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Clem-Hott named as next Harrisonburg Tourism Manager

Long-time former City of Harrisonburg staff member returns to lead Tourism division

HARRISONBURG, Va. – A long-time advocate of The Friendly City and regional tourism expert will soon be joining the City of Harrisonburg staff.

(Above) New Harrisonburg Tourism Manager Brittany Clem-Hott. Her first day will be Monday, Oct. 26.

Brittany Clem-Hott, currently the Tourism Development Manager for the Shenandoah County Tourism & Economic Development Office, has been named Harrisonburg Tourism Manager, effective Monday, Oct. 26. Clem-Hott, who previously worked with the City of Harrisonburg as a leader in public engagement and outreach, will be returning to the organization with a focus on highlighting the community as a thriving regional destination for visitors of all interests.

"Harrisonburg visitors have access to an incredible mix of outdoor recreation, local food and agriculture, craft beverage, arts and culture, live music, sports, shopping and family-friendly experiences all within the heart of the Shenandoah Valley," Clem-Hott said. "Our nearby hiking and biking trails, river access, cycling community, local businesses, farmers market, culinary scene and agritourism connections create so many opportunities to experience the area in a meaningful way. As Tourism Manager, I'm thrilled to have the opportunity to help tell Harrisonburg's story to those considering visiting here for the first time or making one of many return trips to our community."

As Shenandoah County's Tourism Development Manager, Clem-Hott executed outreach strategies for the Dreamers Always Welcome campaign, focused on prospective travelers and media contacts, which promoted Shenandoah County's outdoor recreation, agritourism, wineries, arts and more. She previously worked in marketing and public relations for James Madison University, as the Event & Marketing Director for the Town of New Market and in public engagement positions with the City's Parks & Recreation and Public Works departments. Her experience has given her a broad understanding of the many elements that contribute to a thriving community, and one that people want to visit.

Clem-Hott looks to join the Tourism office in the coming days and immediately dive in on strategic collaboration and thoughtful promotion of Harrisonburg's tourism vision.

"Virginia Tourism recently reported a nearly 8 percent increase in visitor spending in Harrisonburg – I'm excited to build on that momentum and work with our partners to continue growing visitation and its positive impact on the community," Clem-Hott said.

Harrisonburg saw $262.3 million in direct visitor spending in 2025, contributing to 2,732 jobs in the local economy and generating $14.1 million in local taxes, all increases over 2024 numbers. For Harrisonburg Economic Development, which oversees the City's Tourism division, the work contributes to supporting the department's efforts to assist businesses in creating jobs and stimulating investment in the community.

"Visitors to our community are a significant factor in the success of many of our businesses year-round – whether that be people coming to enjoy outdoor adventures or to see a live sporting event," Harrisonburg Economic Development Director Brian Shull said. "Brittany's experience, coupled with the passion she has for Harrisonburg, will be key in highlighting all the great reasons to come and stay in Harrisonburg and enjoy the authentic experiences we have to offer."

Learn more about Harrisonburg Tourism at https://visitharrisonburgva.com. The Harrisonburg Visitor Center is located at 212 S. Main St.

The City of Harrisonburg *is centrally located in the Shenandoah Valley of Virginia. It is home to approximately 56,879 people. More information about the City of Harrisonburg is online at www.HarrisonburgVA.gov.*

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