



## VIRGINIA'S MOUNTAIN TOWNS & TREASURES OF THE BLUE RIDGE PARKWAY

**Hosted by the Virginia Tourism Corporation in partnership with Primland Resort, Visit Floyd, and Visit Virginia's Blue Ridge**

Known as "America's Most Scenic Drive," the Blue Ridge Parkway follows the Appalachian Mountains and boasts some of the most spectacular scenery in the world. Travelers wanting to escape hectic city life come to this area to relax and recharge. But that doesn't mean it doesn't have its luxuries. There are abundant outdoor recreation opportunities, elegant dining, unique artwork, historic landmarks and culture, and much more.

Take a trip with the Virginia Tourism Corporation's tour of select locations in Meadows of Dan, Floyd, and Roanoke and enjoy the small-town blend of classic and modern travel.

# VIRGINIA IS FOR LOVERS

### Social Media

Twitter: @VisitVirginia

Instagram: @VisitVirginia

Facebook: Virginia is for

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## Itinerary

(itinerary subject to change)

### DAY 1

#### Arrivals

##### Arrive at **Primland Resort**

2000 Busted Rock Road, Meadows of Dan, VA 24120

(276) 222-3800 • [primland.com](http://primland.com)

Facebook: Primland • Twitter: @primland

*Primland is a 12,000-acre resort that offers guests a return to simple human pleasures in an environment of refined authenticity and sensuality. It is the ultimate retreat for world-class golf, refined dining and outdoor activities.*



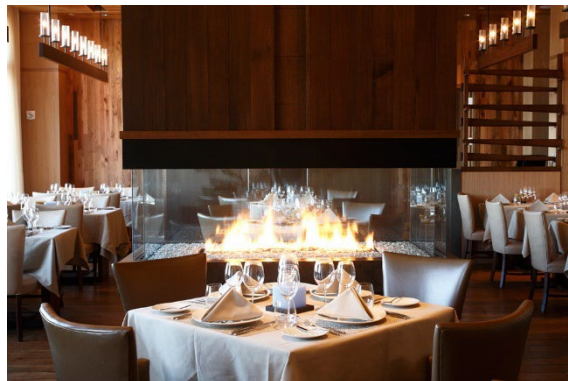
#### Choose one activity from the list below:

- Archery
- Air Rifle Range
- Shooting Clays
- Pond Fishing
- Geocaching
- Mountain Biking
- Hiking / Nature Walks
- Golf

#### Free time at Primland

##### Dinner at **Elements**

Primland's refined dining room evokes the elements of air, water, fire and earth while celebrating elemental flavors, with a focus on local, organic and sustainable foods. Matching wine selections to each course adds another dimension to the experience.



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## Tour of the Universe at Primland Observatory

*Primland's altitude and the clarity of the night sky present guests with the opportunity to study stars, planets, nebulae and amazing celestial objects. The Celestron CGE Pro 1400 telescope provides extraordinary glimpses of the heavens and of objects beyond our solar system.*



## Overnight at Primland

### Day 2

## Breakfast at Primland

## Tour of the property and visit to Tree Houses



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## Visit **Mabry Mill**

266 Mabry Mill Rd

Blue Ridge Parkway Mile Post 176.1

Meadows of Dan, VA 24120

*One of the most photographed spots on the Blue Ridge Parkway, Mabry Mill is a restored gristmill/sawmill/woodworking shop and blacksmith shop. Old time skills (basket weaving, seat canoeing, spinning, and weaving) are regularly demonstrated.*



## Lunch at **Chateau Morrisette**

287 Winery Road SW, Floyd VA 24091

(540) 593-2865 • [thedogs.com](http://thedogs.com)

Facebook: Chateau Morrisette • Twitter: @ourdogblue

*Chateau Morrisette Winery is one of Southwest Virginia's premier destinations for award-winning wine and fine dining. The winery produces an extensive range of wines, while the restaurant specializes in fresh and delicious regional cuisine.*



## Check in to **Hotel Floyd**

300 Rick Lewis Way, Floyd, Va 24091

(540) 745-6080 • [hotelfloyd.com](http://hotelfloyd.com)

Facebook: Hotel Floyd • Twitter: @hotelfloyd

*Hotel Floyd offers travelers and visitors a restful retreat with all the modern amenities for a comfortable, pleasurable stay. Located steps away from the Crooked Road, Virginia's Musical Heritage Trail, and the charming shops, galleries and eateries that give the town of Floyd its unique down-home flavor.*



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## Free time in downtown Floyd

Points of interests: Bell Gallery, New Mountain Mercantile, Floyd Artists Association Gallery, Troika Gallery, Floyd Country Store, Jeanie O'Neill Boutique, WinterSun, School House Fabrics, Republic of Floyd.

