

VIRGINIA'S  
BLUE RIDGE®

YOUR PERFECT  
**BLUE RIDGE MOUNTAIN**  
MEETING DESTINATION

**5,000+**  
GUEST ROOMS

**Roanoke was voted the  
“2013 Southern Hospitality City”  
in Virginia.**

Berglund Center Coliseum



**683,000+ SQ.FT.**  
of Meeting Space

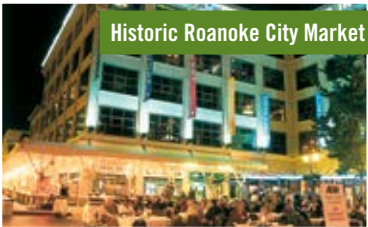
*(Two Civic Centers and an IACC-  
Approved Conference Center)*

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

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

With over 683,000 square feet of meeting space and 5,000+ guest rooms, **Visit Virginia's Blue Ridge** is ready to help you begin planning your next meeting.

Historic Roanoke City Market



Live Music at Blue 5



Roanoke Star Overlook



➤ Endless Supply of **Things to Do**, including **National Attractions**

**Largest Destination in Virginia**  
along the **Blue Ridge Parkway** and  
**Interstate 81**

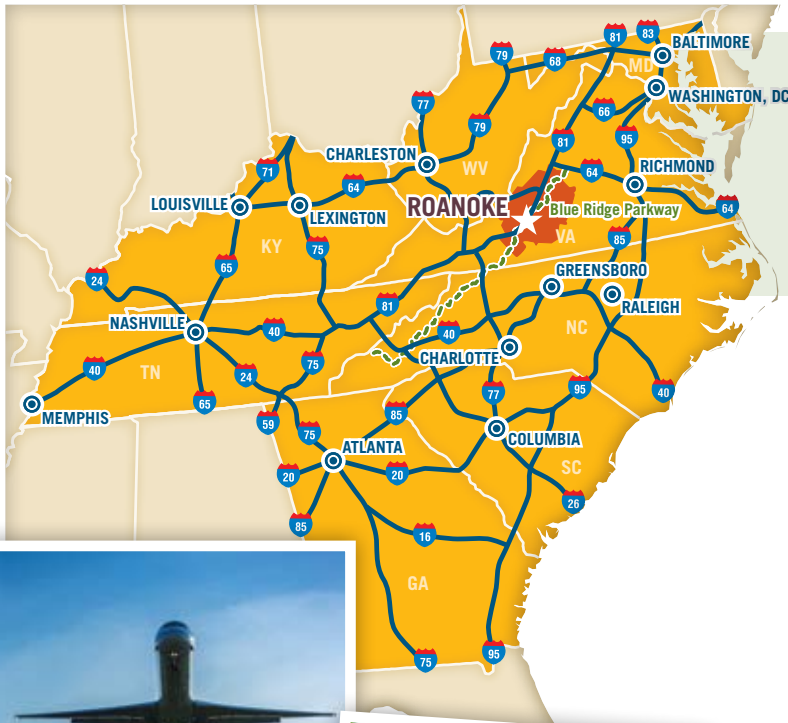


Visit Virginia's Blue Ridge – [www.VisitVBR.com/Meetings](http://www.VisitVBR.com/Meetings)

101 Shenandoah Ave. NE – Roanoke, VA 24016-2044 – 540-362-7848 or 800-635-5535



## TRAVELING TO VIRGINIA'S BLUE RIDGE:



**The Blue Ridge Parkway,** with eight access points in Virginia's Blue Ridge, has been selected as **#3** in the **Top 10 Road Trips Around the World.**

- Accessible to two-thirds of the US population in one day's drive, via I-81, I-64, I-77 and US Routes 460, 220 and 11.

- **Roanoke-Blacksburg Regional Airport** offering direct, non-stop service to nine International airports through hubs of Delta, United Airlines, American Airlines and Allegiant Air.

- Atlanta (ATL)
- Charlotte (CLT)
- Chicago/O'Hare (ORD)
- NYC/LaGuardia (LGA)
- Philadelphia (PHL)
- St. Petersburg/Clearwater (PIE)
- Washington/Dulles (IAD)
- Orlando/Sanford (SFB)



