 265-1119 • marriott.com/roari	 Residence Inn® Marriott	79	Yes	O	Yes	No	I	Yes	Yes 
Sleep Inn Tanglewood 4045 Electric Road, Roanoke 24018 • (540) 772-1500 choicehotels.com/va123	 SLEEP INN CHOICE	70	Yes		Yes	No	I	Yes	No
SpringHill Suites by Marriott Roanoke 301 Reserve Avenue, Roanoke 24016 (540) 400-6226 • marriott.com/hotels/travel/roash-springhill-suites-roanoke	 SPRINGHILL SUITES® MARRIOTT	127	No	I	No	Yes	I	Yes	Yes 
Super 8 by Wyndham Daleville/Roanoke 446 Roanoke Road, Daleville 24083 • (540) 446-0300 wyndhamhotels.com/super-8/daleville-virginia/super-8-daleville-roanoke/overview?		71	Yes	O	No	No	I	No	No
Super 8 by Wyndham Roanoke VA 6616 Thirlane Road, Roanoke 24019 • (540) 685-0139 wyndhamhotels.com/super-8/roanoke-virginia/super-8-roanoke-va/overview		54	Yes		Yes	No	I	No	No
Tru by Hilton Roanoke Hollins 8161 Gander Way, Roanoke 24019 • (540) 400-8244 tru3.hilton.com/en/hotels/virginia/tru-by-hilton-roanoke-hollins-ROARHRU/index.html		82	Yes		No	No	I	Yes	No
Wattstull Inn 130 Arcadia Road, Buchanan 24066 • (540) 254-1551 • wattstullinn.com/		26	Yes	O	Yes	Yes	E	No	No



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25 East Main B&B 25 East Main Street, Fincastle 24090 • (540) 798-5134 • facebook.com/25EastMainBandB	3	Yes	No	Yes	Yes	Yes
A B&B at Llewellyn Lodge 603 S. Main Street, Lexington 24450 • (540) 463-3235 • llodge.com/	6	Yes	No	Yes	Yes	No
Applewood Cottage and Llamas 242 Tarn Beck Lane, Glasgow 24555 • (540) 463-1962 • applewoodbb.com	3	Yes	Yes; \$20 fee for the first night; \$10 for subsequent nights.	Yes	Yes	No
Black Lantern Inn 1526 Franklin Road SW, Roanoke 24016 • (540) 206-3441 • blacklanterninn.com	3	Yes	No	Yes	Yes	No
Buchanan Railcar Inn 66 15th Street, Buchanan 24066 • (540) 473-2575 • buchananrailcarinn.com	1	No	No	No	Yes	No
Claiborne House, The 185 Claiborne Avenue, Rocky Mount, 24151 • (540) 457-0507 theclaibornehouseva.com	6	Yes	Yes; with advanced notice, in our separate Cottage Room	Yes	Yes	No
Depot Lodge, The 16071 Paint Bank Road, Route 311, Paint Bank 24131 • (540) 897-6000 • thedepotlodge.com	14	No	No	Yes	Yes	Yes
Early Inn at The Grove 50 Floyd Avenue, Rocky Mount 24151 • (540) 524-2525 • earlyinn.com	5	Yes	Yes; case by case	Yes	Yes	Yes
Herring Hall Bed & Breakfast 154 Herring Hall Road, Natural Bridge 24578 • (540) 460-3365 • herringhall.com	3	Yes	No	Yes	Yes	No
Inn at Burwell Place 601 West Main Street, Salem 24153 • (540) 589-0404 • burwellplace.com	4	Yes	No	Yes	Yes	No
Inn at Riverbend 125 River Ridge Drive, Pearisburg 24134 • (540) 921-5211 • innatriverbend.com	7	Yes	No	No	Yes	Yes
King George Inn 315 King George Avenue SW, Roanoke 24016 • (757) 675-4034 • kinggeorgeinnbandb.com	4	Yes	No	Yes	Yes	No
Lemon Hotel, The 9 Hotel Lane, Paint Bank 24131 • (540) 897-5070 • thelemonhotel.com	6	Yes	No	Yes	Yes	Yes
Manor House at Beliveau Farm, The 3879 Eakin Farm Road, Blacksburg 24060 • (540) 961-2102 • beliveaufarm.com/inn	5	Yes	No	Yes	Yes	Tranquillite Room Only
Roanoke Boutique Hotel 539 Day Avenue, Roanoke 24016 • (540) 420-4455 roanokeboutiquehotel.com	3	Yes	Yes; pets allowed in Beverley Suite with pet fee.	Yes	Yes	No
Rockwood Manor 5189 Rockwood Road, Dublin 24084 • (540) 674-1328 • rockwood-manor.com	8	Yes	No	Yes	Yes	No
Shirley's Bed & Breakfast 3920 Saul Lane, Roanoke 24014 • (540) 589-5600 • shirleysbandb.com	4	Yes	No	Yes	Yes	No
Sister Nettle B&B 6227 Goose Creek Valley Road, Montvale 24122 • (540) 580-0779 • bedfordvalodging.com/	3	Yes	No; please inquire	Yes	No	No
Trinity Tree Acres Farm Interstate 81 - Exit 156, Fincastle 24090 • (540) 588-3036 • airbnb.com/h/trinitytreeacres-farmstay	2	No	No	Yes	Yes	No
Virginia Country Cottage at the Black Twig Garden PO Box 715, Troutville, VA 24175 • (540) 529-9532 • vrbo.com/1292082	3	No	Yes	Yes	No	No
Virginia Mountain Farmhouse on Cattle Farm 5596 Goose Creek Valley Road, Montvale 24122 • (540) 613-9720 airbnb.com/rooms/34585362?preview_for_ml=true&source_impression_id=p3_1580328372_KZdl2l9QB%2FFlEcBh	4	No	Yes	Yes	No	No

