



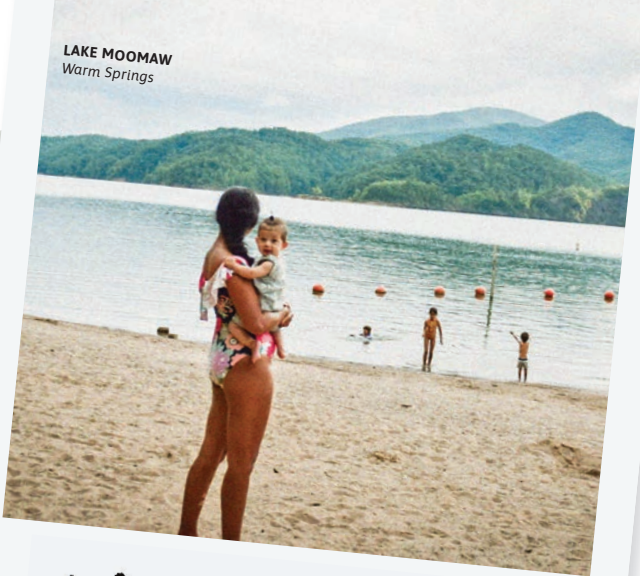
MILL MOUNTAIN OVERLOOK
Roanoke

VIRGINIA MOUNTAINS

Welcome to the Virginia Mountains, where the majestic Blue Ridge Mountains stretch across the landscape, offering a haven for outdoor enthusiasts. With abundant opportunities for fishing, hiking, and thrilling mountain biking adventures, this region promises an unforgettable experience for nature lovers and adrenaline seekers alike.

SARAH ANN ATKINS

PREETHI B. HARBLOCK / JUMPING ROCKS PHOTOGRAPHY /
ILLUSTRATION BY CHRISTIAN MOQUIN



LAKE MOOMAW
Warm Springs

Life is just beachy

NEW & NOTEWORTHY

1. Fire Station One Boutique Hotel - Roanoke

Experience a unique stay at this boutique hotel located in a renovated fire station. With its stylish decor and modern amenities, it offers a trendy and memorable lodging experience. While you're there, browse the handcrafted sustainable furniture at Txtur and enjoy a delicious Nordic-inspired menu at Stock Cafe, both located on the first floor.

UNEXPECTED EXPERIENCES

2. Highland County Maple Festival - Monterey

Delight in the sweetness of the Highland County Maple Festival, a yearly event celebrating the region's maple syrup production. Enjoy maple-inspired treats, live entertainment, and explore the picturesque town of Monterey.



FORT LEWIS LODGE & FARM
Milboro

3. Historic Buchanan Swinging Bridge - Buchanan

Take a step back in time and cross the Historic Buchanan Swinging Bridge. This suspension bridge offers a thrilling walk over the James River, providing a unique and memorable experience.

FOR FIRST-TIME TRAVELERS

4. Roanoke Star - Roanoke

Marvel at the iconic Roanoke Star, perched atop Mill Mountain. Take in panoramic views of the cityscape and surrounding mountains, and don't forget to wave hi to friends on the Mill Mountain StarCam!

UNDERRATED EXPERIENCES

5. National D-Day Memorial - Bedford

Pay homage to the heroes of World War II at the National D-Day Memorial in Bedford. Explore the thoughtfully designed memorial grounds and learn about the sacrifices made during this pivotal moment in history.

LOCAL FAVORITES

6. Smith Mountain Lake Farm Alpacas - Hardy

Get up close and personal with adorable alpacas at Smith Mountain Lake Farm. Feed, pet, and learn about these charming creatures, offering a unique and heartwarming experience.

7. Homestead Creamery - Wirtz

Indulge your taste buds at Homestead Creamery, known for its delectable ice cream and fresh dairy products. Visit their farm store, take a tour, and savor the flavors of locally produced goodness.



WHAT NOT TO MISS WHILE YOU'RE IN

FRANKLIN COUNTY



Day trip, road trip or extended stay - make Franklin County and Smith Mountain Lake your future destination. Our rural community has plenty of open space, great views, small towns, and welcoming people. You can spend a day at Smith Mountain Lake, discover Downtown Rocky Mount, experience the Blue Ridge in Ferrum, or stop by Boones Mill. From music to moonshine and everything in between, we offer a little something for everyone.

