



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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City of Danville celebrates grand opening of Visitor Center at Caesars Virginia

The Danville Office of Economic Development & Tourism (DOEDT) celebrated the grand opening and ribbon cutting of the new Danville Visitor Center at Caesars Virginia on October 6, 2026. Located at 1100 West Main Street, the center expands visitor services in the community and serves as the second official Visitor Center location alongside the Danville Visitor Center at 645 River Park Drive.

City leaders, tourism partners, and community members gathered to commemorate the opening. Remarks were delivered by Lisa Meriwether, DOEDT Tourism Manager, Val Guffy, Virginia Tourism Corporation's Managing Director of Consumer and Partner Services, Chris Albrecht, Senior Vice President & General Manager of Caesars Virginia, and Danville Mayor Alonzo Jones.

"This new Visitor Center will serve as a welcoming gateway for travelers and residents alike, connecting visitors with the attractions, experiences, and hospitality that make Danville and Southside Virginia such a special destination," said Meriwether. "As visitation continues to grow, this location allows us to meet guests where they are and help them discover even more of what our community has to offer."

"Opening the Danville Visitor Center inside Caesars Virginia will create an important connection between guests and the community beyond its doors," said Guffy. "It will provide guests with a convenient starting point to discover the local restaurants, attractions, cultural experiences, outdoor activities, and small businesses that make Danville so exceptional. We want visitors to enjoy their time at Caesars Virginia while also finding inspiration to venture beyond the resort, explore the community, and experience all that this unique destination has to offer."

The new Visitor Center will offer travel information, regional guides, maps, brochures, and recommendations for attractions, dining, outdoor recreation, shopping, lodging, events, and

other experiences throughout Danville, Pittsylvania County, and the surrounding Southside Virginia region.

Visitors can also purchase Visit SoSi, City of Danville, and Virginia Tourism Corporation merchandise and apparel, providing a unique way to remember their visit and support tourism initiatives across the Commonwealth.

The new location reflects the continued growth of tourism in the region and the collaborative partnership between DOEDT, Caesars Virginia, and regional tourism stakeholders to enhance the visitor experience and encourage exploration throughout Southside Virginia. To learn more, visit www.visitsosi.com.

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About the Danville Office of Economic Development & Tourism

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