

NEW RIVER VALLEY

HOLIDAY GUIDE

A local's guide to the 2026 holiday season

PAIGE WILLIAMS · KELLER WILLIAMS REALTY

THE TABLE

Eat, Drink & Be Merry

My go-to spots when family's in town for the holidays, from my morning coffee run to where I'd meet you for a cozy dinner.







RESTAURANTS

The Loyal · Inn at Virginia Tech

The Black Hen · Blacksburg

Draper Mercantile · Draper

COFFEE

Mill Mountain Coffee & Tea

Baan Thai Coffee · Christiansburg

Moon Hollow Coffee · The Local

DRINKS

Moon Hollow Brewing · Christiansburg

Rising Silo Farm Brewery

Bar Blue at The Black Hen

TREATS

Halwa Bakery & Cafe

Bollo's Cafe & Bakery

Our Daily Bread Bakery

SHOP LOCAL

Holiday Shopping

I do as much of my holiday shopping as I can right here in the New River Valley... the gifts feel more thoughtful, and the money stays with the families who make this place so special.

SMALL BUSINESS SATURDAY
Sat, Nov 28

WINTER LIGHTS MARKET
Fri, Dec 4

LATE SHOPPING NIGHTS
Main St · Dec 4

FOR THE HOST
Mountainview Mercantile
Local gifts · Christiansburg

FOR THE FOODIE
Draper Valley Marketplace
Specialty foods · Draper Mercantile

FOR THE KIDS
The Little Bookworm
Books for every age · Downtown Blacksburg

FOR THE HOMEBODY
Cambria Station Antiques
Antique treasures · Christiansburg

FOR THE STOCKINGS
The Local
Small-batch makers · Downtown Blacksburg

FOR THE ONE WHO HAS EVERYTHING
Blacksburg Vintage Collective
One-of-a-kind vintage · Downtown Blacksburg



SPEND AN AFTERNOON IN
Downtown Blacksburg
Wander The Local, The Little Bookworm and Blacksburg Vintage Collective, then warm up with a latte at Mill Mountain Coffee.

ON THE CALENDAR

Events & Festivities

Grab your calendar, friend. These are the NRV events I try to plan December around... and the ticketed ones fill up fast.

CONCERTS & SHOWS

Holiday Pops Spectacular
Sat, Dec 5 · Moss Arts Center, Blacksburg

The Nutcracker
Mid-Dec, · Blacksburg Ballet

TubaChristmas
Fri, Dec 4 · Downtown Blacksburg

A Festival of Nativities
Sat, Dec 5 · Slusser's Chapel, Blacksburg

Christmas in the Village
Sun, Dec 20 · Draper Mercantile

FESTIVALS & MARKETS

Holiday Market with Santa
Sat, Nov 21 · Glencoe Mansion, Radford

Winter Lights Festival
Fri, Dec 4 · Downtown Blacksburg

Winterfest & Festival of Trees
Dec 5–6 · Floyd Center for the Arts

Floyd County Christmas Parade
Sat, Dec 5, 5 pm · East Main St, Floyd

Christmas on Main
Fri, Dec 11, 5 pm · Downtown Christiansburg



BEST OF THE NRV

The *Holiday* bucket list

- [ ] Try a seasonal drink at Baan Thai Coffee
- [ ] Pick up treats from Halwa Bakery
- [ ] Catch Holiday Pops at the Moss Arts Center
- [ ] Drive through the lights at Randolph Park
- [ ] Go ice skating (rink TBA)
- [ ] Shop the Winter Lights Market downtown
- [ ] Try a seasonal brew at Moon Hollow
- [ ] Browse the makers at The Local
- [ ] Walk the Huckleberry Trail
- [ ] Watch the Christmas on Main parade
- [ ] See the tree lighting in Blacksburg
- [ ] Cozy date night at The Loyal
- [ ] Wine tasting at Beliveau Farm
- [ ] Give back to a local food pantry
- [ ] Bake holiday cookies
- [ ] Sled the first good snow day



PART ONE

Adventures in the NRV

When the weekend is wide open and you want to feel festive without a whole lot of planning, these are my easy go-tos.







