

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

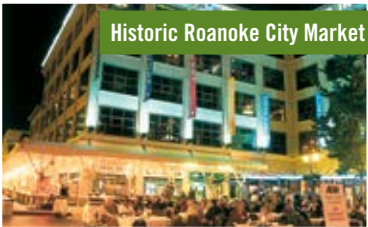
*(Two Civic Centers and an IACC-
Approved Conference Center)*

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**

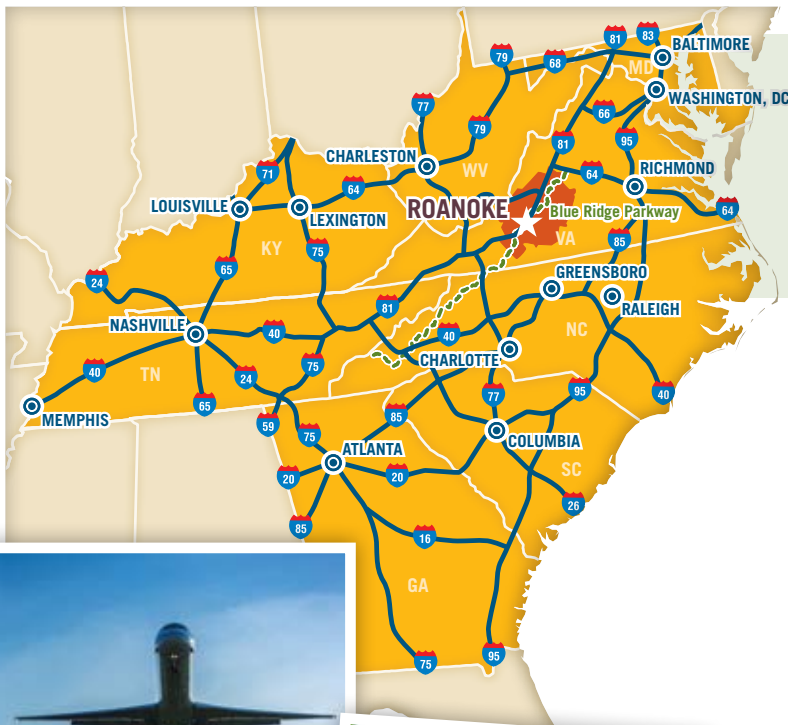
Largest Destination in Virginia
along the **Blue Ridge Parkway** and
Interstate 81



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

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

TRAVELING TO VIRGINIA'S BLUE RIDGE:

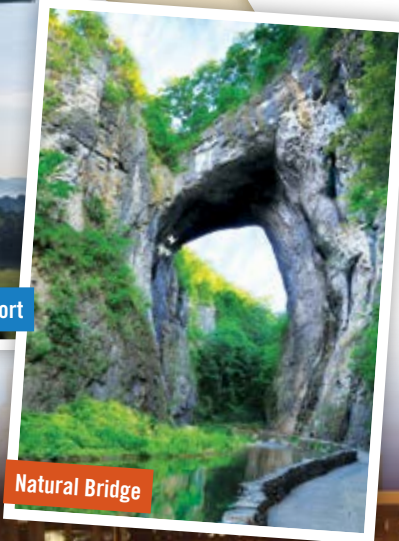


The Blue Ridge Parkway, with eight access points in Virginia's Blue Ridge, has been selected as **#3** in the **Top 10 Road Trips Around the World.**

