



Primland



Auberge Resorts Collection



Location

Located in the Blue Ridge Mountain Region, Primland Resort is a 51-room estate located on 12,000 acres of private land unfolding across the highlands of Virginia.

Just two hours' drive North from Charlotte, North Carolina, the Blue Ridge Mountains are a natural paradise of forest-cloaked peaks and sun-dappled valleys. At the heart of this pristine wilderness, Primland Resort awaits on its own mountain estate. From the regal Lodge with its skirt of emerald fairways to its romantic log cabins and treehouses perched above the Dan River Gorge, winding trails lead to a myriad fresh discoveries.

Accommodations

- 20 Rooms and 27 Suites
- 5 Mountain Top Treehouse Suites
- 1 Premier Suite located in Observatory tower
- Rooms that range from 500 to 800 sq ft
- Suites range from 900 to 1,800 sq ft
- Terraces and balconies available
- Frette linens
- Soaking tubs, galley kitchens available
- Working fireplaces available
- King and Double Queen options in both rooms and suites
- Interior and exterior connecting options
- Mountain views or fairway views

Amenities

- Luxurious guest rooms and suites
- Concierge services
- Twice-daily housekeeping service
- Mountain views
- Indoor spa pool and sauna
- Full service spa
- Fitness center and classes
- Children's activities available
- Retail boutique
- Complimentary wireless internet access
- Pets welcomed
- Private car service available
- Complimentary resort shuttle
- A variety of recreational activities
- Meeting rooms for private functions
- Wedding ceremony and reception sites
- On site private observatory
- Stately lodge and dramatic landscape

Golf

- 18 Hole Golf Course
- Award winning golf course architect, Donald Steele designed
- Audubon-certified all bentgrass greens course carved from the natural landscape of the mountains
- Ranked Top 28 golf resorts in the U.S. and Canada for 2024 by GOLF Magazine and No 1 course in VA in Golfweek's Best Courses You Can Play 2023
- Golf lessons available for all ages
- Driving range available

Wellness

SPA

- Full service spa facility
- Holistic, Native American healing rituals and approach to wellbeing
- Massage is the best-selling treatment
- Tata Harper product partnership
- Full service salon

FITNESS

- One fully equipped exercise studio with peloton bike, treadmills, free weights
- Outdoor exercise circuit
- Yoga and meditation classes
- Private and group fitness instruction
- Outdoor guided hiking, walking and biking trails

Adventures & Activities

- Hiking
- Spa featuring indoor pool
- Seasonal Workshops
- Wellness Activities
- Mountain Biking
- Off Road ATV Mountain Tours
- Fly Fishing
- Horse Riding
- Sporting Clays
- Archery & Tomahawk throwing
- Paddleboarding and funyaking on Primland's lake
- Observatory Stargazing experience
- Holiday Programming for Thanksgiving, Christmas and New Years.

Dining

ELEMENTS DINING ROOM

- Farm focused, organic driven menu highlighting refined Southern dishes.
- Views of the Blue Ridge Mountain region.
- Mood is elegant while still having a balanced approach to the destination

19TH PUB

- Enjoy dynamic take on casual fare
- Indoor pub style seating and outdoor terrace overlooking the mountain range with evening fire pits available
- Apple cider moonshine cocktails and premium creations specific to the destination available

STABLES SALOON

- Family style dining featuring slow roasted meats and seasonal local vegetables.
- Mood is casual and relaxed
- Bluegrass live music in the evening

PRIVATE DINING

- Schlumberger Wine Cellar featuring wines from Primland's sister property, Domaines Schlumberger
- Tobacco Barn
- Outdoor private dining available in season
- Private dining available in Elements
- Prepared and custom menus available

Events & Weddings

- Flexible indoor/outdoor event spaces
- Five meeting rooms for various size occasions
- Multiple activity selections
- Personalized menus
- Complimentary wireless internet access
- Professional on-site event coordinator
- Wedding Celebrations for all occasions
 - Resort Buyout
 - Exclusive Weddings
 - Elopement