SMITH MOUNTAIN LAKE

A Four-Season Lake Front Destination

Whether you're looking to float, fish, or find a place to unplug, Smith Mountain Lake is your four-season waterfront oasis. You could catch your fish of a lifetime, enjoy a waterfront meal, and listen to live music all in the same day before catching a picture-perfect sunset. While visiting, make a stop at the Booker T. Washington National Monument to learn about his



rise from the bondage of slavery and the heights he reached in life.

Known as the "Jewel of the Blue Ridge", Smith Mountain Lake may become your home away from home. Be sure to plan a visit for the annual "Smith Mountain Lake Wine Festival" in September and the "Smith Mountain Lake Chili Festival" in November.



ROCKY MOUNT

A Music Town That's Something Else

Rocky Mount serves as the crossroads of Franklin County where music is alive, beverages are flowing, and small-town hospitality remains the norm. Catch a world class show at the Harvester Performance Center, shop through Downtown Rocky Mount, and close out the night with amazing food and drinks.

The town also serves as the eastern gateway to "The Crooked Road: Virginia's Heritage Music Trail" and hosts many must see events throughout the year including the "Scarecrow Trail" in October and "Come Home to a Franklin County Christmas" in December. For car lovers, "Cruisin' Rocky Mount" is the first Saturday of the month from April to November. "Rocky Mount – We're Something Else".

FOOTHILLS OF THE BLUE RIDGE

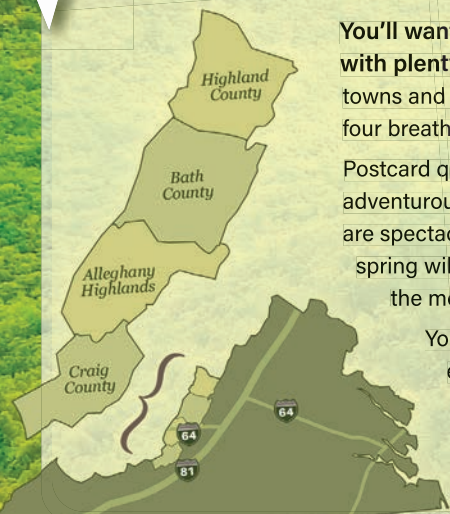
Where Higher Education Meets Blue Ridge Heritage

Resting at the foot of the majestic Blue Ridge Mountains, Ferrum is home to the Blue Ridge Institute and Museum and Ferrum College. This cross section of history, heritage, and higher education serves as a foundation for much more. Be sure to bring your kayak and experience the tranquil waters of Philpott Lake, learn about authentic life of days gone by at the Blue Ridge Institute, and catch a football game or dinner theater show at Ferrum College.

Don't miss out on the annual "Blue Ridge Folklife Festival" the last Saturday in October. This annual gathering of heritage musicians, artisans, and "coon dogs" is a celebration of life in the Blue Ridge Mountains.

www.visitfranklincountyva.com

SHARE YOUR ROAD TRIP THROUGH VIRGINIA'S WESTERN HIGHLANDS



You'll want to document your journey through *Virginia's Western Highlands* with plenty of photos. Your images will become treasured reminders of the small towns and unique places that you visited during your epic road trip through these four breathtaking counties.

Postcard quality photo ops can be found along the quiet back roads, or, for the more adventurous, by hiking to a mountaintop or paddling on a pristine river. The views are spectacular during every season, but even more dazzling during fall foliage and spring wildflower seasons. Don't miss a chance to photograph a fiery sunset over the mountains.