- 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

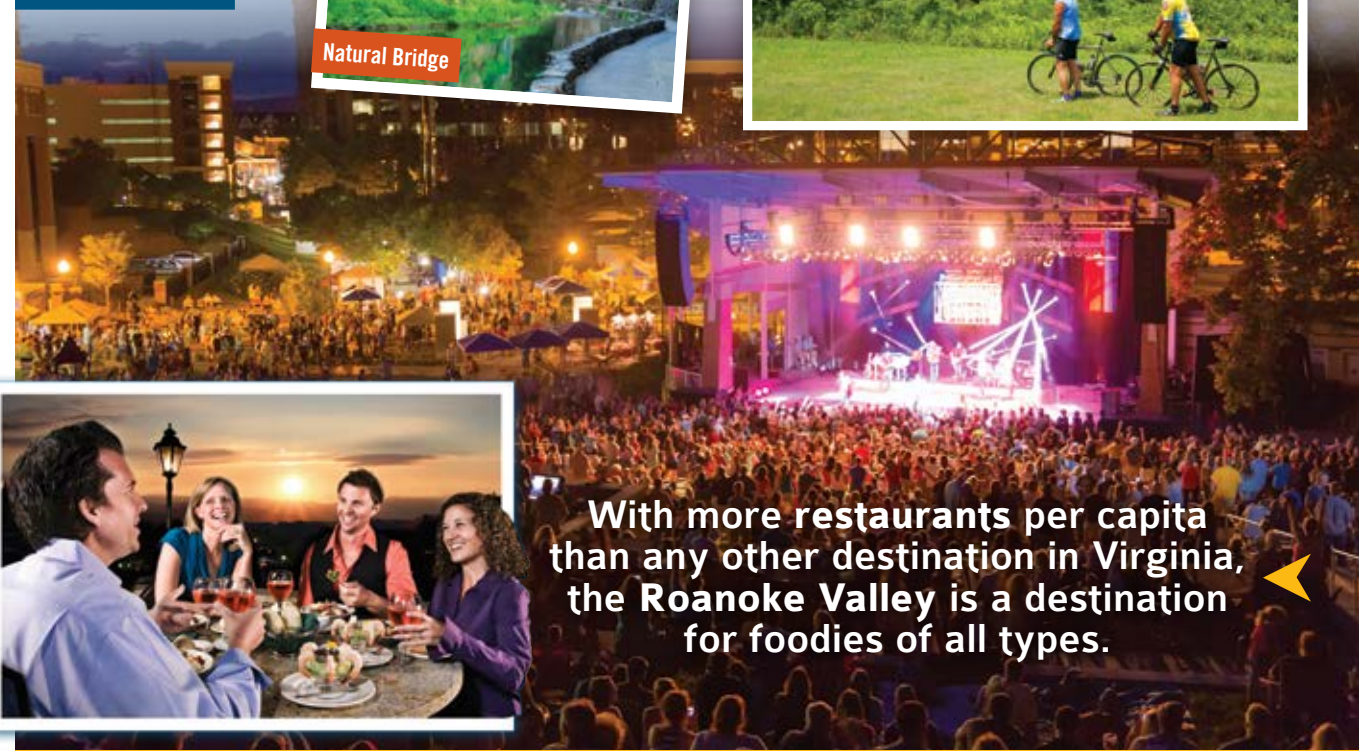


Natural Bridge



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
The Hotel Roanoke & Conference Center <i>Curio – A Collection by Hilton, IACC-Approved</i>	331	63,000 Sq. Ft.	35
Sheraton Roanoke Hotel & Conference Center	320	17,000 Sq. Ft.	17
Holiday Inn Roanoke – Valley View	153	11,800 Sq. Ft.	11
Holiday Inn Tanglewood – Roanoke	190	8,960 Sq. Ft.	9
Inn at Virginia Tech and Skelton Conference Center	147	23,705 Sq. Ft.	17
Primland Mountain Resort	41+homes	6,100 Sq. Ft.	7
Berglund Center	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
Salem Civic Center	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**.



CONTACT

Alex Michaels
Vice President of Sales & Services
(540) 855 - 7928 ext. 127
amichaels@visitvbr.com

Ashley Woodlief
Senior National Sales Manager
I-95 Office
(540) 362 -7848 ext. 130
(C) (540) 855 -7437
awoodlief@visitvbr.com

Caitlin Schmelz
Destination Services Coordinator
(540) 342-6025 ext. 115
cschmelz@visitvbr.com

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

Sales Department: 540-362-7848 or 800-635-5535 Phone (main): 540-342-6025 Fax: 540-342-7119