



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

Contact: Lisa Meriwether
Tourism Manager
434.793.1753

Tuesday, October 21, 2025

City hosts Virginia Tourism Fall Study Tour

The Danville Office of Economic Development & Tourism (DOEDT), in collaboration with the Virginia Tourism Corporation (VTC), hosted the Virginia Tourism Fall Study Tour, October 14-16, 2025.

This initiative marked a biannual opportunity for the Virginia Welcome Centers managers and staff to network with colleagues, learn new strategies for visitor center operations, and explore the diverse tourism assets of host communities. Virginia's twelve official Welcome Centers are strategically located at key gateways throughout the state and serve as critical touchpoints for more than two million visitors each year, offering expert guidance and enhancing the overall travel experience.

"Hosting the Virginia Tourism Fall Study Tour was a privilege and a strategic opportunity to showcase Danville and Pittsylvania County's rich visitor experience," shared Lisa Meriwether, DOEDT Tourism Manager. "We are proud to welcome colleagues across the state and share our vibrant stories that make Southern Virginia the fastest growing tourism destination in Virginia."

Over 35 attendees engaged in a curated itinerary, designed to showcase Danville and Pittsylvania County's assets, attractions, and hospitality.

"It was an honor to highlight the Science Center during the recent VTC Fall Study Tour," said Adam Goebel, Danville Science Center Executive Director. "It appeared as though those who participated, from all across the Commonwealth, had a great time touring the facility and enriching their lives through science! We're happy to play a small part in making Southern Virginia the fastest growing tourism destination in Virginia."

Attendees also had the opportunity to take part in the DOEDT's I Am Tourism Ambassador program, a quarterly workshop aimed at cultivating informed, enthusiastic advocates for the Southern Virginia region.

To learn more about the abundant offerings in Danville and Pittsylvania County, visit 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