



Newport News Tourism
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Newport News Tourism Awarded \$10K Grant from Virginia Tourism Corporation

FOR IMMEDIATE RELEASE

NEWPORT NEWS, VA (April 29, 2025) – Visit Newport News proudly announces it is the recipient of a \$10,000 grant from the Virginia Tourism Corporation, to enhance its efforts to market Newport News to out-of-state visitors.

With the support of key tourism partners, Visit Newport News has curated a micro campaign titled "Soul of the City," which features a bougie-on-a-budget four-day itinerary that showcases the very best of Newport News, providing visitors with an unforgettable experience.

Designed specifically for Baltimore couples who enjoy urban exploring, the suggested itinerary includes arriving via Amtrak train at the Newport News Transportation Center, staying at the Newport News Marriott at City Center, visiting renowned attractions such as The Mariners' Museum and Park and the Mary M. Torggler Fine Arts Center, dining at Saté, and enjoying live music at Tech Center's Summer Concert Series, presented in partnership with Virginia Arts Festival.

"The DRIVE Tourism+ program provides Virginia's DMOs with the tools and insights needed to attract more visitors, increase spending, and extend traveler length of stay. By leveraging data-driven strategies, the initiative helps destinations remain competitive and drive economic growth. We were excited Newport News participated in the DRIVE Tourism+ program and look forward to their success in strengthening Virginia's tourism industry," said Caitlin Johnson, Director of Operations and Industry Initiatives for VTC.

To find out more about the campaign, including discounts and special event information, check out the Visit Newport News website at <https://www.visitnewportnews.com/soul-of-the-city/>.

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