Magic is in the air in the Blue Ridge Highlands. With the magnetic mountain views drawing you in from every corner, you always feel the urge to explore. The Blue Ridge Parkway runs through this region, granting blissfully scenic drives to quirky towns with unique histories. And, if you hear a tune in the air, don’t be surprised if you begin to whistle along—this region helped birth country music.

EXPERIENCES THAT DEFINE THE REGION

The Trails
With a name like Blue Ridge Highlands, you know there will be mountains and hills to explore (aka: trails galore!). And, every trail reaps a reward - blissful Blue Ridge Mountain vistas. So, don’t forget your hiking shoes or sneakers.

The Music
Home to the Birthplace of Country Music, this region is undoubtedly a music mecca. Bristol Rhythm & Roots Reunion and FloydFest, some of Virginia’s largest music festivals, happen here. Plus, it’s easy to find local tunes and live performances anywhere you go.

Scenic Blue Ridge Parkway
It’s hard to deny the enchanting blue aura of the Blue Ridge Mountains. The famed Blue Ridge Parkway winds right through this region, providing endlessly gorgeous mountain views without leaving your car - or motorcycle!

WHAT WE RECOMMEND FOR FIRST-TIMERS

Hike the Appalachian Trail
This region is home to a beautiful piece of the Appalachian Trail. What’s fantastic is its accessibility — you can choose a beautiful mild hike for the day or go all in and camp for days. The choice is up to you.

Don’t Miss Wythe County
A whole county to explore may sound like a challenge. But Wythe County does have it all. From historic museums to charming downtown Wytheville to an Alpaca farm, there are adventures for everyone to enjoy.

Birthplace of Country Music Museum
Bristol, Virginia is the place where country music began. So, why not explore its roots at its namesake museum with interactive exhibits of country music heritage? And, if you’re a real fan, you can stay a night at The Sessions Hotel, the museum’s music-inspired sister hotel.

LOCAL FAVORITES

Park Place Drive-In
There are very few drive-in movie theaters left, and one of them is in Marion. The Park Place Drive-In transports you back to the 1960s with an ice cream parlor to match. Be sure to check it out during the Summer months.

Lover’s Leap Overlook
A sea view may be romantic, but a sea of mountains may just beat it. Located in Stuart, Virginia, this overlook named after a Romeo and Juliet-like tale, has been a romantic spot for centuries with a majestic view of never-ending mountain bliss.

The Floyd Country Store
This country store is a charming Floyd staple. It’s a place to find local knickknacks and bites. Even better, it’s also a hub for Appalachian music and dance. How could you turn down lunch with live music?

SOUTHWEST VIRGINIA

BLUE RIDGE HIGHLANDS

GROUNDHOG MOUNTAIN OVERLOOK PICNIC AREA

CLAYTOR LAKE STATE PARK

Dublin

Hillsville
The Crooked Road: Virginia's Heritage Music Trail
One of the most creative and vibrant arts venues in the region, showcasing the sounds of traditional and contemporary bluegrass and countrypunk.

ABINGDON

Virginia Main Street Community
Visit Abingdon Visitor Center
100 Executive Park Dr., Abingdon; 276-492-2400; visitabingdon.com. Information about the town's unique history in SW Virginia.

Virginia Creeper Trail Welcome Center
2850 North Main St., Abingdon; 276-623-0037; vacreepertrail.org. Multi-use hiking, biking, and equestrian trail.

Sinking Spring Cemetery
Located southwest of Abingdon, this historic site commemorates the patriots' march to Kings Mountain.

Rock Castle Gorge National Monument
Located south of Abingdon on Virginia 795, Rock Castle Gorge is a 4.5-mile-long gorge with some of the purest water in the world.

Historic Harmony's Museum
540 Main St., Abingdon; 276-726-7054; harmonsmuseum.com. One of the oldest black history museums in the nation.

DAMASCUS

DAMASCUS

Bristol Speedway
703 State St., Bristol; 276-296-2382; bristolspeedway.com. Bristol Motor Speedway and track tour available.

