



PRIMLAND

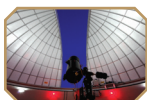
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This pristine Blue Ridge Mountain resort offers 12,000 acres of space, sky and shifting moods. Eco-conscious and thoughtfully developed, Primland is the ultimate getaway for world-class golf, refined dining and outdoor activities in an environment of rare natural beauty. With its refined sensibility and tranquil setting, Primland is a unique, inspired choice for the modern business retreat.



comfortably appointed guestrooms and suites

- Distinctive guest rooms, each with a unique floor plan, in The Lodge, Fairway Cottages and Mountain Homes
- Room amenities include robes and slippers, a refrigerator, wet bar and coffeemaker, flat screen television, and complimentary wireless Internet access
- Unique rooms include the two-story Pinnacles Suite in the Observatory Tower, a glass-walled aerie that provides complete privacy and unending vistas, and the new Golden Eagle Tree House, perched in a mighty oak tree with unparalleled views



convenient amenities

- Soaring Great Hall with twin fireplaces and outdoor fire pits
- Private theatre
- Private observatory dome
- Game room with Wii, Xbox 360, ping pong table and billiards
- LEED-certified property
- Complimentary wireless Internet and underground valet parking
- Complimentary in-house standard AV equipment and flip chart



successful meetings

- Diverse meeting space to accommodate a range of group sizes, from intimate to 150
- The Lodge features a 2,178-square-foot ballroom, private dining room, theater, breakout rooms and a 17-seat executive boardroom with global video-conferencing
- Primland is remote enough to feel "off the grid" yet is an easy drive from Charlotte, Richmond, Greensboro, Winston-Salem, Raleigh-Durham, Roanoke, and Washington DC



distinctive dining

- The Lodge's refined dining room, elements, features seasonal, farm-fresh menus. The Chef's Table provides a nine-course tasting menu in elements' kitchen
- The casual Stables Saloon is available year-round for private parties and events
- The relaxed 19th Pub suits small group events and special celebrations
- Tobacco Barn with wood burning fireplace available for group social events



the spa at Primland

- Tranquil spa with soothing treatment rooms and Relaxation Room
- Full range of spa services inspired by Native American traditions
- Complete salon offering manicures, pedicures, and hair styling
- Chlorine-free indoor swimming pool
- Locker rooms with "Spa Horizon" hydrospace and hammam (Turkish steam room)
- Fitness center with rejuvenating mind-body classes



golf – the highland course

- Customized golf schools and lessons available with PGA Teaching Professional
- Named #13 nationally, #1 in Virginia, America's Best Public Golf Courses by *Golf Digest*

activities

- | | | |
|--------------------|-------------------|---------------|
| ■ ATV Trail Riding | ■ Shooting Sports | ■ Swimming |
| ■ Fly Fishing | ■ Sporting Clays | ■ Hunting |
| ■ Horseback Riding | ■ Stargazing | ■ Funyaks |
| ■ Mountain Biking | ■ Geocaching | ■ Disc Golf |
| ■ Nature Walks | ■ Tree Climbing | (Spring 2013) |



Preferred
HOTELS & RESORTS



LODGE	Dimensions	Square Footage	Ceiling Height	Capacity Reception	Capacity Theatre	Capacity Classroom	Capacity Dining	Full Day Rate	Half Day Rate
Constellation Room	20' x 30'	600	11'	x	x	17	17	800.00	400.00
Board Room Terrace (Private)	21'7" x 20'6"	442	N/A	8	8	8	8	x	x
Milky Way Room	16' x 15'	240	10'	x	x	8	8	300.00	300.00
Stars Room	12' x 15'	180	10'	x	x	6	6	200.00	200.00
Galaxy Minor	19' x 33'	627	10'	50	44	36	45	300.00	150.00
Galaxy Major	47' x 33'	1551	10'	100	88	72	90	700.00	350.00
Galaxy Total	66' x 33'	2178	10'	150	120	108	120	1,000.00	500.00
Galaxy Pre-function	16' x 32'	512	12'	18	x	x	x	450	250
Fifth	22'8" x 20'	465	12'	18	18	18	24 plated / 16 buffet	200.00	200.00
19th Pub Private Room	10' x 16'	160	10'	x	x	x	8	300.00	150.00
East Terrace	82' x 30'	2460	N/A	125	275	126	24	500.00	400.00
West Golf Terrace	13' x 46'	598	N/A	25	30	24	x	400.00	x
Theatre	20' x 20'	400	9'	x	17	15	x	500.00	250.00
Observatory Library	26' x 16'	416	9'	18	x	x	x	500.00	250.00
Conference Room (Stables Saloon)	30' x 50'	1500	9½'	x	x	x	x	x	x
Golf Pavilion	x	x	x	x	x	x	x	250.00	x
Game Room	x	x	x	x	x	x	x	150.00	x
Spa Terrace	x	x	x	x	x	x	x	500.00	x
Tobacco Barn	x	x	x	x	x	x	x	500.00	x
Wedding Site	x	x	x	x	x	x	x	1000.00	x

