



CARVINS COVE NATURAL RESERVE
Roanoke

VIRGINIA MOUNTAINS

The **VIRGINIA MOUNTAINS** region connects small towns and vibrant cities through scenic drives in the western reaches of the state. With breathtaking views and a wealth of fresh air adventures - from America's East Coast Mountain Biking Capital to vast and winding blueways - this outdoor mecca invites you to breathe it all in, wander to your heart's content and stay awhile among charming towns and vibrant cities.

The Lemon Hotel, Paint Bank

This cheery, bright hotel in all its lemon-yellow appearance is a great escape to a bygone era with today's modern luxuries. Spacious suites showcase curated antiques and collectables with different themes reflecting the various fruits grown on the property (apples, blueberries and pears, to name a few).

Add these experiences to your travel bucket list for the region!



BIG LICK BREWING COMPANY
Roanoke

The Virginia Maple Syrup Trail, Highland County

Highland County is widely known for its annual Maple Festival, as well as being one of the southernmost places in the United States where pure maple syrup can be made, due to the high elevations of the Appalachian Mountains. Take an agritourism adventure to learn how maple syrup is produced and connect with the local farmers who work so hard for such sweet rewards.

Jackson River Scenic Trail, Alleghany Highlands

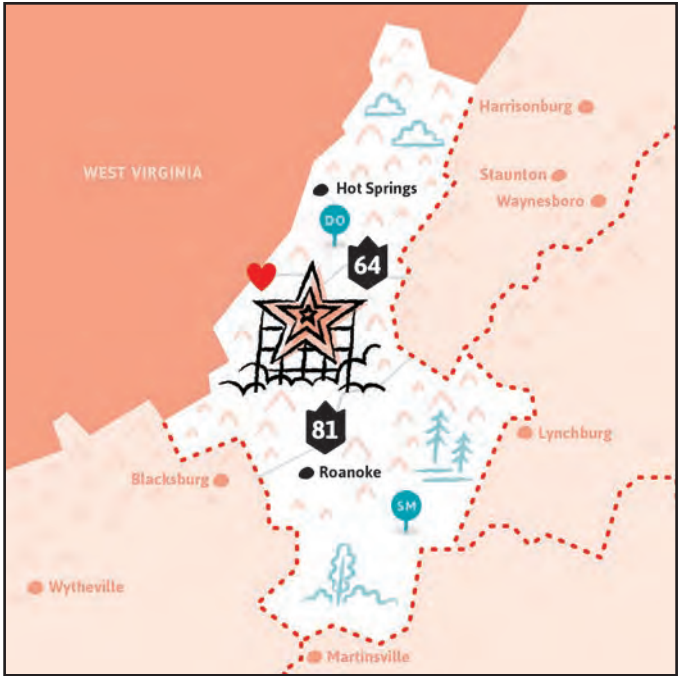
Developed from an old railroad bed this 17-mile trail is ideal for family hikes and rides. The scenic landscape includes the Jackson River which runs adjacent to the trail, and provides a natural habitat for reproducing wild trout, as well as offers waterfall and river views for nature lovers.

1772 Rooftop on Main, Fincastle

This rooftop bar and restaurant offers craft cocktails, seasonal small plates and a gorgeous view of the Blue Ridge Mountains. Award-winning mixology and a delectable menu provide a relaxing evening after taking in all the nearby sights and activities.

The BackYard, Forest

Gather the family for weekend campfires and outdoor movie nights! This outdoor food court boasts over a dozen food trucks that will please every palate, from barbecue, wings and hot dogs to ice cream, kettle corn and pie.



Roanoke's Vibrant Black Culture

An integral part of the history and future of Virginia's Blue Ridge, Roanoke's vibrant Black culture is reflected in historic sites celebrating notable trailblazers like Booker T. Washington and Oliver White Hill, as well as in the Black-owned shops and restaurants throughout the region. While visiting, be sure to take the self-guided walking tour through the Historic Gainsboro neighborhood, a thriving hub of Roanoke's Black community during the first half of the 20th century.

