

the primland
experience




PRIMLAND

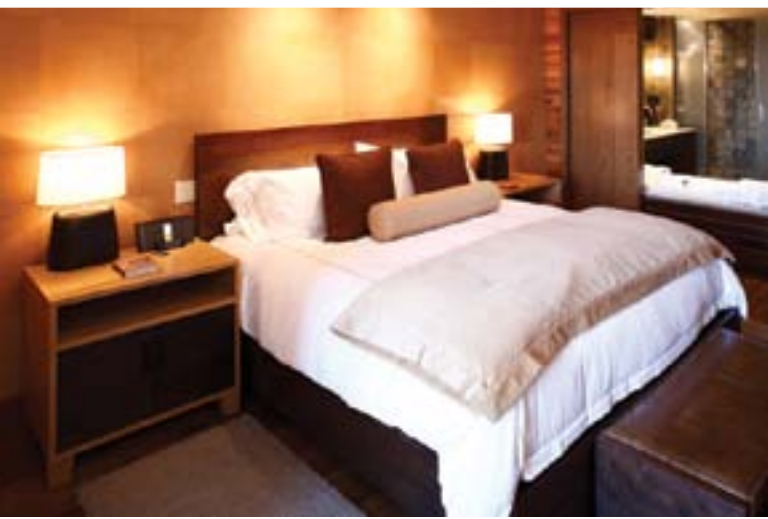
escape

12,000 acres of space, sky and shifting moods await you in this pristine Blue Ridge Mountain resort. Eco-conscious and thoughtfully developed, Primland is the ultimate retreat for world-class golf, refined dining and outdoor activities in an environment of rare natural beauty.

There are places that touch you in ways both simple and profound. Primland is one of these.

An aerial photograph of a mountain resort. The foreground shows a lush green golf course with several holes and a clubhouse. In the middle ground, a large, multi-story resort building is visible, surrounded by dense green forest. The background consists of rolling mountain ranges under a hazy sky, creating a sense of depth and vastness.

Golf
Spa
Fishing
Horseback Riding
Mountain Biking
Nature Trails
Swimming
Tennis
Stargazing
Sporting Clays
Wingshooting
Whitetail Deer Hunting
Spring Gobbler Hunting
Weddings
Meetings
Special Events



relax

Primland offers its guests a refined resort experience with a variety of accommodation options. Sophisticated in style and spectacular in scale, the cedar and stone Lodge located at the apex of the property offers 26 distinctive guestrooms and suites. The Fairway Cottages feature cathedral ceilings, hardwood floors, Tennessee field stone fireplaces and private decks with panoramic views of the valley below. Primland's Mountain Homes are perched along ridges and tucked into hillsides, offering a taste of mountain living at its best for larger groups or families.



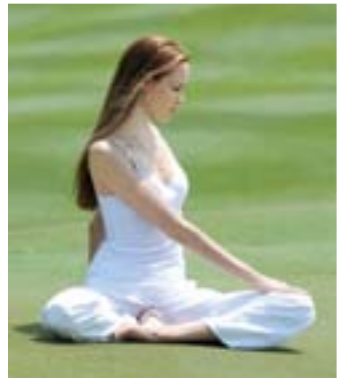
© Kramer Gallery and Studio

rejuvenate

The peaks and valleys now known as Primland have been home to many American Indian tribes, and the wisdom of these people and their sensitivity toward nature have been assimilated in the philosophy of The Spa at Primland.

We have gently interwoven American Indian healing practices with the finest European spa rituals for an uplifting experience in an ambiance of complete harmony.

Our unique treatments for men, women, couples, teens and children are intended to work in line with the energies of nature—fire, air, water and earth—awakening the senses, lifting the spirit and restoring balance and strength.



savor

Food is one of life's great pleasures. At Primland, we believe that amazing flavors happen when you cook with heart and soul, using seasonal, farm-fresh products that don't have to travel far to the table. We work closely with local growers and purveyors to hand-select only the freshest, most innovative organic and sustainable ingredients. The resulting flavors linger as fond memories long after the meal has come to an end.



