



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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City to host free customer service trainings for local businesses and stakeholders

The Danville Office of Economic Development & Tourism will host a series of free customer service training courses designed to help tourism stakeholders, small business owners, nonprofit organizations, and community partners deliver exceptional customer experience while becoming stronger ambassadors for the region.

“Whether you own a coffee shop, welcome guests at a boutique hotel, or lead tours on a local farm, this workshop will help you better understand what visitors are looking for when they travel to Southside Virginia,” said Tourism Manager Lisa Meriwether. “Our region continues to welcome new visitors each and every day, and these trainings help local businesses and organizations create memorable experiences while showcasing everything that makes Danville and Pittsylvania County special.”

The workshops are free and open to businesses, nonprofits, and organizations throughout Danville and Pittsylvania County. Participants will learn practical customer service strategies, gain insight into the region's tourism offerings, and discover ways to better connect visitors with local attractions, restaurants, shops, and experiences.

All sessions will be held at Dan River Falls, Suite 200, 420 Memorial Drive, Danville.

Upcoming training dates:

- October 15, 2026 | 9am-Noon
- January 27, 2027 | 9am-Noon
- April 29, 2027 | 9am-Noon

To learn more and register yourself and your team, visit
<https://www.visitsosi.com/partner/hospitality-workshops/customer-service-training/>.

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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