Your local guide to

FRANKLIN COUNTY



Day trip, road trip or extended stay – make Franklin County your future destination. Our rural community has plenty of open spaces, great views, small towns and welcoming people. As a land of two lakes, four rivers and 10,000 springs, with a landscape spanning from the crest of the Blue Ridge down to the Piedmont with the foothills in between, we offer a little something for everyone.

RIVER OF LIGHTS

For the One-of-a-Kind Experience Lovers
Float under nearly a million twinkling lights along the Pigg River during their annual River of Lights event! This unique nighttime event takes place every Friday and Saturday night during the month of June.

CONCERTS BY CANOE

For the Music Lovers
After you've gotten your fill of Americana music along the Crooked Road: Virginia's Heritage Music Trail and inside The Harvester Music Performance Center, hop into a canoe, kayak, tube or float and paddle your way to the front row of Philpott Lake's floating stage for the Summer Concert Series! This free event featuring three performances by different local bands is fun for all ages and offers the perfect combination of summer fun, outdoor recreation and live music in a gorgeous setting. (You can also bring your own chairs and blankets to grab a spot on the grass if that's more your thing!)

MOUNTAIN BIKING BLISS

For the Adrenaline Lovers
Waid Park, which is managed by Franklin County Parks and Recreation and part of the Blue Ridge Off-Road Cyclists (BROC) IMBA chapter, has been described as a 500-acre playground. Its 15-mile trail system is perfect for the mountain biker looking for a diverse riding experience. Waid Park currently has a Bicycle Skills Loop ideal for warmup laps and balance bikes, two progressive jump lines, wooden drops and unique features around every berm. The trail system is actively growing, with a new flow trail opening Spring 2022. It's also home to the WooHoo at Waid Sprint Enduro. This five-stage spring enduro utilizes the newest and most progressive features in the VBR Enduro Series Waid Park trail network. Be ready for rock gardens, man-made jumps and sections with fast back-to-back corners and a bit of sprinting for those wanting to win this timed competition.



Do it all in Franklin County, Virginia

Franklin County, deemed the land between the lakes, is a distinct outdoor destination along the Blue Ridge Parkway. It is a landscape woven with miles of roads, trails, and waters perfect for adventures of all kinds. Bike along nearly 50 miles of scenic byways or at Waid Park. You can paddle on one of five blueways, including Philpott Lake. Or spend the day boating on one of two lakes, including Smith Mountain Lake. Finish the day with a craft beverage at one of our fine wineries, breweries, or distilleries.



Franklin County

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UNSPOILED SCENERY & AUTHENTIC CHARM

in VIRGINIA'S WESTERN HIGHLANDS

VIRGINIA'S WESTERN HIGHLANDS is located along the state's border with West Virginia in a peaceful portion of Virginia's mountains. The four-county region has wide-open spaces and plenty of room to roam. With amazing natural beauty, outdoor adventures and charming mountain towns, the region offers the very best of what visitors love about Virginia's mountains.

As you would expect of a place with the word Highlands in its name, the unspoiled mountain views are breathtaking and turn every drive into a scenic drive, usually leading to a few surprises. A journey through the four counties of Craig, Alleghany, Bath and Highland will include exploring unique towns, fun-filled festivals, delicious food and plenty of hospitality.



Discover one-of-a-kind historic sites, like HUMPBACK BRIDGE

© W. Curry Photography



Enjoy authentic mountain traditions, like the HIGHLAND COUNTY MAPLE FESTIVAL

© Virginia Tourism Corporation



© David Cokerham Photography

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Alleghany Highlands | County of Bath | Craig County | Highland County



VIRGINIA IS FOR MOUNTAIN LOVERS

This #UniquelyAlleghany moment
courtesy of the Jackson River Scenic Trail.

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EXPLORE VIRGINIA'S WESTERN HIGHLANDS, where mountain views, charming towns and outdoor fun can be found around every bend in the road.

