HARRISONBURG & ROCKINGHAM COUNTY DESTINATION Guide

VisitHarrisonburgVA.com / VisitRockingham.com
Welcome to the Heart of Virginia’s Shenandoah Valley!

Whether you’re looking to relax, dine and unwind, or to experience heart-pumping adventure, you’ll find it here in an uncrowded, welcoming environment; historic downtowns with charming boutiques, unique museums and incredible food, the gateway to Skyline Drive, caves, vineyards and craft breweries abound. Our community offers four seasons of fun with skiing, tubing, a water park, biking/hiking trails, zip lining, and more.

Harrisonburg Visitor Center
212 S. Main Street, Harrisonburg
540-432-8935

Our lively downtown communities are rooted in history, farm-to-table cuisine and rich authentic memorable experiences. Home to James Madison University, Eastern Mennonite University, and Bridgewater College, we are surrounded by verdant farmland, Shenandoah National Park and the George Washington National Forest.

Copyright 2024. The Harrisonburg/Rockingham County Official Visitor Guide is published by the Harrisonburg Tourism and Visitor Services (HTVS) in coordination with Rockingham County Economic Development and Tourism. All photographs in this publication may be reproduced, transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher, Harrisonburg Tourism and Visitor Services (HTVS) or Rockingham County Economic Development and Tourism, is responsible for any errors that may occur. The listings in this publication do not imply endorsement from the publisher and are subject to change.

Scan the QR code and download the Visit Harrisonburg VA! app, or access it directly from our website, VisitHarrisonburgVA.com
Our farmers and community share a passion for farm fresh and locally grown items. Historic Downtown Harrisonburg is home to Virginia’s First Culinary District and has a culinary scene founded on farm-to-table fare that isn’t shy about creating tantalizing flavors. With over 50 locally owned restaurants, there are dining options for every appetite. Local items can be purchased at the Friendly City Food Co-op in Downtown Harrisonburg, open daily.

In Rockingham County, many farms and orchards offer a “pick-your-own” experience that is a perfect outing for families. From harvesting your own lavender at White Oak Lavender Farm to picking your own apples at Showalter’s Orchard and Greenhouse, countless experiences abound that will delight your senses. Back Home on the Farm Adventures offers seasonal, farm-fun activities like hayrides, outdoor picnics and concerts for families.

Rockingham County is brimming with award-winning farms and orchards offering charming farm stands, local farmers markets and farms offering unique experiences. Explore a corn maze, drink a cider slushie, pick apples or taste ice cream freshly made from the milk of local cows.

Visit our various markets:
- Harrisonburg Farmers Market
- Broadway Community Market
- Elkton Downtown Marketplace
- Dayton Market
- Shenandoah Heritage Market
- Shenandoah Valley Produce Auction

Swing by the Harrisonburg Farmers Market, a producers-only market that was started in 1979, for top-quality locally grown produce, meats, dairy, baked goods, flowers, and many more hand-crafted items.

Farmers Market Days and Hours:
Year Round Saturdays 8-1
April-Thanksgiving Tuesdays 8-1
WINE
Shenandoah Valley’s unique terrain produces bountiful grapes and unique blends resulting in award-winning wine. Enjoy beautiful views and events at our six local wineries!

ROCKINGHAM COUNTY
CrossKeys Vineyard, a Tuscan-style villa with magnificent views, is situated on 125 acres with a gourmet bistro. The family-owned and operated vineyard has produced over 165 vintages, earned more than 107 awards, and offers 16 blends crafted from 12 grape varietals for tasting and purchase.

Bluestone Vineyard, named after the bluestone soil in its rolling hills, creates red, white and sweet wines. With two fire pits and outdoor heaters, the patio is an ideal place to enjoy year-round and watch the sun set behind the mountains. Visit their remote wine tasting bar, Rootstock Wine Bar and Provisions, located in downtown Harrisonburg.

Brix & Columns Vineyard, The Purple WOLF Vineyard at White Oak Lavender Farm, and Marceline Vineyards offer even more opportunities for wine lovers to taste local wines.

CIDER
Two local cideries offer delicious hard cider produced with Virginia Apples. Located on a family farm, Old Hill Cider is located in the center of Showalter’s Orchard & Greenhouses overlooking the Shenandoah Valley while Sage Bird Ciderworks is located conveniently in Downtown Harrisonburg.

HARRISONBURG
Sage Bird Ciderworks

ROCKINGHAM COUNTY
Old Hill Hard Cider
**BREWERIES**

Our craft breweries put their heart, soul, and creativity into brewing award-winning brews that rival any mass-marketed beer.

There are five breweries within charming Downtown Harrisonburg. For more local beers, venture to the county’s four picturesque breweries.