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AIRPORT The Roanoke-Blacksburg Regional Airport provides air service to Virginia's Blue Ridge with more than 40 scheduled daily flights. The airport connects the region to eight airports with one-stop service to 70 international cities and over 400 domestic destinations.

AIRLINES *American Airlines • Delta Air Lines*
United Airlines • Allegiant Air

AMTRAK Take the train to Virginia's Blue Ridge with daily service offered on the **Amtrak Northeast Regional** line. The platform is located in **Downtown Roanoke** and makes the region easy to visit from Northeast destinations like Washington D.C., Philadelphia, New York City, and Boston. *All aboard!*

SMART WAY The Smart Way Bus service connects major points of interest in Virginia's Blue Ridge, including:

- **Downtown Roanoke**
- **Virginia Tech Carilion Research Institute**
- **Virginia Tech**
- **Roanoke-Blacksburg Regional Airport**

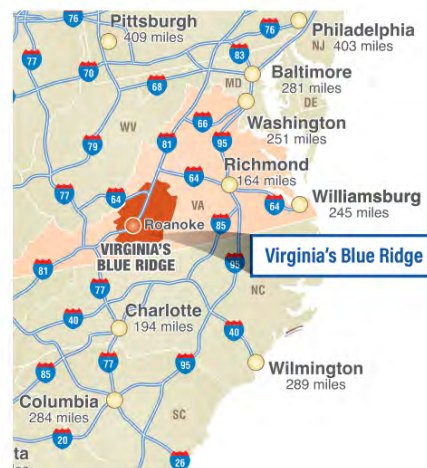
ON THE ROAD

DRIVING DISTANCE

- Virginia's Blue Ridge is less than 300 miles from the coast of Virginia and approximately 250 miles southwest of Washington, D.C.
- The region is 50 miles north of the state border of North Carolina and 105 miles from the Greensboro area.
- If traveling on Interstate 81, the southwestern portion of Virginia's Blue Ridge (Blacksburg/Christiansburg area) is 120 miles from the state border with Tennessee.