Roanoke-Blacksburg Regional Airport

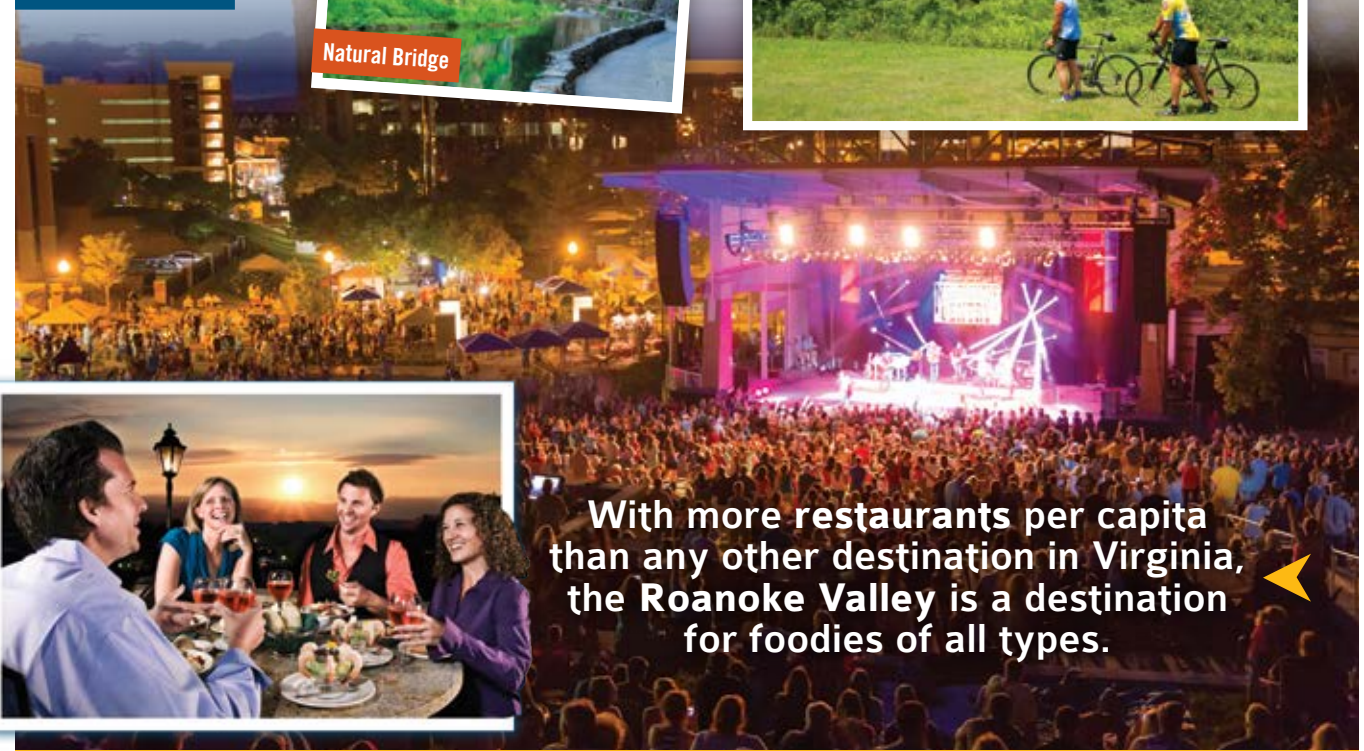


Natural Bridge



600+ Miles of Hiking & Biking Trails

Elmwood Park Concert



With more restaurants per capita than any other destination in Virginia, the Roanoke Valley is a destination for foodies of all types.



## CONVENTION SERVICES:

### Complimentary services include:

- Coordination of site visits
- Presentation materials for site selection committees
- Meeting promotion assistance
- Off-site event/Special event coordination
- Activity and tour suggestions
- Attendance building services
- Visitor information for attendees
- Local supplier contacts & referrals



*ConventionSouth Magazine* selected Roanoke as **one of the top 5** in its 2014 List of

**“ The South’s Cool Spots for Summer Meetings ”**

## ➤ The Blue Ridge Marathon – America’s Toughest Road Marathon™



Smith Mountain Lake



### THE NUMBERS:

- 600+ Miles of **Hiking and Biking Trails**
- 26+ Miles of **Paved Greenways**
- 70 **City Parks**
- **Appalachian Trail** and **Blue Ridge Parkway** Access
- **Carvins Cove** - 2nd largest Municipal Park in the US (45+ Miles of Trails)
- Four (4) **State Parks** within an Hour’s Drive
- 12+ **Creeks and Challenging Rivers**
- **Smith Mountain Lake** - Largest freshwater Lake in Virginia with over 500 miles of shoreline
- The National Civic League named Roanoke an **All-America City** six times

Voted “**TOP ADVENTURE TOWN**” by Blue Ridge Outdoors Magazine.

BLUE RIDGE OUTDOORS  
2016  
TOP  
Adventure  
Town  
WINNER

Top Mountain Town  
of the BLUE RIDGE.

Paddling the Upper James River



➤ **Appalachian Trail** is the nation's premier, continuous, long-distance footpath with **McAfee Knob**, one of the most photographed spots along the trail only minutes away.



## Venue Variety

**A sampling of meeting facilities include:** Historic – IACC-approved Conference Center, Mountain Resort, Lake-Front Retreat and Convention Hotels

Featured Meeting Property	Sleeping Rooms	Meeting Space	Meeting Rooms
<b>The Hotel Roanoke &amp; Conference Center</b> <i>Curio – A Collection by Hilton, IACC-Approved</i>	331	63,000 Sq. Ft.	35
<b>Sheraton Roanoke Hotel &amp; Conference Center</b>	320	17,000 Sq. Ft.	17
<b>Holiday Inn Roanoke – Valley View</b>	153	11,800 Sq. Ft.	11
<b>Holiday Inn Tanglewood – Roanoke</b>	190	8,960 Sq. Ft.	9
<b>Inn at Virginia Tech and Skelton Conference Center</b>	147	23,705 Sq. Ft.	17
<b>Primland Mountain Resort</b>	41+homes	6,100 Sq. Ft.	7
<b>Berglund Center</b>	N/A	110,000 Sq. Ft.	10,500 seat Coliseum, 2,149 seat Theatre, 46,000 Sq. Ft. Special Events Center, 14,000 Sq. Ft. Exhibit Hall + additional rooms
<b>Salem Civic Center</b>	N/A	40,000 Sq. Ft.	8,000 capacity arena + 7 additional meeting spaces totaling 40,000 Sq. Ft. of flexible space



National D-Day Memorial

Diverse array of attractions including **Center in the Square**, **Taubman Museum of Art**, **Virginia Museum of Transportation**, as well as nationally acclaimed **Booker T Washington National Monument** and **National D-Day Memorial**. Visible from just about every part of this city is the splendidly illuminated, 100 foot-tall **Roanoke Star**.



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