**HARRISONBURG**

Brothers Craft Brewing  
Pale Fire Brewing Co.  
Restless Moons Brewing Co.  
The Friendly Fermenter  
Three Notch’d Brewing Co.

**ROCKINGHAM COUNTY**

BrewHaHa Brewing Co.  
Cave Hill Farms Brewery  
White Oak Lavender Farm Brewery & Winery  
Elkton Brewing Co.

Did you know?

Cave Hill Farms Brewery is located in a former dairy parlor in the middle of a sixth generation family farm that dates back to a 1769 King’s Land Grant. Brothers Craft Brewing Co. is located in a historic Coca-Cola bottling facility, while Elkton Brewing Co. is located in the former Elkton Milling Company building constructed in the early 1900’s. BrewHaHa Brewing Co. offers unique comedy shows monthly outside the taproom while Three Notch’d Brewing Co. hosts Pups and Pints every Sunday. Our breweries also offer weekly trivia nights and live performances by local musicians every weekend.

Tap into taste at any of the area’s 19 craft breweries. Follow Shenandoah Beerwerks Trail, complete a passport and get a FREE t-shirt!

BeerwerksTrail.com
In Harrisonburg and Rockingham County, the music and performing arts scene thrives with a vibrant mix of local talent and nationally recognized performers. From the high-energy atmosphere of The Golden Pony to the rustic charm of the Cracked Pillar Pub, there's something for everyone. For live theatre, musicals and independent films in an intimate setting, The Valley Playhouse, Court Square Theater and The Schultz Theatre Off Broadway Players will delight patrons with up-and-coming talent. In Bridgewater, you won't want to miss the state of the art performing arts and concert venue, The Sipe Center.

Our region's colleges and universities—James Madison University, Bridgewater College, and Eastern Mennonite University—provide access to world-class entertainment and activities. JMU’s Forbes Center for the Performing Arts stands as the valley’s premiere destination for dance, music, theater, and visual arts. Boasting five acoustically perfect venues, it consistently attracts top-ranked performers.
Active Outdoors

Experience Four seasons of fun in the Outdoor Recreation Capital of the Shenandoah Valley.

Harrisonburg and Rockingham County are home to over 177,000 acres of public lands. From hiking, fly fishing and golfing to adrenaline pumping mountain biking, let us be your guide.

All-season Resort

Massanutten Resort boasts 6,000 acres of adventure including the highest vertical drop in Virginia, Maryland and Pennsylvania at 1,110 feet. Over 23 slopes and trails welcome skiers, and snowboarders of all experience levels. Massanutten also offers ice skating, snow tubing, mountain biking, golf, and an indoor waterpark that is open year round.

“Best indoor Waterparks in America” - Budget Traveler

See our area Trail Guide for 15 popular local trails

Harrisonburg is an IMBA Bronze Level Ride Center™
SHOPPING

From national brand stores and shopping malls to unique boutiques and local artisan goods the area offers an eclectic array of retailers, shops and galleries. Visit Dayton Market, Shenandoah Heritage Market, Liberty St. Mercantile and Shops at Agora, or the Valley Mall for a well-rounded shopping experience.

HISTORY / MUSEUMS

Museums provide a window into our history and culture. Step back in time and explore the Valley’s unique religious and cultural heritage at the Brethren & Mennonite Heritage Center. From historic homesteads and one-room schoolhouses to blacksmith and shoemaker shops, there’s a wealth of history waiting to be explored.

For more family-friendly fun, stop at the Explore More Discovery Museum: Harrisonburg’s children’s museum with interactive exhibits designed to spark curiosity and creativity in young minds! Sit in the cockpit of a full size aircraft, journey through the world of electricity or deliver breaking news live from an anchor desk.

For lesser known stories, artifacts, and history of Harrisonburg and Rockingham County, visit Rocktown History which serves as the research headquarters for the Shenandoah Valley.

Blue Ridge Heritage Project

To learn more about the lives and culture of the residents who lived in the Blue Ridge Mountains visit one of eight memorials along the Blue Ridge Hills and Hollows Bike Trail. These memorials honor those residents who were displaced through the creation of Shenandoah National Park in the 1930’s.

PHOTOS:
Top: Liberty St. Mercantile
Bottom: Lineage - Agora Downtown Market
HARRISONBURG

Downtown Harrisonburg, an award winning downtown which includes a Virginia Arts & Cultural District and Virginia Culinary District is the lively center of the city’s innovative and dynamic culture. Whether you decide to explore the 40-block downtown district on foot, by bike, or by car, you won’t want to miss the beautiful architecture or one-of-a-kind museums. Harrisonburg’s compact downtown gives you that sought-after small-town vibe with all the modern amenities, international cuisine, indoor and outdoor patio dining options and an array of locally-owned shops.