The Caves Theatre
703 State St., Bristol; 276-296-7707; thecavetheatre.com. Circa 125, recently renovated. Come experience music in its purest form.

Country Music Market & Mailer

Hard Rock Hotel & Casino Bristol
550 Gate City Hwy., Bristol; 276-629-2190; hardrockcasino Bristol.com. Cutting-edge casino featuring over 870 slots, 21 table games, 7 restaurants.

History of the Mountain Southwest
Anchoring the Appalachian Trail and named in the list of National Register of Historic Places, it is the perfect destination for those seeking adventure.

History of the Table Rock Mountain National Park
Anchoring the Appalachian Trail and named in the list of National Register of Historic Places, it is the perfect destination for those seeking adventure.

ROANOKE

ROANOKE

Bristol Motor Speedway
2025 State St., Bristol; 276-676-2100; bristolspeedway.com. Bristol Motor Speedway and track tour available.

Virginia Creeper Trail Bike Shop
201 S. 1st St., Abingdon; 276-676-2100; abingdonbikeshop.com. Daily shuttle service, bicycle rentals and your expert source for cruiser information.

Roanoke History Museum
Located at the heart of downtown Roanoke, the museum features over 20,000 artifacts. Open Monday-Saturday 10am-5pm.

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Virginia Tech Museum of Geosciences: Explore Virginia’s geologic history with geology exhibits, meteorites, and fossils.

Virginia Tech Museum of Geosciences: Located at the Virginia Tech campus, this museum offers a variety of exhibits and educational programs.

Patrick County Visitor Center: 126 North Main St., Stuart, 276-693-2005. Discover Patrick County's wonders - Eat, stay, play! www.visitpatrickcounty.org

Mayberry Predatory Church: 13838 Blue Ridge Parkway, Meadows of Dan, 276-693-6422. Mayberry Predatory Church, located in the Blue Ridge Mountains, is known for its unusual architecture and history.


Blacksburg; 540-231-3947; 1000 Smithfield Plantation Road, Blackshear. William Preston’s Smithfield, home to the Virginia State University, Mountain bike trails.

Patrick County Historical Museum: 120 West Blue Ridge St., Stuart; 276-694-2660. Patrick County Historical Museum, located in the heart of downtown Stuart, offers exhibits on local history and culture.


Villa Appalacchia Winery: 752 Rock Castle Gorge Rd., Stuart; 276-952-8833; villappalacchia.com. Italian inspired wines, located on the rolling hills of the Piedmont and the majestic blue ridge.

Primland Auberge Resort: 463 Homestead Ln., Critz; 276-694-2840; patcovahistory.org. Features Moonshine & Civil War History. Home to the mountains as a backdrop. Nature uncorked, with the rolling hills of the Piedmont and the majestic blue ridge.

GET OUTTA TOWN!

Find yourself here

Visit the Patrick County Visitors Center at 126 N. Main St., Stuart, VA.

Virginia is for Lovers

The mountains and valleys are yours to explore here in Patrick County. Stroll through the vineyards or sunflower fields. Cruise the Blue Ridge Parkway or hike Rock Castle Gorge. From the rugged outdoors to 5-Star luxury, there is so much to discover here. visitpatrickcounty.org

Wood Brothers Racing Museum
52 Performance Dr., Stuart; 281-850-4554; woodbrothersracing.com. Features Wood Brothers Racing, the longest active NASCAR racing team.

PULASKI COUNTY
Includes Blacksburg, Dublin, and more.

Book now by calling

VG

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THINGS TO DO

American African Heritage Museum
402 E. Franklin St., Wytheville; 276-625-0042; wythevilleheritagemuseum.org. Photos, stories & memorabilia tell the history of African American education.

Big Walker Lookout
569 Red Hollow Rd., Max Meadows; 276-673-0714; bigwalklookout.com. Panoramic views, craft shops, wineries, hiking trails, open all year.

