



HARRISONBURG | VA FRIENDLY BY NATURE



For Immediate Release – May 22, 2024

Contact: Jennifer Bell, Harrisonburg Tourism Manager
540.421.9609
Jennifer.Bell@harrisonburgva.gov

Two new grants to help shine spotlight on Harrisonburg as tourism destination

HARRISONBURG, Va. – Prospective travelers from the Philadelphia and Washington, D.C., areas will soon be learning more about what The Friendly City offers as a unique outdoor adventure destination thanks to two new grants received this week by Harrisonburg Tourism.

Gov. Glenn Youngkin announced the latest round of Virginia Tourism Corporation (VTC) marketing grants Tuesday, with Harrisonburg Tourism receiving two grants totaling \$29,000 – a \$20,000 grant for the “Harrisonburg, Your Basecamp for Analog Adventure” program and a \$9,000 grant for the “Journey at Your Own Tempo and Enjoy Harrisonburg’s Unhurried Charms” campaign. These marketing efforts aim to attract tourists to Harrisonburg, where they can visit Shenandoah National Park, the Appalachian Trail and other nearby outdoor destinations and trails while shopping, dining and lodging in the city.



Harrisonburg Tourism is located inside the Hardesty-Higgins House Visitor Center (above) at 212 S. Main St.

Much of the funds will go toward marketing Harrisonburg’s outdoor recreation opportunities in publications such as the online Philly Magazine and the program book for the Washington Nationals Major League Baseball team, among other publications. Advertisements will emphasize opportunities that offer a relaxing, slower-paced vacation particularly appealing to urban visitors who want to disconnect from the fast-paced city culture.

“The support we have received and continue to receive from Virginia Tourism Corporation has been transformational for our marketing efforts,” Harrisonburg Tourism Manager Jennifer Bell said. “We’ve received almost \$170,000 in grants from Virginia Tourism in the past five years. With these funds we were able to highlight Harrisonburg as the Outdoor Recreation Capital of the Shenandoah Valley and bring more tourists to the area and grow our tourism economy.”

Harrisonburg Tourism’s vision is to position Harrisonburg as a premier travel destination by promoting and developing creative tourism marketing initiatives that stimulate economic growth in the city. Harrisonburg Tourism partners with local businesses, media, travel writers, group tour operators, meeting and event planners, film scouts and regional and state tourism partners to increase tourism in our region.

Find more information on Harrisonburg Tourism at www.VisitHarrisonburgVA.com and visit the Hardesty-Higgins House Visitor Center at 212 S. Main St.

The City of Harrisonburg is centrally located in the Shenandoah Valley of Virginia. It is home to approximately 55,990 people. More information about the City of Harrisonburg is online at www.HarrisonburgVA.gov.

###