



CUSHMAN &
WAKEFIELD

THALHIMER

FIVE FAST FACTS

ROANOKE, VA
Q4 2025

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01

Direct visitor spending in Virginia's Blue Ridge reached a record high of **\$923.1 MILLION** in 2024, an increase of 4.6% over the prior year.



02

Roanoke has been named among the **TOP 100** Places to Live in the U.S. by Livability.



03

Roanoke-based Carilion Clinic has raised more than **\$105.6 MILLION** for the 260,000 SF Carilion Taubman Cancer Center, currently under construction and scheduled to open in 2028.



04

Elbit America will invest **\$30 MILLION** to expand its Roanoke County manufacturing facility, creating 288 new jobs and pushing their local workforce over 1,100 employees.



05

College Raptor ranked Virginia Tech **#5** among the best colleges for real estate nationwide.

