



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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City hosts I Am Tourism ambassador workshop, announces additional dates

The Danville Office of Economic Development & Tourism (DOEDT) hosted its most recent I Am Tourism ambassador workshop, on February 5, 2026, welcoming more than 30 community members to participate in the free training program.

Launched in August of 2024, I Am Tourism aims to equip locals and stakeholders with a deeper understanding of the many attractions and dining, shopping, and lodging options in Danville and Pittsylvania County. The program uses a hub-and-spoke learning model and includes a guided bus tour of the Danville area, led by Joyce Wilburn. Upon completion of the workshop, participants receive a certificate, pineapple lapel pin, and passes to various attractions to experience first-hand the many offerings in Danville and Pittsylvania County.

The DOEDT has announced additional workshop sessions for 2026:

- May 28
- August 6
- November 5

The workshops are free and open to the public, but space is limited to 40 individuals per workshop. Each session will be held at Dan River Falls, 420 Memorial Drive, Danville, Virginia.

DOEDT Tourism Manager, Lisa Meriwether, emphasizes the importance of community involvement, stating, "Tourism improves the quality of life for us all, and all of us need to do our part to share our region's amazing story. The I Am Tourism program engages and educates our community to serve as champions of their hometown."

Katelyn Moran, program participant, said, “This workshop was really eye opening and showed my group and I just how much our town has grown and how big of a role tourism plays in that growth. My coworkers and I completed an activity of planning a potential getaway weekend for a family with specific requirements, which really opened my eyes to the number of possibilities in Danville. I'd absolutely recommend this workshop to anyone who is interested in where our town has been and where we are headed. My team from Karen's Hallmark Shop gained so much insight into our city and I believe that it will help us better represent Danville in our day-to-day interactions with our customers.”

To date, more than 200 community members have participated in the program.

Those interested in joining an upcoming workshop can register online at:

<https://www.visitsosi.com/i-am-tourism-visit-sosi-ambassador-program/>



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About the Danville Office of Economic Development & Tourism

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