### Five Mile Mountain Distillery

Floyd, VA 24091

5milemountain.com • Facebook: Five Mile Mountain Distillery • Twitter: @5MileMountain



*Floyd County's first Distillery since Prohibition, Five Mile Mountain Distillery offers micro-distilled moonshine with true Appalachian roots and just the right amount of copper-still class.*

### Dinner at Oddfella's Cantina

110 N. Locust St., Floyd, VA 24091

(540) 745-3463 • oddfellascantina.com

Facebook: Oddfella's Cantina & Tapas

*Oddfella's Cantina serves a wide variety of delicious dishes that will please every palette. Everything is made from scratch, with many ingredients acquired from local farmers, the menu reflects the diversity.*



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## **Friday Night Jamboree at Floyd Country Store**

206 S. Locust St., Floyd, VA 24091

(540) 745-4563 • [floydcountrystore.com](http://floydcountrystore.com)

Facebook: The Floyd Country Store

*The first night of the Crooked Road's **Mountains of Music Homecoming** festival celebrates the music and culture of Southwest Virginia.*

*The Floyd Country Store is renowned as a place to experience authentic Appalachian music, and is home to a group of musicians, flatfoot dancers, and cloggers who are carrying on the tradition of their families. There is music in the store every weekend year-round and on warm Friday evenings it spills out into the street.*



## **Overnight at Hotel Floyd**

## **Day 3**

### **Breakfast at Blue Ridge Restaurant**

113 E Main St, Floyd, VA 24091

(540) 745-2147 • [floydblueridge.com](http://floydblueridge.com)

*The best home-style cooking in Floyd, Va.*



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## Tour the **Floyd Artisan Trail**

(540) 745-7333 • [floydartisantrail.org](http://floydartisantrail.org)

[Facebook: Floyd Artisan Trail](#)

*The Floyd Artisan Trail connects visitors with those who create, display and sell local hand-craft, art, and agricultural products in 35 sites across the Floyd County area.*



## **Depart Floyd, drive Blue Ridge Parkway to Roanoke**

*Meandering 469 miles from [Shenandoah National Park](#) in the northern Shenandoah Valley of Virginia to the Great Smoky Mountains National Park in North Carolina, the Parkway follows the Appalachian Mountains and boasts some of the most spectacular scenery in the world.*



## **Arrive Roanoke, visit Farmers Market and Downtown Mall**

**Lunch TBD**

## **Afternoon activities**

### **Options:**

- Activity with Roanoke Mountain Adventures at Explore Park – Options Mountain Biking and Paddle Boarding
- Greenway biking in town – stops at Grandin Village, Black Dog Salvage (6 – 8 miles on a paved trail next to the Roanoke River)
- Hiking at Explore Park

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## **Soaring Ridge Craft Brewery** tour and tasting

523 Shenandoah Ave NW, Roanoke, VA 24016

(540) 529-2140 • [soaringridge.com](http://soaringridge.com)

Facebook: Soaring Ridge Craft Brewers •

Twitter: @soaringridge

*Local craft brewery in Downtown Roanoke serving the best brews around with an open tasting room, growlers & kegs, live music, food trucks and more.*



## Check in to **Cambria Suites Roanoke**

301 Reserve Ave., Roanoke, VA 24016

(540) 400-6226 • [cambriasuitesroanoke.com](http://cambriasuitesroanoke.com)

Facebook: Cambria Suites Roanoke

Twitter: @CambriaRoanoke

*The Cambria Suites Roanoke places guests near exciting attractions in a tranquil setting. One of the most scenic Blue Ridge Parkway hotels, Cambria Suites offers easy access to the nearby Mill Mountain Park. Guests can also relax in the indoor pool or stay connected in the business center.*



## **Free time at hotel**

## **Dinner in Downtown Roanoke**

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## Day 4

Breakfast at **The Roanoker Restaurant**

2522 Colonial Ave SW, Roanoke, VA 24015

(540) 344-7746 • [theroanokerrestaurant.com](http://theroanokerrestaurant.com)

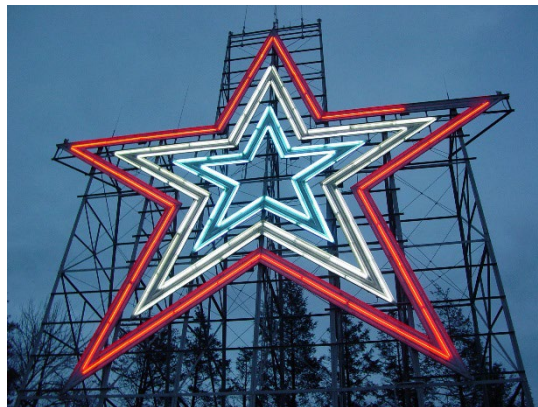
Facebook: The Roanoker Restaurant

*The Roanoker opened in 1941 and serves all sorts of home grown country food including homemade buttermilk biscuits, sausage gravy, pies, fresh vegetables, meat loaf, macaroni and cheese, fried chicken and corn sticks all made from scratch.*



Visit **Roanoke Star & Overlook – Mill Mountain Park Discovery Center**

*This 568-acre regional park offers an abundance of recreation opportunities including the Roanoke Star and two overlooks, Discovery Center, 10 miles of multi-use trails, Mill Mountain Wildflower Garden and outdoor classroom, a unique playground, the Mill Mountain Zoo, picnic area and pavilion with grills and acres of natural beauty.*



**Departures**