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VRLTA Launches Chapter in Virginia's Blue Ridge - New River Valley

[Photos and b-roll from the event can be found here](#)

Roanoke, Va. – The Virginia Restaurant, Lodging, and Travel Association (VRLTA) launched a new chapter, [Blue Ridge - New River Valley](#), yesterday at the Liberty Trust Hotel. Representatives from nearly 50 organizations attended the event, which featured food and refreshments provided by the Liberty Trust Hotel and Savara Hospitality, as well as presentations from the VRLTA and chapter board members.

“[The hospitality] industry in the greater Roanoke region is really strong,” said Brian Wells, Chapter President and the General Manager of The Hotel Roanoke & Conference Center. “We’ve seen such a path of growth over the past five years. The outdoor adventure has really developed, and all the talent we’ve seen in our local hospitality, lodging, and restaurant establishments is so promising. This [chapter] is another step forward in that growth.”

VRLTA chapters allow members to connect with others in the area to share ideas, network, and learn. Benefits to members include quarterly chapter meetings, education opportunities, and the chance to meet local legislators. The Blue Ridge - New River Valley chapter will serve the hospitality and tourism industries of Roanoke, Montgomery, Giles, Botetourt, Bedford, and Craig counties in Virginia.

“This is something that has been in the works for a while” said Eric Terry, President of VRLTA. “We were approached years ago about setting up a chapter in this part of the state, and are excited to finally have it come together. There are a lot of ways VRLTA can help the hotel and restaurant industries not only grow, but thrive.”

With the launch of the Blue Ridge - New River Valley chapter, VRLTA has now developed eight local chapters throughout the state over the last five years. These include Arlington-Alexandria, Bull Run, Charlottesville, Fairfax-Loudoun, Norfolk, Richmond, and Shenandoah Valley.

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The Virginia Restaurant Lodging and Travel Association is the unified voice of the restaurant, lodging, travel and hospitality suppliers associations. VRLTA creates value for members by promoting the legislative interests of the industry, networking, educational opportunities, and protecting free enterprise. For more information, visit www.vrlta.org or call 800-552-2225.