DAYTON, BRIDGEWATER & MOUNT CRAWFORD

With Southern hospitality, sprawling farms and a Victorian-era main street, Dayton offers a host of history while celebrating the deeply rooted Brethren and Mennonite contributions that have shaped the community. Bridgewater, home to Bridgewater College, is packed with delightful parks and walking trails in a 2.5 square-mile radius. Generations Park is home to one of the two ice skating rinks in the central Shenandoah Valley in the winter months. One of Virginia’s smallest towns, Mount Crawford is defined by Route 11 that runs through it. Dotted along the way are a variety of small businesses.
Elkton & Grottoes

Situated between Massanutten Mountain and Skyline Drive, Elkton is a crossroads for progress and small-town living, steeped in history as the first permanent settlement west of the Blue Ridge Mountains. Elkton is recognized as the 50th Appalachian Trail Community. The South River and South Fork of the Shenandoah River provide Elkton and Grottoes with ample outdoor opportunities. Grottoes is located at the foothills of the Blue Ridge Mountains and home to Grand Caverns, the oldest continually operating show cave in the United States. Teaming with parks and natural wonders, Grottoes is a quaint and welcoming town with a variety of events throughout the year.

BROADWAY & TIMBERVILLE

Broadway rests on a high ridge speckled with historic structures telling tales of bygone eras. The annual Broadway-Timberville Autumn Festival and Car Show is a tradition not to be missed, shared with its neighboring small community namesake. The North Fork of the Shenandoah River runs through the Town of Timberville, once known for its forts and a covered bridge that stood until 1936. Today it’s regarded for its orchards, fruit markets, and Old Hill Cider. Each year during the holiday season it hosts the popular Winter Fest, which features dozens of small vendors and artisan shops for one-of-a-kind shopping.
ANNUAL EVENTS & FESTIVALS

It happens here, and nowhere else. The following list is a sample of the interesting and fun events held annually in Harrisonburg & Rockingham County.

JANUARY
Massanutten Heart & Soul WinterFest

FEBRUARY
Winter Wine Weekend

MARCH
Snow Moon Festival

APRIL
Dayton Redbud Festival
Historic Garden Week

MAY
EPIC Fest Beer & Wine Festival
ValleyFest Beer & Wine Festival

JUNE
Massanutten Rock the Ridge
Best. Weekend. Ever.
Harrisonburg African-American Culture Festival
The Shenandoah Valley Bach Festival

JULY
Friendly City Fourth
Red, White & Brew Festival
Summer Jam

AUGUST
Bergton Community Fair
Dayton Muddler
Harrisonburg Hispanic Festival
Rockingham County Fair
Showalter’s Orchard Summerfest Peach Celebration
Sing Me High Music Festival

SEPTEMBER
Alpine Loop Gran Fondo
Broadway-Timberville Autumn Festival
Broadway Oktoberfest
Harrisonburg International Festival
Shenandoah Valley Pride Festival
Virginia Senior Games

OCTOBER
Dayton Days Autumn Celebration
Elkton Autumn Days
Elkton Halloween HooDoo
Harrisonburg Half Marathon
Massanutten Fall Festival
Showalter’s Orchard Apple Harvest Celebration
Skeleton Festival

NOVEMBER
Brothers Craft Brewing Resolute Release Weekend
Rocktown Turkey Trot

DECEMBER
Dayton’s A Heritage Christmas
Elkton Old Town Christmas
Harrisonburg Winter Wonderfest
Timberville Winter Festival
Lodging
Stay at a brand name hotel, a mountain top resort, a quaint B&B or even a secluded vacation rental - the choice is yours!

Resorts
Massanutten Resort
McGaheysville
540-289-9441
Mountainside Villas
McGaheysville
540-435-2576

B&Bs
By the Side of the Road Inn & Cottages
Harrisonburg
540-801-0430
Cave Hill Farm B&B
McGaheysville
540-289-7441

Hotels
Affordable Corporate Suites
Harrisonburg
540-432-7992
Candlewood Suites
Harrisonburg
540-437-1400
Clarion Pointe
Harrisonburg
540-433-6066

Other
Massanetta Springs
Rockingham
540-434-8829

Campgrounds
Endless Caverns Campground & RV Resort
New Market
540-896-2283
Harrisonburg/Shenandoah Valley KOA
Broadway
540-896-9729
Swift Run Campground
Luray
540-298-8086

OTHER

Plan your next conference or event at the Hotel Madison Shenandoah Valley Conference Center

Rockingham County is home to over 400 cabins, cottages and on farm lodging opportunities.

The Cottages at Showalter’s Orchard

lodging
plan your next conference or event at the Hotel Madison Shenandoah Valley Conference Center

rockingham county is home to over 400 cabins, cottages and on farm lodging opportunities.