WINTER FUN

A holiday latte at Mill Mountain Coffee · A winter walk on the Huckleberry Trail · A stroll around the Duck Pond at Virginia Tech

LIGHTS, DECOR & DISPLAYS

Randolph Park lights in Dublin · Downtown Blacksburg tree lighting · Christmas on Main in Christiansburg · Main Street in Floyd

MARKETS & MAKERS

Winter Lights Holiday Market · Draper Village Holiday Market · Blacksburg Farmers Market

PART TWO

Family Fun in the NRV

For family days: the spots kids beg to go back to, the prettiest backdrops for your Christmas card, and a few ideas for the dog too.







FOR THE KIDS

Breakfast with Santa at Christiansburg High (Dec 5) · Santa's fire truck rides through Christiansburg · Storytime at The Little Bookworm

FESTIVE PHOTO OPPS

Downtown Blacksburg all lit up · The Duck Pond at Virginia Tech · Photos with Santa at the Radford Holiday Market (Nov 21)

FOR THE PETS

A holiday bath at NRV Paw Wash · A pup walk on the Huckleberry Trail · Donate supplies to a local shelter

JUST OPENED

New + Coming Soon

Every time I'm out with clients, someone asks what's new around here... so here's what opened this year and what's coming soon.

The Local	Small-business hub on N. Main · Blacksburg
Moon Hollow Coffee	Coffee bar inside The Local · Blacksburg
The Loyal	Newly renovated dining · The Inn at Virginia Tech
Playa Bowls	Acai and smoothie bowls · Downtown Blacksburg
Blacksburg Vintage Collective	Vintage finds · Downtown Blacksburg
Blacksburg Coins	Coin shop next to The Little Bookworm
Substation II	A Blacksburg classic under new owners
NRV Paw Wash	Dog wash · Downtown Blacksburg
Draper Provisions	Gourmet market · Draper Rd (Coming soon)
The Library Cafe	European-style cafe · Draper Rd (Coming soon)

TAKE A TRIP

Local Stays & Getaways

Need a cozy place to put up visiting family, or craving a quick weekend away yourself? These are the spots I recommend.

GETAWAYS



ABOUT 4 HRS BY CAR

Gatlinburg, TN

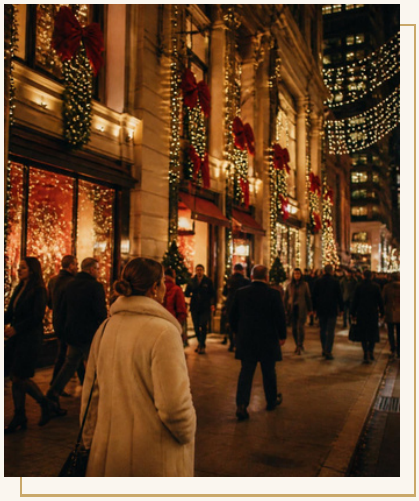
Smoky Mountain cabins, twinkly lights and a SkyBridge with a view



ABOUT 1.5 HRS BY CAR

Winterplace, WV

The closest ski slopes for a snowy day trip with the kids



ABOUT 4.5 HRS BY CAR

Washington, DC

Big-city holiday lights, museums and festive shopping

LOCAL STAYS

Clay Corner Inn · Blacksburg

The Inn at Virginia Tech

The Hotel Roanoke

Mountain Lake Lodge · Pembroke

Hotel Floyd · Floyd

Book early. Holiday weekends fill up fast.

FROM ME TO YOU



Wishing You *Happy Holidays*

I hope your December is full of twinkle lights, good food and the people you love most.

Thank you for letting me share a few of my favorite NRV traditions with you this year!

Paige Williams

@HELLOHOMESVA
540-679-7620
EPAIGEWILLIAMS@KW.COM

Thinking about a move in 2027?

Curious what your home would sell for right now? I'll put together a free home value report for you. Just send me a text or email.