

VIRGINIA'S BLUE RIDGE®

July 7 - 10, 2021

SATW Eastern Chapter Meeting

Be Social!
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#Trailsetter

ROANOKE

WELCOME

Welcome to Virginia's Blue Ridge, America's East Coast Mountain Biking Capital!

For those seeking a rich mix of culture and outdoors, Virginia's Blue Ridge (VBR) boasts the largest metropolitan center in the Blue Ridge Mountain chain, adding a surprising vibrancy to the serene splendor and outdoor adventure in Virginia's Blue Ridge Mountains. Visit Virginia's Blue Ridge is the official regional destination marketing organization, promoting the cities of Roanoke and Salem and counties of Franklin, Roanoke and Botetourt.

The region is easily accessible by Interstate 81, the iconic Blue Ridge Parkway, Amtrak's Northeast Regional Route (RNK) and the Roanoke-Blacksburg Regional Airport (ROA).

Visit VBR and our partners look forward to welcoming members of SATW to Virginia's Blue Ridge this summer!



BOTETOURT COUNTY



CITY OF ROANOKE



CITY OF SALEM



FRANKLIN COUNTY



ROANOKE COUNTY

To help you introduce Virginia's Blue Ridge to your audience, we've created phrases and descriptions you're free to use to help spread the message of the region. We encourage you to use "Virginia's Blue Ridge" as often as possible when referring to the Roanoke Valley region.

"[business name] in Virginia's Blue Ridge."

"[town] in Virginia's Blue Ridge"

"SATW is heading to Virginia's Blue Ridge in 2021!"

"Virginia's Blue Ridge is the largest metropolitan area along the Blue Ridge Parkway in Virginia."

"Virginia's Blue Ridge is everything you want in a mountain destination, plus a few surprises!"

"Learn more about the unique experiences you can have in Virginia's Blue Ridge"

"Nestled in the heart of the mountains, Virginia's Blue Ridge offers a mix of exciting adventures with an authentic culture."

"Virginia's Blue Ridge features breathtaking scenic beauty, thrilling outdoor adventures, mouth-watering cuisine, inspiring arts & culture, and luxurious, affordable accommodations."



FLYING

Roanoke-Blacksburg Regional Airport (ROA) is a full service airport, offering a wide range of services for all aviation types. With over 40 scheduled airline flights arriving and departing daily you can get nonstop or convenient connecting service to dozens of cities.

Surrounded by spectacular views of the Blue Ridge Mountains, the terminal is designed for ease and comfort. From parking your car, through ticketing, right up to the gate, the Roanoke Regional Airport Commission knows how to efficiently move passengers without sacrificing courtesy or consideration.

Roanoke Regional Airport is conveniently located only 10 minutes from the host hotel, Hotel Roanoke and Conference Center. The hotel offers complimentary shuttle to and from the airport.

Major Carriers:

- American
- Delta
- United
- Allegiant

AMTRAK

Virginia's Blue Ridge is accessible by train with service to Downtown Roanoke on the Amtrak Northeast Route (RNK). This makes the region easy to reach from destinations like Washington, D.C., Baltimore, Philadelphia, New York, and Boston.

It takes approximately five hours to make the trip to Virginia's Blue Ridge from Union Station in the nation's capital.

Amtrak Schedule:

Monday - Friday: Departure: 6:19 a.m. | Arrival: 9:55 p.m.

Saturday: Departure: 8:40 a.m. | Arrival: 9:33 p.m.

Sunday: Departure: 8:40 a.m. | Arrival: 9:48 p.m.

The Amtrak Platform is walking distance from The Hotel Roanoke and Conference Center. The hotel also offers complimentary shuttles to and from the platform.

DRIVING

The Roanoke Valley is within a four-hour drive of many major metropolitan areas, including the following cities:

- Greensboro, NC - 104 miles
- Winston-Salem, NC - 106 miles
- Durham, NC - 165 miles
- Richmond, VA - 193 miles
- Charlotte, NC - 194 miles
- Raleigh, NC - 200 miles
- Washington, DC - 251 miles
- Knoxville, TN - 261 miles
- Baltimore, MD - 281 miles
- Norfolk, VA - 284 miles
- Columbia, SC - 284 miles

With easy access through Interstate 81, US 220, and the Blue Ridge Parkway, traveling to Virginia's Blue Ridge via car is a comfortable drive.



