



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

Contact: Lisa Meriwether
Tourism Manager
434.793.1753

Visit SoSi is the Fastest Growing Tourism Destination in the State: Visitor Spending Exceeded \$275.2 Million in 2024 and grew 23.5% YOY

*Tourism generated \$35.1 billion in visitor spending in Virginia,
marking a nearly \$2 billion increase over 2023.*

DANVILLE, VA, Sept. 18, 2025 - Visitor spending across Danville and Pittsylvania County reached \$275.2 million in 2024, up 23.5% year over year, making Visit SoSi Virginia's fastest-growing tourism destination. Tourism also supported **2,221** local jobs and generated more than \$11 million in local tax revenue across the two localities.

According to the Virginia Tourism Corporation (VTC), tourism in Virginia generated a record high \$35.1 billion in visitor spending in 2024, marking a 5.4% increase from \$33.3 billion in 2023. Overnight visitation to Virginia increased by over one million people to 44.7 million visitors in 2024, up from 43.6 million in 2023, surpassing pre-pandemic levels for the first time and setting a new record.

Travelers spent \$96 million per day in Virginia in 2024, up from \$91 million in 2023. Virginia visitors directly drove \$2.5 billion in state and local tax revenue, an increase of \$100 million from 2023. Every Virginia household saves \$990 annually on state and local taxes because of the revenue generated by visitors.

The tourism industry in Virginia directly supported over 229,000 jobs in 2024, an increase of nearly 5,000 jobs compared to 2023. Direct travel employment is now at 95% of pre-pandemic employment levels. Virginia's tourism workforce is growing gradually, but staffing shortages remain an ongoing challenge, particularly in the lodging sector.

“VTC’s recent report confirms what most of our area residents already feel: Danville and Pittsylvania County have significant momentum right now. It’s gratifying validation for the many entrepreneurs, nonprofits, and public servants who’ve all poured themselves into placemaking and for the visitors now discovering what’s here as well,” said Corrie Bobe, Danville Office of Economic Development & Tourism Director.

“As we’ve launched this new tourism program, we’ve benefited from new hotels, restaurants, and experiences all taking root and helping tell our story.” Lisa Meriwether, Tourism Manager for Visit SoSi said. “From river adventures and vibrant arts to family-friendly itineraries and standout dining, there’s truly something here for every traveler, and we know it’s working because our first time visitors keep coming back!”

“We are incredibly proud to see the continued momentum of Virginia’s tourism industry propelling us to new heights,” said President and CEO of Virginia Tourism Corporation Rita McClenny. “Through strategic marketing and close collaboration with statewide partners, VTC is driving new demand and encouraging longer stays across Virginia. From coast to cliff, our diverse destinations continue to captivate. As we look ahead to milestone moments such as the VA250 commemoration, Virginia is poised to play a leading role in how visitors engage with history, culture, and adventure.”

Danville and Pittsylvania County publicly launched their new unified tourism program, Visit SoSi in 2023 based on extensive community research, visioning, and industry collaboration. Strategic promotions, combined with highly successful revitalization efforts like the award-winning River District redevelopment and the more recent Schoolfield District Master Plan, which builds off the recent \$750M high-profile Caesars Virginia Resort investment, have all helped to transform the area’s offerings and elevate its reputation with significant national and international attention.

VTC receives its annual economic impact data from Tourism Economics. The information is based on domestic visitor spending (travelers from within the United States) from per-person trips. Visitors included those who stayed overnight or traveled more than 50 miles to the destination. Detailed economic impact data and methodology are available at vatc.org/research.

###

About The Danville Office of Economic Development and Tourism

The Danville Office of Economic Development & Tourism is responsible for leading the City of Danville’s tourism efforts under the Visit SoSi Brand. The office promotes tourism assets and attractions across the City of Danville and Pittsylvania County and uses advertising, promotions, trade events, and visitor experience initiatives to stimulate economic growth for the region. Learn more at www.visitsosi.com.

About Virginia Tourism Corporation (VTC)

Virginia is for Lovers is one of the most iconic and recognizable travel brands in the world. Using that powerful brand equity, Virginia Tourism Corporation (VTC) is charged with promoting the Commonwealth as a premier travel destination by showcasing all there is to love in a Virginia vacation. The dollars spent by travelers fuel the economy, provide jobs for Virginians, and improve communities across the state. Simply put, tourism helps make Virginia a great place to live, work, and vacation. Learn more at virginia.org.