INTERSTATES There are multiple routes that can be used to reach Virginia's Blue Ridge. The Blue Ridge Parkway winds through the heart of the region (north/south) and has eight primary entry points.

- **Interstate 81** is the primary interstate in the region and connects Virginia's Blue Ridge to the northeast corridor.
- **U.S. 220** is a main route for the Piedmont region of North Carolina.
- **U.S. 460** is a popular east/west route often used by visitors from Virginia's coast.



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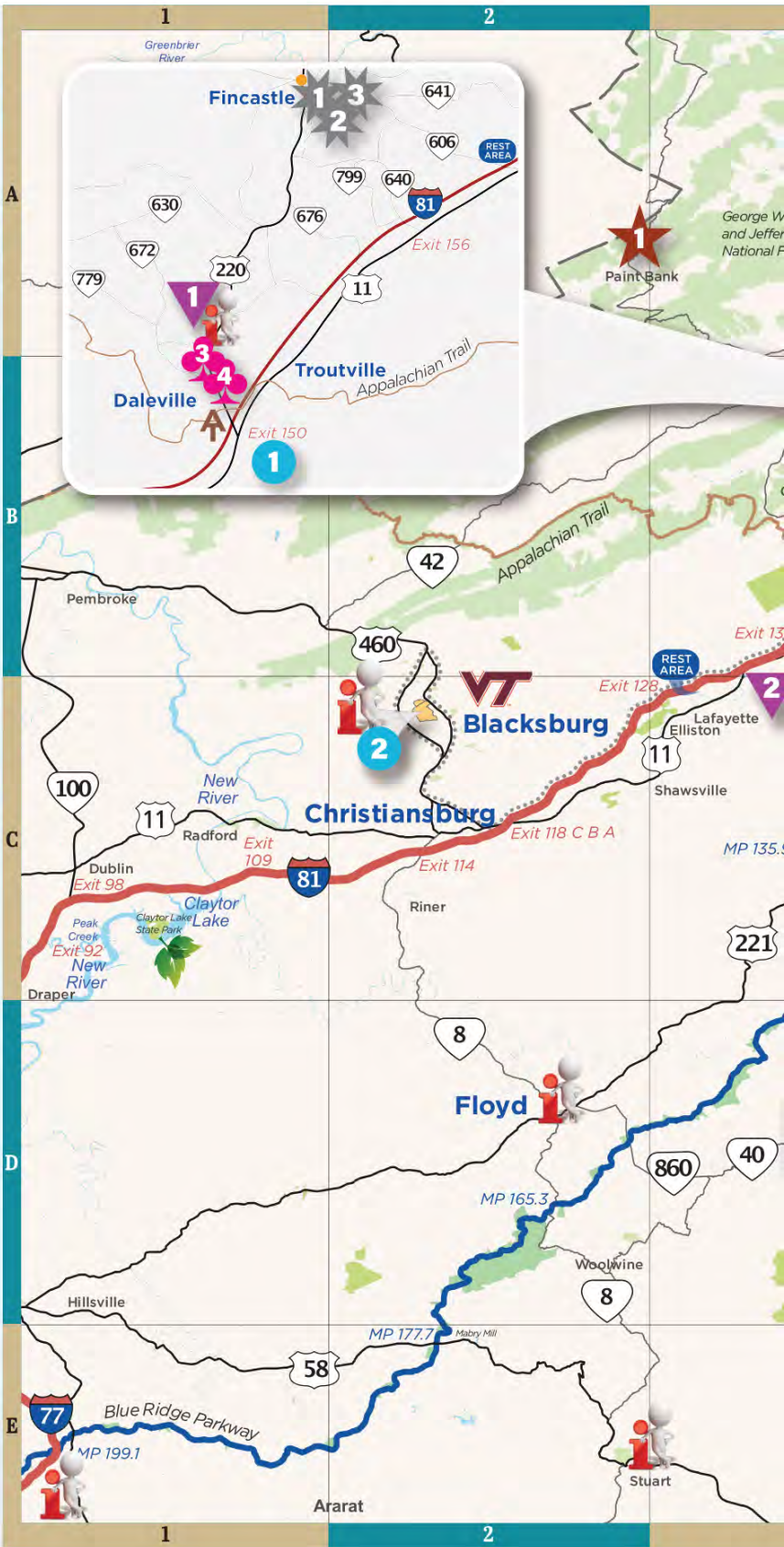
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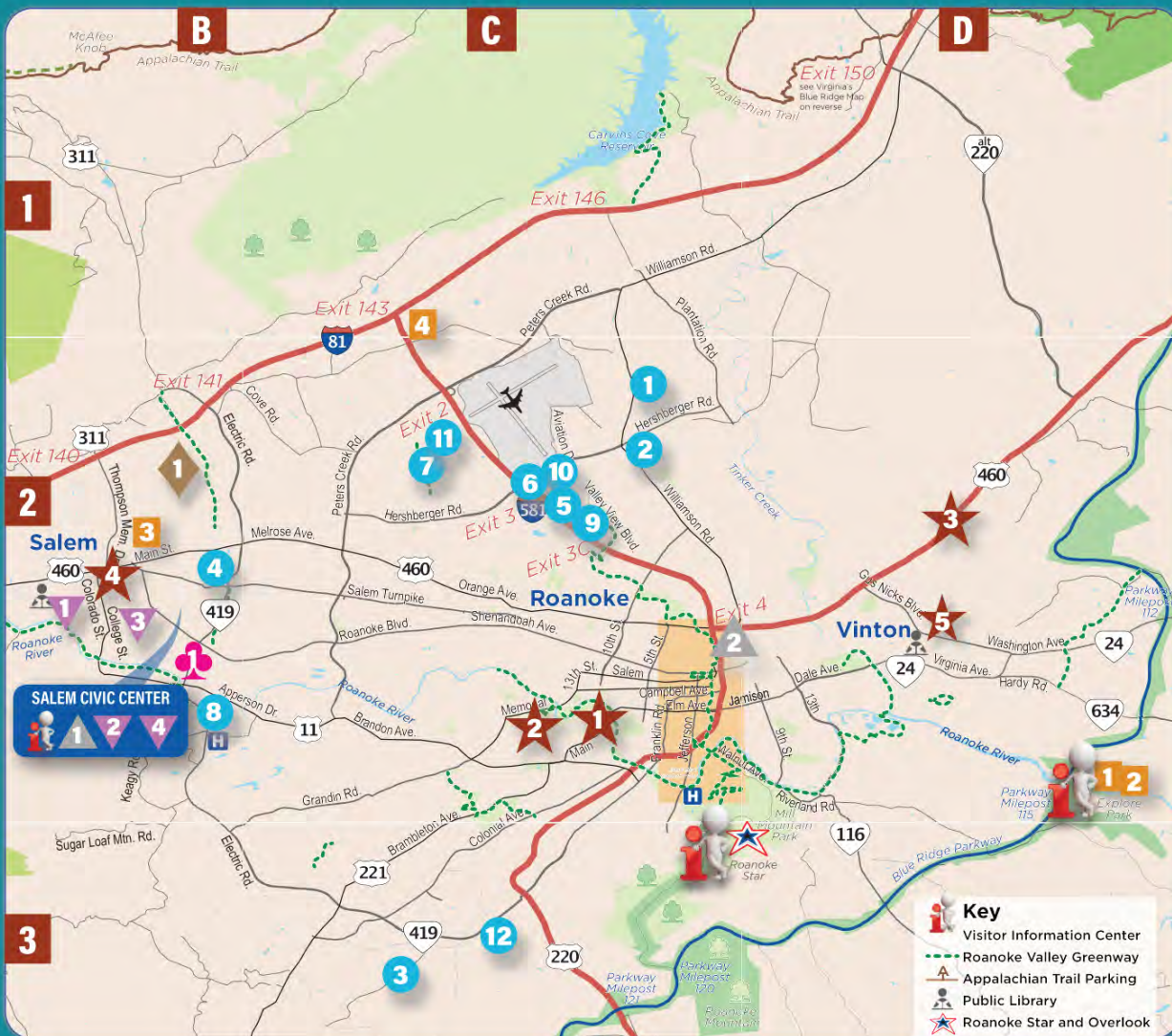
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GREATER ROANOKE VALLEY