THE HOTEL ROANOKE AND CONFERENCE CENTER



Located in the heart of Downtown Roanoke, The Hotel Roanoke & Conference Center, Curio – A Collection by Hilton, is where history meets the future. As an AAA, 4 Diamond resort and member of IACC (International Association of Conference Centers), The Hotel Roanoke is pleased to offer world-class lodging facilities, including 330 newly renovated guest rooms and 63,000 square feet of state-of-the-art conference space. The 1882 hotel has been lovingly restored, and guests can enjoy a fabulous meal in one of the hotel's restaurants, or stroll across the Market Square Walkway to Downtown Roanoke for shopping, dining, and attractions.



We believe that meetings and events will play a critical role in bringing groups back together in-person and charting a course for the future. Re-imagining the hospitality and infrastructure with creative meeting sets helps optimize healthy and hygienic practices, while providing a setting that stimulates collaboration and innovation. The Hotel Roanoke and Conference Center has done an extensive job to ensure all events are held in a safe and clean manner. In addition to adapting the Hilton EventReady with CleanStay standards, they also have an extensive COVID-19 Operations Guide.



You can rest assured that The Hotel Roanoke and Conference Center will welcome all attendees of the SATW Meeting in a safe matter that ensures all attendees needs are met.

Hilton CleanStay Standards

- Elevated procedures for cleanliness and sanitation.
- Completed EventReady Room Checklist provided to planners.
- Hilton CleanStay Event Room Seal is applied once the room is properly cleaned, set and EventReady.

Flexible

- Partnerships grounded in transparency and shared objectives.
- Flexible pricing, space options and contract terms.
- A proprietary Hilton EventReady Playbook for expert guidance and curated resources.

Safe & Socially Responsible

- Creative and customized event sets that respect physical distancing guidelines.
- Inspiring food and beverage menus: thoughtfully served, timely and versatile.
- Environmental impact solutions and community service outreach and experiences.





Downtown Roanoke Food & Culture Tour

Enjoy a guided Historic Downtown Roanoke Food & Cultural walking tour as you visit multiple food tasting locations within the colorful and booming downtown Historic District. Delicious samplings, enough for a hearty lunch for most, are served from locally-owned eateries and legendary historic locations. Stops also include popular attractions like Taubman Museum of Art and Center in the Square.



Train Lovers Tour

Roanoke's rail heritage runs deep in the region's past and is still very present today. Begin at the Virginia Museum of Transportation for an introduction to rail history of the region and some of the impressive steam locomotives that directly attributed to Roanoke's existence! Next, head to the O. Winston Link Museum to admire exceptional photography of steam locomotives.



Rejuvenation & Relaxation

Enjoy a relaxing spa day at the Hotel Roanoke's pool and Salt Foot Sanctuary, centered around luxurious, handmade and wonderfully aromatic mineral foot soaks.

EXPLORE THE VBR REGION



Ice Cream Crawl

Take a sweet adventure to sample three ice cream shops along the Roanoke Valley Greenway, a paved recreational trail. Begin at Blue Cow Ice Cream, head to Hang 10, then top off the adventure in Grandin Village at Pop's Ice Cream and Soda Bar. Participants can walk, run or bike along the Greenway to each location.



Virginia's Blue Ridge Cheers Trail

Cheers to Virginia's Blue Ridge and its collection of nearly 30 craft spirits producers. The VBR Cheers Trail is a celebration of local craft beverages and a fun way to discover the unique flavors of the region. Use the Cheers Trail Passport to receive deals plus earn a free t-shirt once you check-in to 5 locations. vbrcheerstail.com #VBRcheers



Local Artisans, Crafts and Treasures

The downtowns, farmers markets, and antique shops of the region are filled with delicious foods, fantastic local crafts, and one-of-a-kind shops, galleries and charming boutiques. Spend the day in eclectic Grandin Village, including a stop at the popular Black Dog Salvage, and antiques along Salem's charming Main Street in Virginia's Blue Ridge.



