



News Release

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City celebrates National Travel and Tourism Week, announces new guides

The Danville Office of Economic Development & Tourism will celebrate National Travel and Tourism Week from May 19-25, 2024.

Established in 1983, National Travel and Tourism Week is an annual tradition to celebrate the U.S. travel community and travel's essential role in stimulating economic growth, cultivating vibrant communities, creating quality job opportunities, inspiring new businesses, and elevating the quality of life for Americans every day.

"All of this work and advancement is building local pride, and I am so very thankful for the hundreds of partners who have joined with us and supported our efforts over this first full year of program implementation," says Tourism Manager, Lisa Meriwether.

In honor of the national week, the Danville Office of Economic Development & Tourism's regional tourism brand program, Visit SoSi, has launched two new guides: the Outdoor Adventure Guide and the Old West End Historic District Walking Tour Guide.

Produced by Eddy Alexander, a full-service marketing and growth strategy advisory firm, the Outdoor Adventure Guide highlights the region's diverse and abundant outdoor and agricultural experiences, including hiking, biking, racing, farm tours, rodeos, markets, wineries, breweries, and more.

"There is so much happening in this region right now, but until recently, most media attention has been focused on the redevelopment in Danville's River District. This new adventure guide provides an opportunity to feature many of the local people and businesses across Danville and



Pittsylvania County that have invested in growing the region's reputation for many years," Eddy Alexander President and Chief Strategist, Jennifer Eddy, said. "SoSi has hiking and biking trails, wineries and breweries, beloved fishing holes, southern access to Smith Mountain Lake, traditional road racing at VIRginia International Raceway, motocross competitions, off-roading trails, and incredible agritourism assets like pick your own fruit and vegetable farms, local rodeos, family-friendly farm tours, and, of course, all of the competitive and showcase sporting events at Old Dominion Agricultural Complex. When you start to dig in, it's truly astounding how much there is to see and do."

The Old West End District Historic District Walking Tour Guide, created in partnership with the Friends of the Old West End, features architectural history of many notable homes along Millionaire's Row and throughout the Old West End Neighborhood and the River District.

"The Old West End boasts perhaps the finest and most concentrated collection of Victorian and Edwardian era architecture in Virginia," says Jonathon Holbrook, President of the Old West End Board of Directors. "With support from the City of Danville, Friends of the Old West End researched, documented, and published online the history of many of the homes in the district. Now, this comprehensive guide brings to life the entire district for all to enjoy."

In addition to these new guides, Visit SoSi also offers a Visitor's Guide and regional Pad Map, featuring attractions, dining and shopping options, and lodging recommendations. Discover these resources at <https://www.visitsosi.com/visitor-guide/>, including the first-ever Annual Activities & Impact Report, <https://www.visitsosi.com/partner/tourism-annual-report/>.

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About the Office of Economic Development & Tourism

The Danville 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.