



NEWS RELEASE | Economic Development & Tourism

Contact: Lisa Meriwether
Tourism Manager
434.793.1753

Thursday, October 16, 2025

City celebrates grand reopening of Danville Visitor Center

The Danville Office of Economic Development & Tourism (DOEDT) hosted a grand reopening of the Danville Visitor Center, 645 River Park Drive, on Thursday, October 16, to celebrate the renovated space.

The upgraded Visitor Center includes a redesigned interior layout with a centralized reception desk, an expanded patio, training space, improved storage for merchandise and collateral, and enhanced technology features, such as a sound dome. The renovation, which began in February 2025, was made possible through a collaboration with local partners, Dewberry and Quality Construction, and the City of Danville Public Works Department.

City and tourism leaders gathered to commemorate the occasion, including Alonzo Jones, Danville Mayor, Lisa Meriwether, DOEDT Tourism Manager, and Rita McClenny, CEO and President of the Virginia Tourism Corporation, who shared remarks highlighting the impact of the Visitor Center on enhancing the visitor experience.

"Visitor centers play such a vital role in welcoming travelers, connecting them to local businesses, and inspiring them to stay longer and experience more," said Rita McClenny, President and CEO of the Virginia Tourism Corporation. "The newly renovated Danville Visitor Center is a shining example of how communities can elevate the visitor experience while showcasing the rich culture, history, and hospitality of Southern Virginia. We are proud to support the City of Danville and Visit SoSi as they continue to invest in tourism as a driver of economic growth and community pride."

"The Danville Visitor Center is more than a stop along the river. It's the front door to our community," said Danville Mayor, Alonzo Jones. "This beautifully renovated space welcomes visitors to Danville and Southern Virginia, showcasing our pride and progress while celebrating our story and inviting others to be part of what's ahead."

“We are proud to welcome guests into an upgraded space that truly represents the warm and friendly spirit of Visit SoSi,” said Lisa Meriwether, DOEDT Tourism Manager. “This new design will allow us to better showcase the vibrancy of Danville, Pittsylvania County, and the Southern Virginia region.”

Beginning October 16, discounted merchandise will be available to purchase at the Visitor Center, including Visit SoSi branded apparel and accessories, through the end of the month.

To learn more about regional tourism brand, Visit SoSi, click here: www.visitsosi.com.

##

About Visit SoSi

Visit SoSi is the fastest-growing tourism destination in the Commonwealth of Virginia. The Danville Office of Economic Development & Tourism, which serves as the official Destination Marketing Organization for the region, leads the City of Danville's tourism promotions under the Visit SoSi brand. The office promotes tourism assets and attractions across the City of Danville and Pittsylvania County and leverages advertising, earned media, promotions, trade events, and visitor experience initiatives to stimulate economic growth for the region. Learn more at www.VisitSoSi.com