

# Vision Statement

*We envision Explore Park as a destination for exploration - providing a clean, safe, fun and beautiful environment for outdoor recreation. Our goal is to be a source of pride for area residents and a must-see stop along the Blue Ridge Parkway for visitors to our region.*

## What Others Are Saying



"The goal of the Roanoke Valley Convention & Visitors Bureau is to attract more visitors to Virginia's Blue Ridge resulting in an increased economic impact. In order to attract more visitors to the area off the Blue Ridge Parkway and Interstate 81, we must have a destination attraction. The Bureau is one year into a Destination Vision Plan to assess the region's needs for enhanced products and services for visitors. Explore Park has the potential to be that destination attraction and we support the leadership striving to bring this to fruition."

Landon Howard  
President  
Roanoke Valley Convention & Visitors Bureau



"Your Roanoke region is reinventing itself for the 21st century as one of the greatest outdoor towns in the United States. Have we arrived? Nah, we're just getting started, and what Explore Park can become is something our entire community should get behind and support. With three out of four Americans engaging in outdoor recreation every year, the outdoors is much more than just hiking trails, it's a \$646 billion industry. Explore Park has the potential to not only be a world-class park, but also a significant economic generator for the region. A world-class park in our backyard allows us to continue to leverage our outdoor assets to attract people, businesses, and investment to the area. It becomes another reason why living and working in Roanoke is so attractive."

Pete Eshelman  
Director of Outdoor Branding  
Roanoke Regional Partnership



A Roanoke County Parks,  
Recreation and Tourism Facility  
Blue Ridge Parkway, Milepost 115