



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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City hosts Visit SoSi Tourism Stakeholder Breakfast

On October 30, 2025, the Danville Office of Economic Development & Tourism (DOEDT) hosted a Visit SoSi Tourism Stakeholder Breakfast, at the Institute Conference Center, 150 Slayton Avenue, Danville. This event brought together over 60 local tourism professionals to share updates, spotlight recent marketing initiatives, and foster collaboration across the region.

Guest speakers included Dan Roberts, Vice President, Research & Strategy, Virginia Tourism Corporation, and Jennifer Eddy, President & Chief Strategist, Eddy Alexander. Both guests shared the latest insights and marketing trends shaping the region's tourism economy, offering valuable perspectives to support future growth for Danville and Pittsylvania County.

"We are thrilled to have this opportunity to bring so many passionate stakeholders into one room and celebrate what makes Southern Virginia the fastest-growing tourism destination in the state," said Tourism Manager, Lisa Meriwether. "Whether you're a retailer, restaurant owner, or boutique hotel staff member, you play a vital role in welcoming new visitors and sharing the unique story of our region."

The DOEDT is committed to strengthening the local business ecosystem and attracting new visitors to Southern Virginia. To learn more about upcoming tourism events and workshops, visit www.visitsosi.com.

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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