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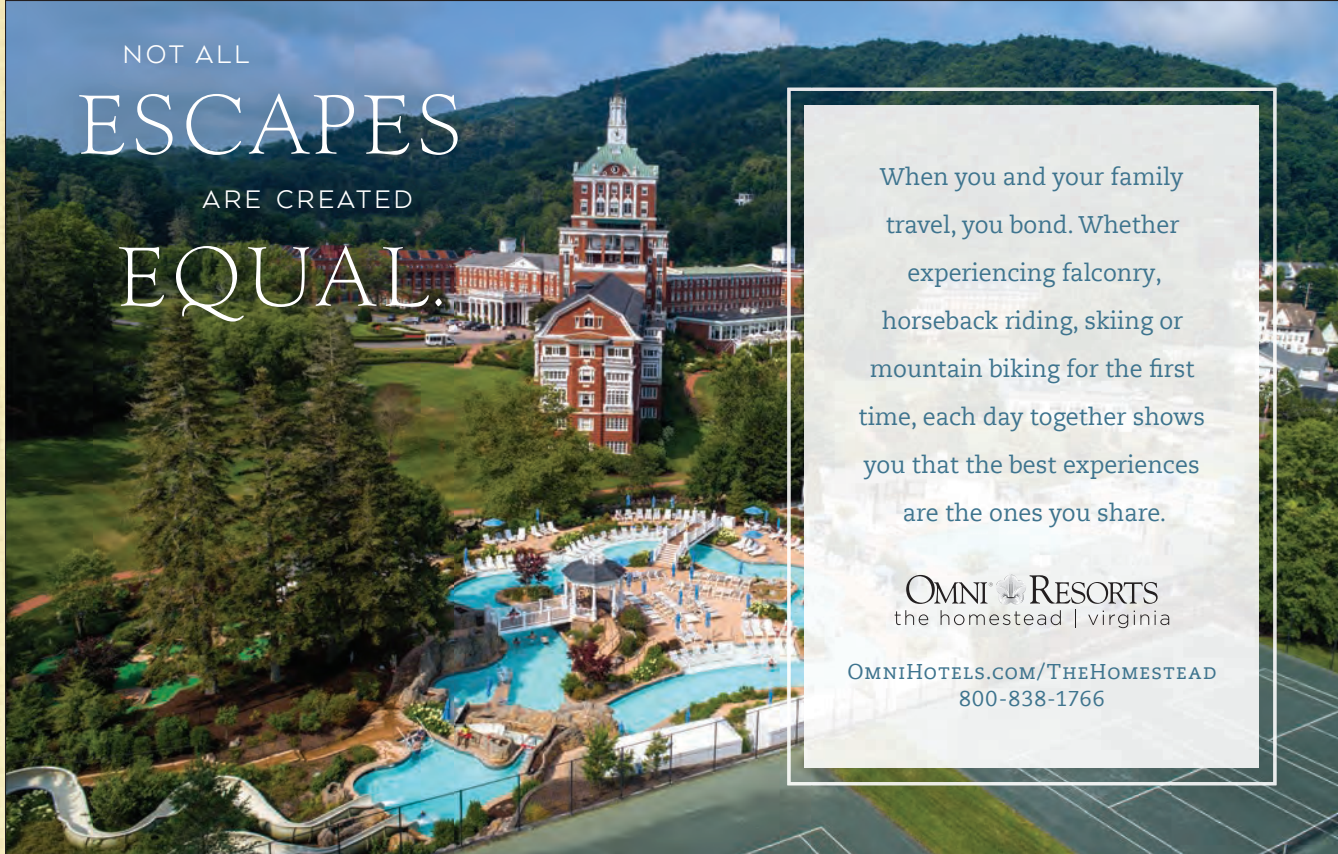


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JARED LADIA


A photograph of the La Quinta Roanoke Salem hotel. The building is a multi-story structure with a modern design, featuring a mix of light-colored siding and darker accents. A prominent sign on the building reads "La Quinta". The entrance is covered by a large, dark awning. The text "Newly Remodeled!" is overlaid in a stylized font on the right side of the image. The sky is blue with some clouds.

JACK MASON'S



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