

OUR STAR ATTRACTION – Roanoke Star & Blue Ridge Parkway



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

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

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



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



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

ARTS & CULTURE – Museums, Galleries, & Artisans

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



WINE & BEER – Vineyards & Breweries



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

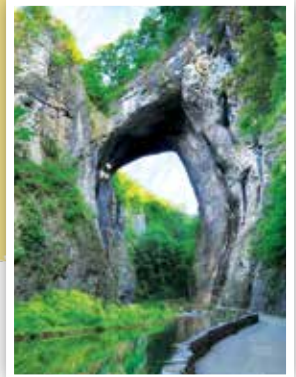
WATER – James River, Smith Mountain Lake, Roanoke River



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

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

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



SHOPPING – Farmers Markets, Boutiques, Black Dog Salvage



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

GOLF – Westlake, Hanging Rock, Ashley Plantation, Primland

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



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



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

Visit Virginia's Blue Ridge – www.VisitVBR.com/Meetings

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