



DANVILLE CITY
PITTSYLVANIA COUNTY
V I R G I N I A

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Danville Pittsylvania County Tourism Survey Complete

Two community meetings will be held next week to share research findings with the public and seek additional stakeholder input into the regional tourism master plan and brand development process

Sept. 6, 2022 (DANVILLE, Va.) - The Danville Office of Economic Development & Tourism, the official destination marketing organization for the city of Danville and Pittsylvania County, has received more than 2,000 responses to their recent regional tourism branding survey. These survey results provide researchers with a 99% confidence level with a less than 3% margin of error.

The public is invited to join Danville and Pittsylvania County tourism officials for an in-person meeting to review the survey results next Thursday, Sept. 15, 2022.

Two sessions will be held to accommodate the community's diverse schedule and location needs:

Danville Science Center
Thursday, Sept. 15, 2022
8:30 a.m. – 10 a.m.

677 Craghead St.
Danville, VA 24541

Olde Dominion Agricultural Complex
Thursday, Sept. 15, 2022
5:30 p.m. – 7 p.m.

19783 US Highway 29
Chatham, VA 24531

*Light refreshments will be served at both events

“There were some incredibly valuable insights that came out of this recent research effort. I’m excited to have our partners at Eddy Alexander share what they learned and how they’ll be using it to guide the next steps in their process,” Tourism Manager Lisa Meriwether said. “Big things are happening in this area and sharing the information we’re collecting through this process is important to ensuring that we are building a community-led, and data supported regional tourism program.”

The two sessions will both begin with a presentation of the research collected, followed by an opportunity for attendees to provide additional insights, and any necessary additional context around the presented findings. All community members that would like to be involved in the process are strongly encouraged to attend.

Feedback provided during the two sessions will be carefully considered in the development of the region’s upcoming tourism master plan, branding, and promotional efforts.

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About the City of Danville’s Office of Economic Development & Tourism

The office of Economic Development & Tourism is responsible for leading the city of Danville’s tourism efforts by branding and promoting the city and Pittsylvania County to differentiate it from other regional competitors through advertising, promotions, trade events, and visitor experience initiatives to stimulate economic growth for the region.