Your Instagram followers will love being introduced to the many surprising experiences that make small towns so special — the historic, quirky, authentic places. Plus, your followers will be amazed that such unspoiled mountain scenery still exists just a short drive from Richmond and northern Virginia.



visitbathva



#WarmSpringsPools



Warm Springs Pools



highland_county_va



#SoundingKnobFireTower



Sounding Knob Fire Tower



visitalleghanyhighlandsva



#FallingSpringFalls



Falling Spring Falls



visitcraigcountyva



#VisitCraigCountyVa



View of New Castle from Rt 42 Lookout



HUMPBACK BRIDGE

SCENERY X3

IN THE
ALLEGHANY HIGHLANDS
OF VIRGINIA



VIEW FROM
NORTH MOUNTAIN

JACKSON RIVER
SCENIC TRAIL



VIRGINIA IS FOR
MOUNTAIN LOVERS

THEY SAY GOOD THINGS COME IN THREES.
Don't miss the Instagram-worthy places that make us *Uniquely Alleghany*.
Plan a scenic three-day getaway at VisitAlleghanyHighlands.com



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#UniquelyAlleghany

COVINGTON • CLIFTON FORGE • IRON GATE • ALLEGHANY COUNTY

Alleghany Highlands | Bath County | Craig County | Highland County



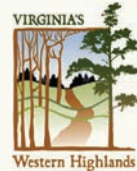
EXPLORE VIRGINIA'S WESTERN HIGHLANDS, where mountain views, charming towns and outdoor fun can be found around every bend in the road.

Outdoor Adventures ARE JUST AROUND THE BEND



Want big adventure?

Check out the sprawling four county region known as *Virginia's Western Highlands*. Find adventure ideas, driving directions and more for a great getaway at ***VaWesternHighlands.com***



VIRGINIA IS FOR
MOUNTAIN LOVERS

Alleghany Highlands | Bath County
Craig County | Highland County

Scenic Barn Quilt Trails & More



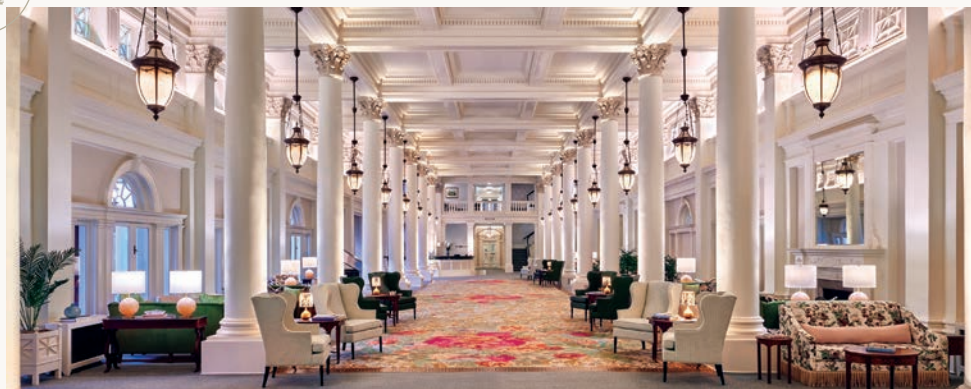
VisitCraigCounty.com



HighlandCounty.org



Now that's *how* you MAKE AN ENTRANCE.

