



HARRISONBURG|VA
FRIENDLY BY NATURE



Harrisonburg, VA: A Vibrant Tapestry of History, Culture, and Culinary Delights

Nestled in the heart of the Shenandoah Valley, Harrisonburg boasts a captivating blend of historical charm and cultural richness. Harrisonburg's downtown, a Virginia Culinary and Arts & Cultural District, is the heart of the city's dynamic culture, offering a blend of small-town charm with modern amenities and beautiful architecture. The culinary scene with over 50 locally owned restaurants is founded on farm-to-table fare that isn't shy about creating tantalizing, international flavors. Meander through an eclectic array of independent retailers, boutiques, and galleries filled with locally-made treasures. Enjoy a plethora of world-class entertainment, one-of-a-kind museums, and special events awaiting exploration. Among these, Harrisonburg's International Festival shines, offering a rich blend of global cuisine, music, and culture that embodies the city's inclusive ethos and warm hospitality.



AN EASY GETAWAY FROM:

• Charlottesville, VA	1 hour
• Roanoke, VA	1 hour, 45 min
• Richmond, VA	2 hours
• Charlotte via SHD	2 hours
• Washington, DC	2 hours, 10 min
• Baltimore, MD	2 hours, 45 min
• Charleston, WV	3 hours, 30 min
• Philadelphia, PA	4 hours, 20 min

HARRISONBURG ATTRACTIONS:

- James Madison University
- Edith J. Carrier Arboretum & Botanical Gardens
- Forbes Center for the Performing Arts
- John C. Wells Planetarium
- Mineral Museum
- Brethren & Mennonite Heritage Center
- Historic Downtown Harrisonburg
- Court Square Theater
- Explore More Discovery Museum
- Harrisonburg Farmers' Market
- Larry W. Shiflett Fire Museum
- Museum of American Jewelry Design and Manufacturing
- Valley Turnpike Museum
- Rocktown Trails
- Liberty St. Mercantile
- Shops at Agora

ANNUAL EVENTS:

- Chocolate Walk (Apr)
- Harris Roubaix (Apr)
- Rockstar Challenge (Apr)
- Shenandoah Valley Bach Festival (June)
- Best Weekend Ever (June)
- Friendly City Fourth (July)
- Sing Me High Music Festival (Aug)
- Hispanic Festival (Aug)
- Harrisonburg African-American Culture Festival (Sept)
- Alpine Loop Gran Fondo (Sept)
- International Festival (Sept)
- Half Marathon (Oct)
- Skeleton Festival (Oct)
- Resolute Weekend (Nov)
- Veteran's Day Parade (Nov)
- Rocktown Turkey Trot (Nov)
- Winter Wonderfest (Dec)

NEARBY ATTRACTIONS:

- Virginia Quilt Museum (10 min)
- Back Home on the Farm (10 min)
- Shenandoah Heritage Market (10 min)
- Mt Crawford Creamery (15 min)
- White Oak Lavender Farm & Purple Wolf Vineyard (20 min)
- Marceline Vineyard (20 min)
- CrossKeys Vineyard (20 min)
- Bluestone Vineyard (25 min)
- Brix & Columns Vineyards (25 min)
- Massanutten 4 Season Resort (30 min)
- Showalters Orchard & Old Hill Cider (30 min)
- George Washington National Forest (30 min)
- Shenandoah National Park/Skyline Drive (30 min)
- Appalachian Trail (30 min)
- Blue Ridge Parkway (40 min)

HARRISONBURG TOURISM & VISITOR SERVICES
WWW.VISITHARRISONBURGVA.COM

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   **#VISITHARRISONBURG**



HARRISONBURG COFFEE TRAIL: CAFFEINATED BY NATURE



Discover Harrisonburg one cup at a time through its rich and aromatic coffee scene. Whether you are savoring a pour-over at a cozy outdoor café, sipping a latte surrounded by playful cats, or grabbing a refreshing iced coffee to fuel your adventures, every cup in Harrisonburg promises a unique experience. Harrisonburg's coffee shops offer more than just a caffeine fix, they're a window into the culture and community of the Shenandoah Valley's Friendly City.

visitharrisonburgva.com/coffeetrail



AWARD WINNING TRAIL GUIDE

The award-winning Harrisonburg-Rockingham County Trail Guide highlights 15 popular trails, including scenic gravel roads, wooded paths, mountain bike trails, and challenging climbs. It provides cyclists, hikers, and trail runners with planning info, directions, and safety tips for exploring over 177,000 acres of National Park and Forest. The guide recently earned the Trailblazer and VIRGO awards for its innovative tourism marketing and economic impact. Available in print and online, it showcases Harrisonburg's dedication to enhancing visitor experiences and promoting its scenic trails.

visitharrisonburgva.com/area-trails



DOG FRIENDLY DESTINATION

Harrisonburg has unleashed its First Dog Mayor to promote Harrisonburg as a dog-friendly destination. Harrisonburg is the perfect place to bring your dog on vacation, with walkable downtown streets and over 15 pet-friendly hotels, restaurants, and breweries. Your dog can sniff and explore the streets of Harrisonburg's historic downtown shopping district and sample sumptuous treats at one of Harrisonburg's independently-owned pet stores. Frolic through the fields of the Smithland Road Dog Park or explore lush forests and cold mountain streams in Shenandoah National Park or the George Washington National Forest.

visitharrisonburgva.com/dog-friendly-destination/



BRETHREN & MENNONITE HERITAGE CENTER

Experience living history at the Brethren & Mennonite Heritage Center, where you can explore the Shenandoah Valley's rich religious and cultural heritage. Discover historic homesteads, a one-room schoolhouse, blacksmith workshop, and shoemaker shop. New exhibits highlight historic transportation methods such as the covered wagon and delve into the valley's poultry industry history, spotlighting local leaders and innovators in this field. Tours are available Wednesday through Saturday, 10 AM to 5 PM, and by appointment on Monday and Tuesday.

brethrenmennoniteheritage.org



DOWNTOWN PUBLIC ART TOUR

New public art continues to brighten Downtown Harrisonburg, a Virginia Arts and Cultural District, with a recent surge in murals and sculptures transforming the area into a visually captivating destination. Nearly every month, new works appear, including a striking four-story chess player mural by Niels Westergard, bronze duckling sculptures, and a mural honoring a beloved, late JMU professor with a large American kestrel soaring from an open hand. Experience this flourishing arts scene firsthand through a self-guided tour that showcases Harrisonburg's creative spirit and cultural richness.

visitharrisonburgva.visitwidget.com/toursdowntown-public-art-tour



RELAX AND REFRESH ON THE SHENANDOAH BEERWERKS TRAIL

Explore the great outdoors and enjoy great locally brewed beer in Harrisonburg. Here, you can taste some of the best craft beer in the country. Relax and enjoy libations from our 5 breweries along the **Shenandoah Beerwerks Trail**. Grab a passport and sip your way through the 19 craft breweries along the trail. Collect eight stamps on your passport and receive a free t-shirt.

www.beerwerkstrail.com