Appalachian Trail Hike

The Appalachian Trail is one of the most iconic, scenic hiking trails in the world and it has a number of access points in Virginia's Blue Ridge. Roanoke is actually the largest city located along the A.T.! Choose to enjoy popular hikes like McAfee Knob, Dragon's Tooth or Tinker Cliffs.



Smith Mountain Lake

With 500 miles of shoreline, Smith Mountain Lake is known as the "Jewel of the Blue Ridge Mountains" and for good reason! Vacationers come from all over the world to enjoy fishing, boating, dining and exploring at SML. Originally created to generate electricity and manage the flow of water nearby, SML was formed by the damming of the Roanoke and Blackwater Rivers. Enjoy an adventurous day on the lake and in the fresh mountain air above a "Sunken City."



Explore Park

Let loose at Explore Park, a key outdoor destination located on the Blue Ridge Parkway (mp 115) in Virginia's Blue Ridge. More than a park, these 1,200 acres hold a variety of multi-use trails, tons of camping opportunities, paddling along the Roanoke River, an aerial treetop course and ziplining and so much more! Whether you're looking to bike, hike, paddle, play in the trees or all of the above, Explore Park is your destination for exploration.



Paddle Upper James River Water Trail

The majestic Upper James River Water Trail provides some of the finest recreational paddling and fishing available in Virginia. The river is perfect for canoeing or kayaking with great scenery, Blue Ridge mountain views, miles of undeveloped shorelines, and some exciting class I & II rapids. Find numerous local access points along the river corridor, perfect for a short tubing trip or a multi-day overnight paddle camping trips.



Bike America's East Coast Mountain Biking Capital!

Biking is a huge part of the culture in Virginia's Blue Ridge. As the 2nd largest municipal park in the US, Carvins Cove boasts 12,000 acres of forest and nearly 60 miles of mountain biking trails. It's earned a reputation as one of the premier spots for mountain biking in the country. Try your hand at mountain biking or experienced riders can let loose on two wheels.

MUST SEE ATTRACTIONS



Roanoke Star and Overlook

Visit the Roanoke Star & Overlook for a bird's eye view of the city from this historic landmark. The Roanoke Star is the world's largest freestanding illuminated man-made star, constructed in 1949 at 100ft tall at the top of Mill Mountain in Roanoke. The Star lights up every night and is surrounded by 500 acres of outdoor space and over 10 miles of hiking and biking trails. It is also home to the Mill Mountain Discovery Center and the Mill Mountain Zoo.



Roaring Run Falls

Roaring Run Recreational Area is an excellent hiking trail for the whole family, especially for avid birders. The easy, well-marked trail begins at an historic iron furnace and winds back and forth along the Roaring Run stream. You will pass rock walls, cascading water, and cross five footbridges before ending at beautiful Roaring Run Falls. Roaring Run Furnace is a 19th century iron furnace on National Register of Historic Places.



Blue Ridge Parkway

Enjoy a ride on America's Favorite Drive! The Blue Ridge Parkway makes its way through the heart of Virginia's Blue Ridge Mountains. At 469 miles in total, this scenic drive winds along the Blue Ridge Mountains and offers visitors the opportunity to enjoy some of the best mountain views in the world. The Parkway begins in Shenandoah National Park at Skyline Drive and ends in the Great Smoky Mountains National Park and Grandfather Mountain in North Carolina. There is no fee to enter the Blue Ridge Parkway.

VIRGINIA'S BLUE RIDGE

Virginia's Blue Ridge is made up of the City of Roanoke at its heart and surrounding communities within an hour radius, including Salem, Botetourt County, Franklin County, and Roanoke County. The region, known as America's East Coast Mountain Biking Capital, offers a refined, authentic, metro mountain adventure with over 1,000 miles of trails and is prominently located along the Blue Ridge Parkway.



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