“When I first saw Primland, it reminded me of the highlands of Scotland. I knew this was the perfect spot for a truly exceptional course.”

— Donald Steel, Course Architect



the highland course

The Highland Course is like no other. Designed by Donald Steel, one of the most influential European golf course architects, it winds its way through Primland’s mountain landscape, playing across ridge tops and over valleys, combining challenging golf with breathtaking scenery at every turn.

The Highland Course was ranked by *Travel and Leisure Golf* as one of “America’s 10 Best New Courses” in 2006. In January, 2008, *Golf Digest* named it “Best New Public Course \$75 and Over for 2007.” It also ranks in the top 25 of *Golfweek’s* Best Resort Golf Courses in the U.S. for 2009. Highly challenging and rewarding, the Highland Course has received overwhelmingly positive reviews from the press.

Words cannot do justice to the views the eye captures. The course is difficult and without question Donald Steel’s finest work.

—Virginia Golf Guide

If God were to build the perfect mountain course, there would be temptation to borrow a few ideas from Donald Steel’s masterpiece, The Highland Course at Primland, one of Virginia’s hidden treasures.

—Charlottesville Daily Progress

The Highland Course at Primland epitomizes the phrase “natural wonder.” The design is a minimalist masterpiece—it’s golf and nature at their finest.

—Continental Airlines Magazine



discover

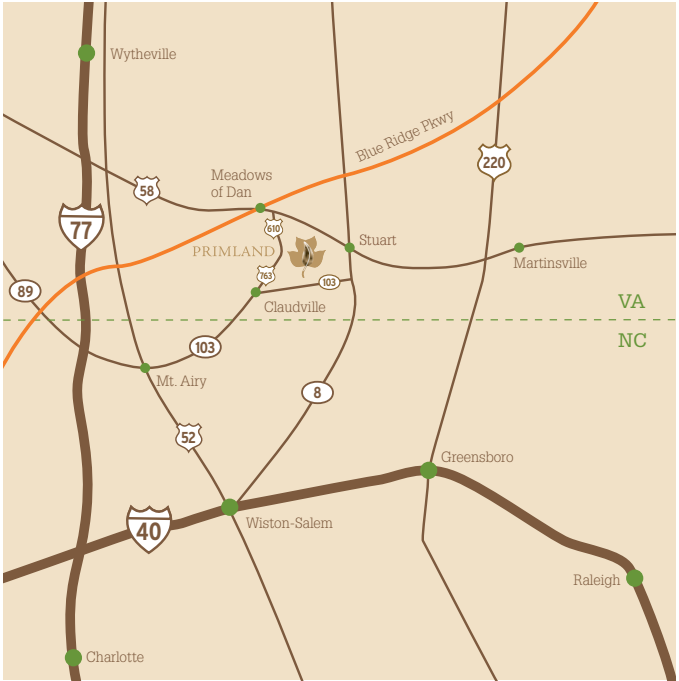
The rest of the world seems a million miles away at Primland. While here, you can try everything or, with great pleasure, do very, very little. From Orvis-endorsed wingshooting to wandering the nature trails as the seasons change, from sporting clays to a really challenging round of golf, from mountain biking and fly fishing to horseback riding and ATV trail riding, to a screening in our theatre or a night of stargazing in our private observatory, there is something for everyone at Primland.

For complete information on Primland’s indoor and outdoor activities, or to make a reservation, please call (866) 960.7746 or visit primland.com.



getting to primland

Primland is located about 30 minutes from I-77 as it crosses the Blue Ridge Parkway in Southwest Virginia. For complete information including hunting and lodging packages, photos, floor plans, menus and pricing, please visit primland.com or call toll free (866) 960.7746.



Virginia is for Lovers 



PRIMLAND

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