



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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Visit SoSi welcomes eight travel creators for immersive Southside Virginia FAM Tour

The Danville Office of Economic Development & Tourism (DOEDT) welcomed eight travel and lifestyle content creators to Southside Virginia for a three-day familiarization (FAM) tour held June 27–29, 2026. The visit was coordinated in partnership with TBEX North America, a leading conference connecting travel creators with destinations through immersive experiences and networking opportunities.

Over the course of the tour, creators explored a curated itinerary highlighting standout attractions, restaurants, outdoor adventures, and cultural experiences across both Danville and Pittsylvania County.

“We are excited not only to promote our wonderful home of Southside Virginia to these creators, but also to build momentum for future tours that will continue spreading the word about Danville and Pittsylvania County,” said Lisa Meriwether, Visit SoSi Tourism Manager. “When we engage with creators from far and wide, we are spotlighting our region on a local, national, and international stage.”

Participating content creators included:

- Phoenix Powell, @phoeynxtravels
- Laura Danforth, @winetravelista
- Lydia Weigel, @lostwithlydia
- Shenise Foster, @munchtravelogue
- Carrie Cochran, @carried_away_travels
- Lauren Gay, @outdoorsydiva
- Laura Becker, @laura_where_she_lands
- Jalisa Sóliván, @jalisalaboricua

Meriwether added, “We would also like to thank our incredible partners and tourism stakeholders for their support. Their collaboration made this experience possible.”

As the creators share their experiences across social media, interested travelers can follow their stories, photos, and recommendations to discover more about what makes Danville and Pittsylvania County the fastest growing tourism destination in the Commonwealth.



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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