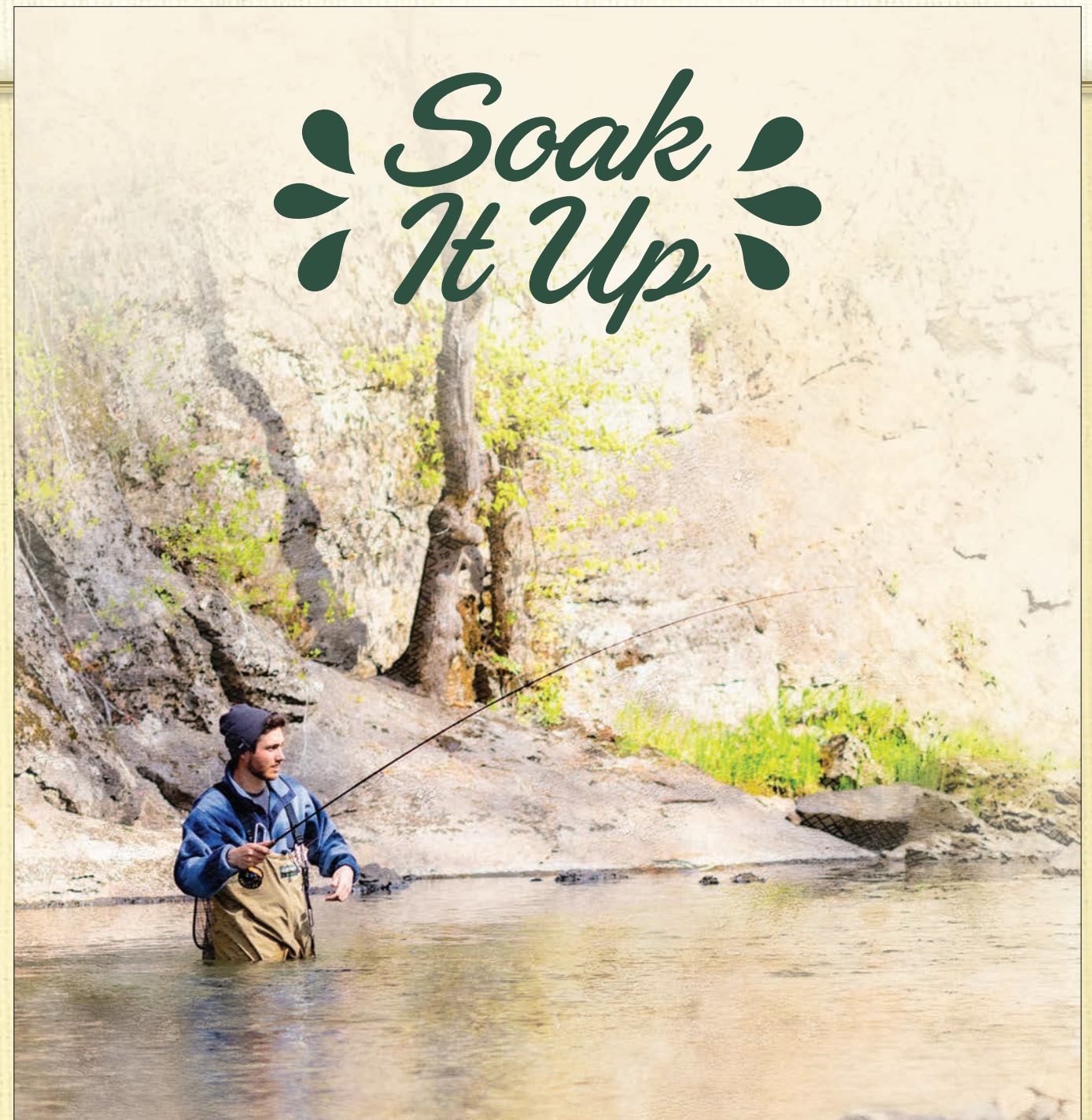


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HOMESTEAD

Soak It Up



Visit
Bath
COUNTY, VA

Take to the waters that made Bath County famous. Rest in the grandeur of the Great Hall at The Omni Homestead Resort or enjoy one of our peaceful Inns. Bath County offers a relaxing and unforgettable experience, all amid the pristine beauty of Virginia's Allegheny Mountains.

visitbathva.com

VaWesternHighlands.com

Alleghany Highlands | Bath County | Craig County | Highland County

THE LANDING RESTAURANT
Smith Mountain Lake



Philpott Lake-Franklin County
1058 Philpott Dam Rd., Bassett; 276-629-2703. Swimming, boating, fishing, hiking, campgrounds, six beaches, nine boat launches.

Rocky Mount Center for the Arts
220 Franklin St., Rocky Mount; 540-483-1317; rockymountarts.org. Galleries, gift shop, regional art, artisan studios, and demonstrations.

Smith Mountain Lake
Moneta; 540-721-1203; visitsmithmountainlake.com. 500 shoreline miles.

Turkeycock Wildlife Management Area
State Route 619, Axton; 804-367-1000; dgif.virginia.gov/wmas. 2,679 acres, hiking and wildlife opportunities, dense hardwood covered mountain.

