The Holidays
AT THE HOTEL ROANOKE & CONFERENCE CENTER
TAG US ON SOCIAL MEDIA AND WIN GREAT PRIZES!

#hotelroanoke
Seasons Greetings

Welcome to The Hotel Roanoke & Conference Center and thank you for sharing in the season with us. We are honored by the generations of Roanoke Valley families, friends and guests from around the world that have visited the hotel to experience the 2017 holiday season.

There are wonderful activities planned to help add to the festive atmosphere the holiday brings. We hope you will enjoy the beautiful trees on display with our annual Fashions for Evergreens and the sounds of the holidays provided by many local students, groups and organizations. Our culinary team is certain you will enjoy the bountiful feasts prepared, whether dining in The Regency Room, The Pine Room Pub or one of our elegant ballrooms.

Share your memories with us this holiday season by tagging us on social media using the hashtag #HotelRoanoke and you will be entered into a drawing to win an overnight stay with breakfast for two! Thank you for your continued support and have a wonderful holiday season.

From our family to yours - Happy Holidays!

Brian Wells
General Manager
Discover the Tradition

Let us host your family and friends this season, by booking The Holiday Package. Enjoy the spectacular downtown and mountain scenes in all directions and be entertained with the sights, scents and sounds of the holidays.

The Holiday Package starts at $149 and features:

- Deluxe overnight accommodations
- A keepsake ornament
- Coupons and discounts for area retailers and restaurants
- Discount coupon for dinner in The Regency Room
- A full holiday breakfast buffet for two in the historic Regency Room
- Self-parking

For more information, or to book, please call 540.985.5900 or visit HotelRoanoke.com

Based on availability. Rate based on a standard room. Additional room nights may be booked at the Best Available Rate. Restrictions may apply. Package available from November 18, 2017 - December 31, 2017.
The Regency Room

MAKE A Statement THIS SEASON!

The popular Regency Room is accepting reservations throughout the holidays for breakfast, brunch, lunch and dinner.

Celebrate the season with offerings for all ages. Since 1939, The Regency Room has been a special holiday tradition and gathering place for generations of families and friends.

From the popular buffets offered for Sunday Brunch, Thanksgiving Day, and Christmas Day to the holiday themed breakfast and lunch buffets, there is something for everyone.

Bring the family, company or group of friends and experience private dining in the Regency Overlook, and be sure to ring in 2018 with the New Year’s Eve Dinner Celebration.

With special events, live entertainment on the weekends, and an opportunity to sample what southwestern Virginia has to offer, every day is special during the holiday season.

For reservations, seating times, pricing and more information, please call 540.853.8280 or visit www.RegencyRoom.com
Fashions for Evergreens

Benefiting the United Way of the Roanoke Valley

From whimsical and outlandish displays to elegant and traditional designs, visitors of the 2017 Fashions for Evergreens, will be inspired by the glamorous trees and be able to gather ideas from professional decorators for a truly memorable holiday season.

Now in its 17\textsuperscript{th} year, Fashions for Evergreens celebrates the holidays as a unique tree competition, featuring more than 30 professionally designed trees.

“We are proud to support and partner with the United Way of the Roanoke Valley,” said Brian Wells, general manager at The Hotel Roanoke & Conference Center. “With our largest field of competitors, this year’s event is poised to be our best yet.”
The event’s public vote is raising money for the United Way of the Roanoke Valley. The public is being asked to vote monetarily in any amount (only U.S. currency and checks accepted) and at the end of the public voting, the tree that raises the most money will be declared the winner of the People’s Choice Award.

All proceeds benefit the United Way of the Roanoke Valley. Since the beginning of fundraising, the event has raised more than $30,000 benefitting local and regional organizations in the Roanoke Valley.

Enjoy the self-guided tour throughout the historic property and vote for your favorites with as little as a penny. Fashions for Evergreens is free, open to the public and runs from Thanksgiving Day to New Year’s Day. Maps and voting booths are available throughout the hotel.
Grand Thanksgiving Buffet

Nov. 23  Executive Chef Stephen DeMarco and Regency Room Chef Collin Lloyd invite you to gather around the table and celebrate! Enjoy traditional favorites from hearty soups and savory stuffing to tender roasted turkey and pies. For reservations, call 540.985.5900

Fashions For Evergreens

Nov. 23  The kick-off of the highly anticipated Fashions for Evergreens. Free and open to the public seven days a week. Vote for your favorite tree and help the United Way of the Roanoke Valley! Maps and voting booths located throughout the hotel.

Hokies vs. Hoos in The Pine Room

Nov. 24  LET'S GO! HOKIES! Join the Hokie faithful and enjoy the season ending rivalry between the Hokies and the Hoos at Scott Stadium in the comfort and beauty of The Pine Room Pub! Drink and food specials available. Learn more at HotelRoanoke.com
Dickens of a Christmas

Head across the Market Square Pedestrian Bridge and be a part of the memories for one of the Valley's premiere holiday celebrations; The Roanoke Times Dickens of a Christmas. Tree lighting, parades and guaranteed snow are in store for this year’s festivities.

