



## News Release

Contact: Lisa Meriwether  
Tourism Manager, Danville Office of Economic Development & Tourism  
434.793.1753

Thursday, May 23, 2024

### **City receives Virginia Tourism Corporation grant for tourism marketing**

Governor Glenn Youngkin announced that the Danville Office of Economic Development & Tourism (DOEDT) received \$32,500 from the Virginia Tourism Corporation (VTC) Marketing Leverage Program. In total, VTC awarded more than \$3.27 million for 268 local and regional tourism marketing programs across the state to help increase visitation and revenue for Virginia's localities through tourism. The announcement was made during National Travel & Tourism Week.

The DOEDT will use the grant to promote the Visit SoSi "So, Let's Go" digital marketing campaign that will introduce Danville and Pittsylvania County to tourists within a four-hour drive market radius.

"VTC's marketing and sponsorship programs are powerful incentives creating tourism partnerships across Virginia that are a robust part of Virginia's economic ecosystem," said Governor Glenn Youngkin. "Across the Commonwealth, the tourism industry recognizes the importance of having inventive strategies to showcase all that Virginia has to offer. These grants will support those efforts and help draw thousands of additional visitors to the Commonwealth to experience everything that makes Virginia so special."

"This is a region that is reinventing itself. As we navigate the path ahead, we are incredibly thankful to partners, like the Virginia Tourism Corporation, that help us seize every opportunity and are willing to double down on our investments to ensure they pay off for our community," says Corrie Bobe, DOEDT Director.

The digital ad campaign will target residents from neighboring communities, using the [www.VisitSoSi.com](http://www.VisitSoSi.com) website to promote the region's recreational assets, hidden gems, and growing abundance. The campaign will emphasize activities and itineraries focused on the



brand's six pillars: History & Architecture, Arts & Culture, Festivals & Events, Food & Beverage, Adventure Recreation, and Family Friendly Itineraries.

“The Visit SoSi “So, Let’s Go” Campaign will build on the work of this past year of successful tourism operations, helping to capitalize on a moment of real opportunity, and will further demonstrate the benefits of a regional approach to tourism promotion at a time where many businesses and future investors are paying attention and taking note,” says Tourism Manager, Lisa Meriwether. “This campaign will pay dividends for many years to come.”

VTC’s tourism marketing and sponsorship programs are designed to increase visitor spending by leveraging limited marketing dollars, to stimulate new tourism marketing through partnerships, and to extend the “Virginia is for Lovers” brand to drive visitation. Using the hub and spoke tourism partnership model, Virginia entities partner to apply for funding. Partners may consist of Virginia cities, towns, counties, convention and visitors’ bureaus, chambers of commerce, other local or regional destination marketing organizations, museums, attractions, cultural events, and other tourism-related non-profits and tourism-oriented businesses. More information on VTC’s Grant Programs can be found at [www.vatc.org/grants](http://www.vatc.org/grants).

###

### **About the Danville Office of Economic Development & Tourism**

The Danville Office of Economic Development & Tourism is responsible for leading the City of Danville’s tourism efforts by branding and promoting the city and Pittsylvania County to differentiate it from other regional competitors through advertising, promotions, trade events, and visitor experience initiatives to stimulate economic growth for the region. Learn more about regional tourism brand, Visit SoSi, at [www.visitsosi.com](http://www.visitsosi.com).

### **About Virginia Tourism Corporation**

Virginia is for Lovers is one of the most iconic and recognizable travel brands in the world. Using that powerful brand equity, Virginia Tourism Corporation (VTC) is charged with promoting the Commonwealth as a premier travel destination by showcasing all there is to love in a Virginia vacation. The dollars spent by travelers fuel the economy, provide jobs for Virginians, and improve communities across the state. Simply put, tourism helps make Virginia a great place to live, work, and vacation. Learn more at [virginia.org](http://virginia.org).