HIGHLAND COUNTY

Includes Mc Dowell, Monterey

Highland County Visitor Center
61 Highland Center Dr., Monterey; 540-468-2550; highlandcounty.org. Brochures and information about local businesses, attractions, and events.

THINGS TO DO

Highland County Barn Quilt Trail
Highland County, Monterey; 540-468-2550; highlandcounty.org/barn-quilt-trail. Find nearly 60 colorful wooden barn quilts around the county!

Highland County Museum
161 Mansion House Rd., McDowell; 540-396-4478; highlandcountyhistory.com. Explore Highland County's rich heritage and Civil War history!

Highland County Veterans Memorial and Walk of Honor
165 W. Main St., Monterey; 540-468-2347; highlandcova.org/veterans-memorial-highland-county. Highland County's tribute to area veterans.

Highland Wildlife Management Area
Highland County, Monterey; 804-367-1000; dwr.virginia.gov/wma/highland. Over 14,000 acres of outdoor recreation opportunities.

McDowell Battlefield
Just East of McDowell along Rt. 250, McDowell; 540-396-4478; highlandcountyhistory.com/mcdowell-battlefield. Experience this unspoiled, mountain Civil War battlefield with interpretive signage.

Sounding Knob Fire Tower
Sounding Knob Rd., Monterey; 804-218-4525; highlandcounty.org/things-to-do. Climb over 100 steps for unspoiled views sunrise to sunset.

Virginia Maple Syrup Trail
Sugar Camps Throughout Highland County, Monterey; 540-468-2550; virginiamaplesyrup.com. Tour local sugar camps and get your passport stamped!

ROANOKE

Includes Vinton

Virginia's Blue Ridge Visitor Information Center
101 Shenandoah Ave. NE, Roanoke; 540-342-6025; visitvbr.com. Off I-81, Exit 143 and Parkway Milepost 120. Open daily.

Visit Virginia's Blue Ridge
101 Shenandoah Ave. NE, Roanoke; 540-342-6025; visitvbr.com. Virginia's Blue Ridge, a metro-mountain vacation destination.

THINGS TO DO

Center in the Square
1 Market Square, SE, Roanoke; 540-342-5700; centerinthesquare.org. Nonprofit with free admission to aquariums, gardens, and rooftop views.

Crystal Spring Pump Station
2012 South Jefferson St., Roanoke; 540-982-5465; roanokehistory.org. View the great fly-wheel rotating and the pistons pumping.

Eleanor D. Wilson Museum at Hollins University
8009 Fishburn Dr., Wetherill Visual Arts Center, Roanoke; 540-362-6532; hollins.edu/museum. Features the work of renowned, emerging, and regional artists.

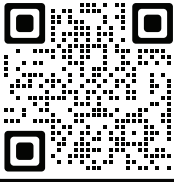
Explore Park
BRP Milepost 115, 56 Roanoke River Parkway Rd., Roanoke; 540-427-1800; explorepark.org. Hiking trails, adventure course disc golf, camping, and visitor center.

Grandin Theatre
1310 Grandin Rd., SW, Roanoke; 540-345-6377; grandintheatre.com. Historic nonprofit theater showing first run & vintage films.

VIRGINIA'S BLUE RIDGE
THERE'S STILL ADVENTURE OUT THERE

VISITVBR.COM

PLAN YOUR ADVENTURE



VIRGINIA IS FOR MOUNTAIN LOVERS



--- LIVE YOUR METRO MOUNTAIN ADVENTURE IN VIRGINIA'S BLUE RIDGE ---



The Hotel Roanoke & Conference Center, Curio Collection by Hilton
(540) 985-5900
HotelRoanoke.com



The Inn at Virginia Tech and Skelton Conference Center
(540) 231-8000
InnatVirginiaTech.com



The Liberty Trust
(540) 299-5100
LibertyTrustHotel.com



Taubman Museum of Art
(540) 342-5760
TaubmanMuseum.org



Lunch on the Trail, then dinner, drinks and lodging in Historic Downtown Salem.
VisitSalemVa.com



The Lofts at Downtown Salem
(540) 525-3206
TheLoftsAtDowntownSalem.com



Sinkland Farms - Premier Event Venue
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SinklandFarms.com