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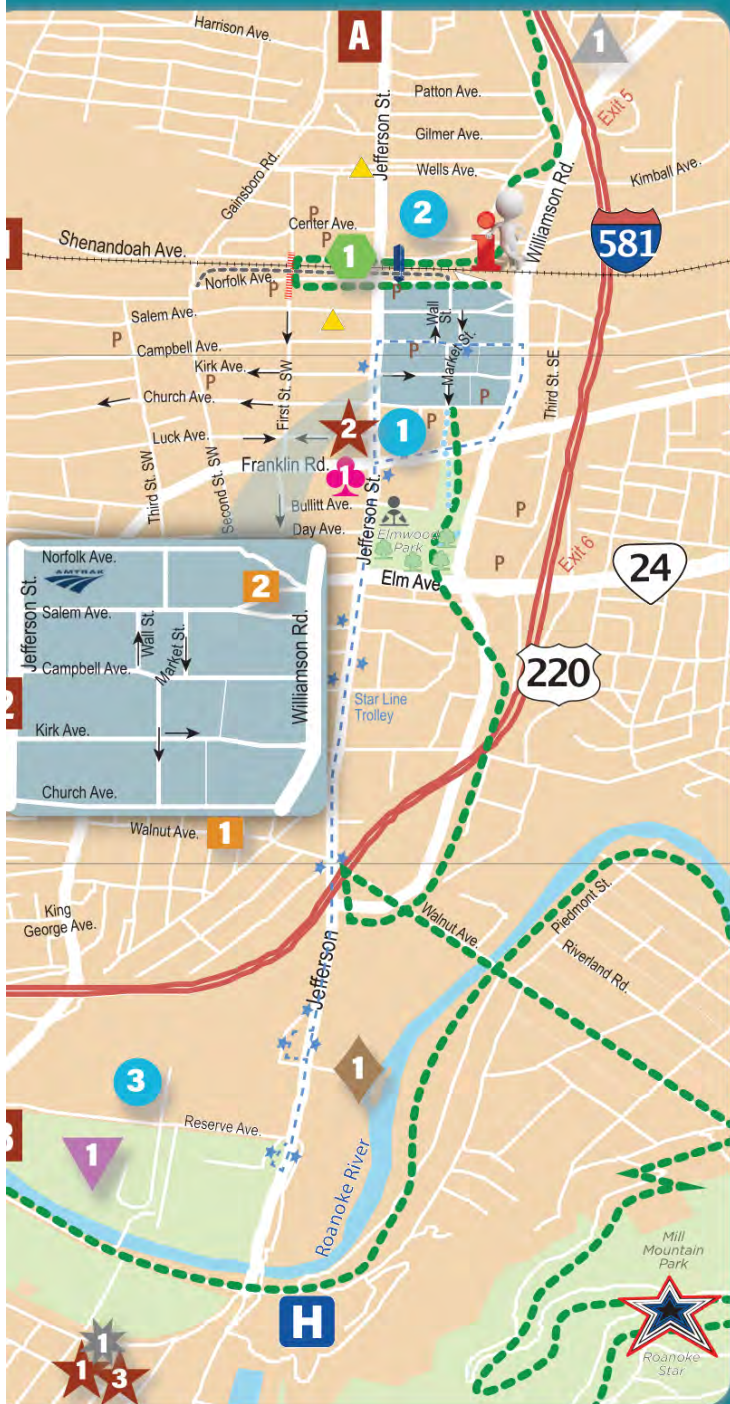
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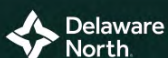
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