



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

Contact: Lisa Meriwether
Tourism Manager
434.793.1753

Friday, May 9, 2025

City celebrates National Travel and Tourism Week, hosts annual tourism event

The Danville Office of Economic Development & Tourism (DOEDT) hosted an annual Visit SoSi Tourism Celebration event to recognize National Travel and Tourism Week (NTTW) on May 8, 2025.

Established in 1983, NTTW 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.

Corrie Bobe, DOEDT Director, said, "When we invest in tourism, sustainably and strategically, we're investing in the kind of community we all want to live, one with vibrant downtowns, cultural experiences, great food, outdoor adventure, and opportunity for all."

In recognition of NTTW, the DOEDT hosted a reception at The Homeplace Vineyard, Chatham, with over 70 local stakeholders, community leaders and delegates, and tourism ambassadors in attendance. Elected officials, including Danville Major Alonzo Jones and Delegate Eric Phillips, and community leaders, Corrie Bobe, DOEDT Director, Lisa Meriwether, DOEDT Tourism Manager, Robert Tucker, Pittsylvania County Board of Supervisors Chairman, and Becky Nave, the Virginia Tourism Corporation Director of Destination Development & Advocacy, made celebratory remarks.

Lisa Meriwether, DOEDT Tourism Manager, shared her excitement, "It has been an incredible year for our regional tourism program, Visit SoSi. It has been one of collaboration, creativity, innovation, and unbelievable momentum as one of the fastest growing tourism regions in the Commonwealth. The numbers do not lie that we are now firmly on the map as a sought-after tourist destination!"

The DOEDT works to promote Danville and Pittsylvania County as a travel destination through a regional website, marketing collateral, featuring a Visitor Guide, regional pad map, Old West End Historic Walking Tour Guide, Outdoor Adventure Guide, social media channels, and more. To learn more, visit www.visitsosi.com.

###

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.