



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

Contact: Lisa Meriwether
Tourism Manager
434.793.1753

Friday, May 15, 2026

City celebrates National Travel and Tourism Week, hosts annual tourism event

The Danville Office of Economic Development & Tourism (DOEDT) hosted its annual Visit SoSi Tourism Celebration on May 14, 2026, in recognition of National Travel and Tourism Week (NTTW), celebrating three years of the regional tourism program.

Established in 1983, NTTW is a nationwide tradition honoring the U.S. travel community and the industry's essential role in driving economic growth, supporting vibrant communities, creating quality jobs, inspiring new businesses, and enhancing quality of life for residents and visitors alike.

To mark the occasion, DOEDT welcomed more than 60 local stakeholders, community leaders, elected officials, and tourism ambassadors to a reception at the newly renovated Danville Visitor Center, located at 645 River Park Drive. Celebratory remarks highlighting the region's tourism momentum were delivered by Lisa Meriwether, Visit SoSi Tourism Manager, Ken Larking, Danville City Manager, Vice Mayor James Buckner, and Jennifer Kohms of the Virginia Tourism Corporation (VTC).

During the celebration, Meriwether unveiled the redesigned Visit SoSi Visitor Guide, introduced the brand-new African American Life guide, and revealed a newly wrapped Visit SoSi collateral van.

Meriwether shared her enthusiasm for the year's progress. "It has been an incredible year for our regional tourism program, Visit SoSi. It has been one of collaboration, creativity, innovation, and unbelievable momentum as one of the fastest-growing tourism destinations in the Commonwealth."

“This growth would not be possible without leadership and vision, funding and investment, passionate business owners, and tourism, which is the welcome mat for economic development and is crucial for a community’s quality of life,” said Jennifer Kohms, VTC Destination Development Manager. “Everyone here today has had some part in this success.”

This year’s celebration also follows the recent announcement by Governor Abigail Spanberger of Virginia’s Statewide Strategic Tourism Plan for 2026–2029, a comprehensive roadmap designed to guide tourism growth, sharpen the Commonwealth’s competitive edge, and increase visitation and traveler spending over the next four years. Developed by the Virginia Tourism Corporation (VTC) in partnership with Hunden Partners, the plan outlines a coordinated, data-driven strategy to strengthen Virginia’s tourism industry and support economic development across all regions.

To learn more, visit <https://www.governor.virginia.gov/newsroom/news-releases/2026/april-releases/name-1116456-en.html>.

The DOEDT continues to promote Danville and Pittsylvania County as a premier travel destination through a regional website, marketing collateral, and visitor resources including the Visit SoSi Visitor Guide, regional pad map, Old West End Historic Walking Tour Guide, Outdoor Adventure Guide, and active social media channels. Visit SoSi merchandise, including branded shirts, hats, and hoodies, can also be purchased at the Danville Visitor Center.

###

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