

WHY JOIN BRPA?

BRPA not only attracts visitors to the region, we also promote member businesses and communities along the Parkway that meet travel and recreational needs so visitors have the best experience possible. Visitors use these travel resources to find dining, lodging, shopping, recreation and entertainment venues during their Parkway travels. They respond by telling their friends and coming back.

BRPA members have access to valuable industry resources, a network of driven and creative professionals invested in supporting their community, and free event listings on BRPA's online Parkway Events Calendar.



ABOUT US

BRPA is a nonprofit organization comprised of businesses, communities and individuals that believe in our mission to serve visitors along the scenic corridor of Shenandoah National Park, the Blue Ridge Parkway, and the Great Smoky Mountains National Park. BRPA members span communities across Virginia, North Carolina, Tennessee and beyond, working together across state lines to provide traveler information to visitors to the region.

BRPA promotes member businesses and organizations to approximately 15 million annual visitors who spend \$1.1 billion annually in the region. A membership fee provides basic advertising in BRPA's printed brochures, website and mobile app. Additional advertising opportunities are also available.



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OUR WEBSITE
www.blueridgeparkway.org

BLUE RIDGE PARKWAY ASSOCIATION MEMBERSHIP



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