This year’s schedule is:

- Friday, December 1st, from 5:30 p.m. to 10 p.m.
- Saturday, December 9th, from 6 p.m. to 10 p.m.
- Friday, December 15th, from 6 p.m. to 10 p.m.

Afterwards, join us back at the hotel for cider and hot chocolate, while enjoying the sights, scents and sounds of the season, complete with performances!

To learn more about Dickens of a Christmas, visit DowntownRoanoke.org
December Hotel Happenings

**Holiday Buffet** - The Regency Room is serving a special Holiday Lunch Buffet, Monday-Saturday throughout December! Dine with us and see the Trees! For reservations, call 540.853.8280 or visit RegencyRoom.com.

**Family Photos** - Use The Hotel Roanoke & Conference Center as an opportunity to host family photos throughout the hotel. Share your favorites on social media with us for a chance to win using #hotelroanoke.

**Holiday Carolers & Entertainment** - Throughout December the hotel is featuring an eclectic line up of local schools, artists and organizations as they help brighten the season with carols and music in the lobby.

**Grand Sunday Brunch Buffet** - Make your Sundays during the holidays special with our award-winning Grand Sunday Brunch Buffet. Featuring a rotating menu of seasonal breakfast and lunch favorites, with a live action carving station and made-to-order omelet station. For reservations, call 540.853.8280 or visit RegencyRoom.com.

**Holiday Tea Dance** - Our popular seasonal Tea Dance is back for one final dance of the year on Sunday, December 17, 2017. $30 per person, includes dinner in The Regency Room, tax and gratuity. Join friends and family and dance to the sounds of the season! For reservations, call 540.853.8280.

**Christmas Eve & Christmas Day Buffet** - Celebrate in The Hotel Roanoke’s famous Regency Room. For seating times and reservations, call 540.853.8280 or visit RegencyRoom.com. Please note, reservations fill up quickly.

**Spa Services** - Take the stress out of the holiday season! Enjoy a massage in the comfort of your guest room or in our treatment room. Contact Susan Merryman at 540.853.1234 to schedule.

**Gift Certificates** - The perfect stocking stuffer this holiday season! If you can’t seem to find the right gift for that special someone, treat them to a night at the hotel, a treatment from Spa Services, or dinner in The Regency Room. Visit the hotel offices Monday - Friday between 8am-5pm, inquire at the front desk in the hotel lobby or visit www.HotelRoanoke.com.
December Events Around Town

Ongoing throughout December - **Public Ice Skating** - The Berglund Center and Roanoke Elmwood on Ice - Learn more at BerglundCenter.com & DowntownRoanoke.org

Various dates in December - **Hockey in Roanoke** - Learn more at RailYardDawgs.com & VTIceHockey.com

Every Saturday in December - **Spectacular Saturdays at the Taubman Museum of Art** - Discover, create and participate in art. Learn more at TaubmanMuseum.org

December 2-3 - **Old Southwest Holiday Tour of Homes** - Old Southwest Roanoke - Learn more at OldSouthwest.org

December 3 & 4, 9 & 10 - **Candy Cane Express** - Virginia Museum of Transportation - Train rides, pictures with Santa and much more. Learn more at VMT.org

December 6-23 - **A Christmas Story** - Mill Mountain Theatre - For show times and pricing, visit MillMountain.org

December 8 - **Roanoke Symphony Orchestra** - Holiday Pops Concert - Learn more at RSO.com

December 9 - **Breakfast with Santa** - The Hotel Roanoke & Conference Center - For seating and pricing information, visit ChipRV.org

December 9-10 - **Southwest Virginia Ballet Presents the Nutcracker** - Roanoke Performing Arts Theatre - Learn more at SVBallet.org

December 17 - **Steve Martin & Martin Short** - The Berglund Center - Learn more at TheBerglundCenter.com

December 20 - 23 - **The Best Christmas Pageant Ever** - Roanoke Children's Theatre at The Jefferson Center - Learn more at MillMountain.org

December 22 - **Martina McBride Joy of Christmas Tour** - The Berglund Center - Learn more at TheBerglundCenter.com
2018 NYE
NEW YEAR'S EVE!

THREE AMAZING OPTIONS. ONE GREAT TIME. RESERVATIONS ARE FILLING FAST!
TO LEARN MORE VISIT HOTELROANOKE.COM OR CALL 540.853.8280
COMING JANUARY 2018

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WIN A TWO NIGHT STAY WITH DINNER AND BREAKFAST!

Share your holiday memories with us on social media by tagging us or using #hotelroanoke and you’ll be automatically entered to win one of several great prizes! The more you tag and share, the better your chances to win! Winners will be announced on January 8, 2018.

SOCIAL MEDIA GIVEAWAYS

Two Night Stay with Dinner and Breakfast for Two (1)
Dinner for Two in The Regency Room (1)
Sunday Brunch for Two in The Regency Room (3)

Tag The Hotel Roanoke & Conference Center, using #hotelroanoke to be eligible to win!
Happy Holidays!

THE HOTEL ROANOKE & CONFERENCE CENTER

110 Shenandoah Avenue • Roanoke, Virginia 24016 • (T) 540.985.5900 • HotelRoanoke.com