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.
DAY 1

Arrivals

Arrive at Primland Resort
2000 Busted Rock Road, Meadows of Dan, VA 24120
(276) 222-3800 • 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.
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
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
Facebook: Chateau Morrisette • Twitter: @ourdoggblue

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
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.
Free time in downtown Floyd


**Five Mile Mountain Distillery**
Floyd, VA 24091
Smilemountain.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._
Friday Night Jamboree at **Floyd Country Store**
206 S. Locust St., Floyd, VA 24091
(540) 745-4563 • 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

*The best home-style cooking in Floyd, Va.*
Tour the Floyd Artisan Trail
(540) 745-7333 • floydartisantrail.org
Facebook: Floyd Artisan Trail

The Floyd Artisan Trail connects visitors with those who create, display and sell local handicraft, 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
Soaring Ridge Craft Brewery tour and tasting
523 Shenandoah Ave NW, Roanoke, VA 24016
(540) 529-2140 • 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 • cambriasuitesoranoke.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
Day 4

Breakfast at The Roanoker Restaurant
2522 Colonial Ave SW, Roanoke, VA 24015  
(540) 344-7746 • 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