Clave of the Dragon
Off I-77 and I-81 in Southwest Virginia, Wytheville; 877-347-8307; claybetreelodge.com. Motorcycle trail showcasing the beautiful back roads of Southwest Virginia.

Crystal Springs Recreation Area
772 Pump Hollow Rd; 276-960-8392; Wytheville; 877-347-8307; wytheville.org; recreation/crystalsprings.php. Hiking, biking, picnicking, primitive camping, backpacking, guided bike, nature workshops, geocaching.

Edith Bolling Wilson Birthplace Museum
145 East Main St., Wytheville; 276-223-3444; edithbollingwilson.org. Discover the first lady who was acting president.

Fort Chiswell Animal Park
569 Red Hollow Rd., Max Meadows; 276-673-6754; fortchiswellanimalpark.com. Take guided safe bus ride through 45 acres of animals.

Fort Chiswell Museum
1-77/21 East Rd, Max Meadows; 276-673-6752; fortchiswellmanuscripts.com. Historic mansion dates from 1849. Tours. Call for hours.

Great Lakes to Florida Highway Museum
975 Tazewell St., Wytheville; 276-223-3330; museums.wytheville.org. Recreated 1793-1915 era gas station.

Haller-Gibboney Rock House Museum
203 West Main St., Wytheville; 276-223-3330; museums.wytheville.org. Home of Wytheville’s first resident Dr. John Haller.

Homestead Museum
975 Tazewell St., Wytheville; 276-223-3330; wythevillehistory.com. 10-acre interpretive site depicting local life from the late 1700s to the mid-20th century.

Millwald Theatre
205 West Main St., Wytheville; 276-920-9037; info@themillwald.org. Collection of American military history with emphasis on Civil War, paranormal investigation events.

New River Trail State Park
Exit 46, south on Rt. 62; 276-223-3330; virginiastateparks.gov/new-river-trail. Guided hikes, nature workshops, geocaching, picnicking, primitive camping, backpacking, guided hike, education.

Octagon Mansion History Museum
203 West Main St, Wytheville; 276-673-3150; octagonmansion.com. Museum of Wytheville’s first resident Dr. John Haller.

Shot Tower Historical State Park
I-77 and Rt. 52, Austinville; 276-699-1858; virginiastateparks.gov/shot-tower. Historic mansion dates from 1791; virginiastateparks.gov/shot-tower. Historic mansion dates from 1791.

Southwest Virginia Museum & Historical Society
203 North Church St., Marion; 276-706-4010; waynesmuseum.org. Collection of American military history with emphasis on Civil War, paranormal investigation events.

Wayne C. Henderson School of Appalachian Arts & Crafts
201 North Church St., Marion; 276-676-5389; henderson.org. Preservation, promoting and providing learning experiences rooted in Appalachian Culture.

Wayne County Museum & Historical Society
122 East Main St, Marion; 276-763-7390; waynesmuseum.org. Experiences the history of Wayne Co with free museum tours.

Wayne C. Henderson School of Appalachian Arts & Crafts
201 North Church St., Marion; 276-676-5389; henderson.org. Preservation, promoting and providing learning experiences rooted in Appalachian Culture.

WASHINGTON COUNTY

McGlothin Center for the Arts at Emory & Henry College
1-77/21 East Rd, Emory; 276-944-6333; emory.edu/mcglothlincenter. Theatre, music, visual arts, guest artists series.

Octagon Mansion History Museum
203 West Main St, Wytheville; 276-673-3150; octagonmansion.com. Collection of American military history with emphasis on Civil War, paranormal investigation events.

Shot Tower Historical State Park
I-77 and Rt. 52, Austinville; 276-223-3330; virginiastateparks.gov/shot-tower. Historic mansion dates from 1791.

Thomas J. Boyd Museum
203 West Main St, Wytheville; 276-223-3330; museums.wytheville.org. Exhibit on early Wytheville history and polio epidemic.

Wytheville Heritage Preservation Center
115 W. Main St, Wytheville; 276-223-3330; museums.wytheville.org. Education and orientation center, artifacts, special events.

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