



City of Harrisonburg
Public Information Office
409 South Main Street
Harrisonburg, Virginia 22801
540-432-8931 (office)

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Contact: Brenda Black, Tourism Director
540.432.8940
Brenda.Black@HarrisonburgVA.gov

Harrisonburg Tourism Receives Awards

Harrisonburg, Va. – The Virginia Association of Destination Marketing Organizations (VADMO), an association supporting destination marketing organizations and the development of tourism and travel professionals in Virginia, announced the winners of the 2017 VIRGO Awards at their 2018 Tourism Symposium held in Charlottesville on April 22-24.

Harrisonburg Tourism and Visitor Services was announced as a partner this year winning two award categories. Partnership in the [Shenandoah Spirits Trail](#) won as the “Best Regional Marketing Initiative” and the [Shenandoah Valley Tourism Partnership](#) won “Best in Show” by its peers in the tourism industry.

“It is an honor to work with a region that understands the value of partnership marketing,” said Brenda Black, Tourism and Visitor Services Manager with Visit Harrisonburg. These types of programs with cooperative marketing plans provide the city a greater level of visibility which increases visitation and boosts the local economy.”

The VIRGO Awards, now in their ninth year, celebrate the success of destination marketing organizations along with their respective staff members and volunteers. Theresa Earles, Tourism Development Manager with Suffolk Tourism, presented the VIRGO Awards on behalf of VADMO, and said “Each year, VADMO honors the best and brightest in Virginia’s tourism industry. Whether it is an innovative marketing campaign, a wildly successful destination event, or a top-notch tourism professional; the VIRGO Awards showcase the immense talent and dedication of VADMO’s members. It’s a friendly competition that provides an excellent opportunity for statewide recognition, as well as peer assessment for our destination marketing organizations.”

Judges for the awards were industry peers from Pennsylvania and North Carolina. Submissions were evaluated on the quality of the submission, economic efficiency, and the economic or community impact. The awards were for projects, campaigns, and efforts completed between August 2016 and December 2017.

Other category winners of the VADMO VIRGO are posted on the VADMO website, www.vadmo.org.

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About Harrisonburg Tourism and Visitor Services

Harrisonburg Tourism and Visitor Services is the Destination Marketing Organization for the city of Harrisonburg. The mission of the tourism office is to position Harrisonburg as a premier travel destination by promoting and developing creative tourism marketing initiatives that stimulate economic growth in the city. 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 the Shenandoah Valley region. Visit www.HarrisonburgVA.com or contact the tourism office at 540-432-8940.

About VADMO

The Virginia Association of Destination Marketing Organizations is a not-for profit 501(c)(6) membership organization made up of destination marketing organizations, visitor bureaus, and the companies that support them. Since it started in 1978, the organization has been promoting professionalism within the Virginia tourism industry and has worked on behalf of its members to make sure that tourism and travel continue to be strong economic drivers in the Commonwealth's economy. For more information about VADMO please visit www.vadmo.org or contact the organization at 540-904-4710.



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