



News Release | Economic Development & Tourism

Contact: Hannah Toufas, Marketing & Communications Specialist
434.793.1753

Wednesday, October 21, 2026

City awards tourism sponsorships to nineteen local organizations to support programs, projects, and events across Southside Virginia

The Danville Office of Economic Development & Tourism (DOEDT) has announced the recipients of the Visit SoSi tourism sponsorships, a reimbursable funding opportunity designed to support stakeholders in hosting programs, projects, and events that attract new visitors to Danville and Pittsylvania County.

This year, nineteen organizations were awarded sponsorships, aimed at fostering collaboration among local tourism partners, creating experiences, and strengthening the local economy.

“For two years in a row, Southside Virginia has been named the fastest-growing tourism destination in the Commonwealth in terms of visitor spending,” said Tourism Manager Lisa Meriwether. “That growth is fueled by the creativity of organizations across our region that continue to develop experiences worth traveling for. Danville and Pittsylvania County are full of stories waiting to be shared, and these sponsorships help our tourism partners bring those stories to life while giving visitors even more reasons to discover Southside Virginia.”

Priority was given to applicants who showcased how their initiative increased visitations and/or exposure of Danville and Pittsylvania County through promotional efforts. Only projects, programs, and events that occur between October 2026 and September 30, 2027, were eligible.

View the full list of tourism sponsorship recipients here: <https://www.visitsosi.com/tourism-sponsorship/2026-tourism-sponsorship-recipients/>

The Visit SoSi tourism sponsorship portal is currently closed, with an anticipated reopening date of late 2027. Click here to learn more about eligibility: <https://www.visitsosi.com/tourism-sponsorship/>

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About Visit SoSi

Southside Virginia is one of Virginia's rising tourism success stories, earning recognition as the Commonwealth's fastest-growing destination for visitor spending for two years in a row. Led by the Danville Office of Economic Development & Tourism, Visit SoSi serves as the official destination marketing organization for the City of Danville and Pittsylvania County. Through innovative marketing, media outreach, partnerships, events, and visitor-focused experiences, Visit SoSi inspires travelers to discover everything the region has to offer while supporting local economic development. Learn more at www.VisitSoSi.com