



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**

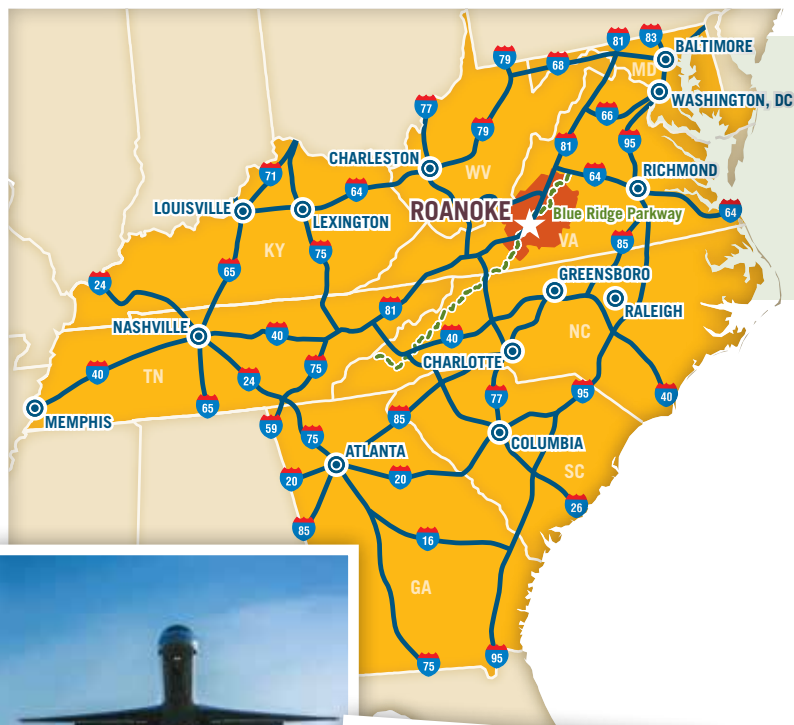
Largest Destination in Virginia
along the **Blue Ridge Parkway** and
Interstate 81



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

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

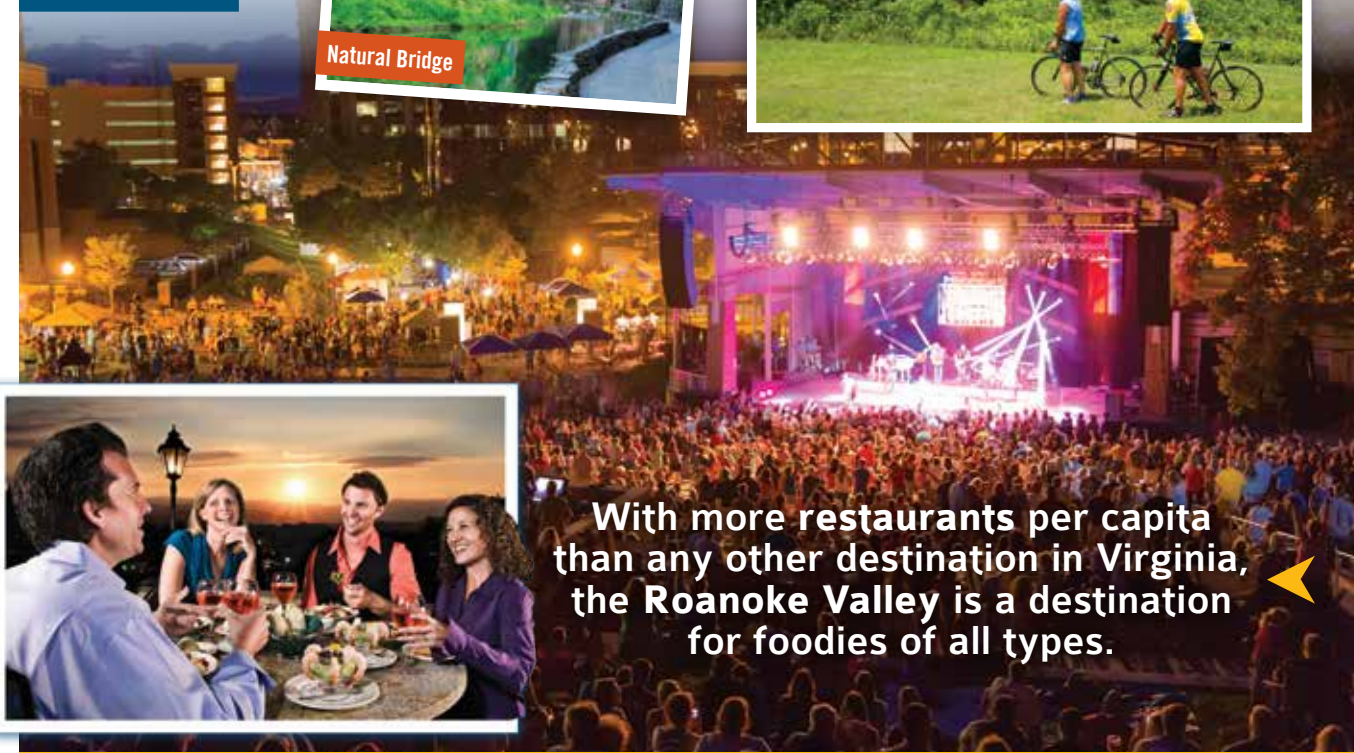


Natural Bridge



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



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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