



HARRISONBURG | VA
FRIENDLY BY NATURE



For Immediate Release – March 22, 2024

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

Harrisonburg Tourism staff honored with Trailblazer Award

HARRISONBURG, Va. – Harrisonburg’s Hardesty-Higgins Visitor Center and the hard-working staff of Harrisonburg Tourism were recently honored for their excellence and creative accomplishment in tourism marketing and promotion.

The Virginia Tourism Corporation Trailblazer Award, which Harrisonburg Tourism received last week at the VTC Visitor Center Seminar, honors the team’s work on the Harrisonburg-Rockingham Trail Guide. The Trailblazer Award is given to one state-certified visitor center each year, recognizing centers for their work in tourism marketing and promotion and to foster the development of imaginative and innovative marketing promotion programs and activities.

The Harrisonburg-Rockingham Trail Guide, which is available at the Hardesty-Higgins Visitor Center or online at www.VisitHarrisonburgVA.com, provides information on 15 local trails so visitors and locals can find an option that best fits their level of outdoor adventure – no matter if they are hiking, mountain biking, gravel riding or looking for other ways to enjoy nature. Visitor center staff also studied information on each of the trails so they could share details with interested visitors.

“The popular new guide is on display and individual pages of the guide are available so visitors can select just one trail or the whole guide,” Harrisonburg Tourism Manager Jennifer Bell explained. “We’re very proud of all the work that went into making this guide happen, and we believe it has been very beneficial for the many people who come to Harrisonburg in hopes of enjoying all the great outdoor activities in our area.”

The Hardesty-Higgins Visitor Center is located in Harrisonburg’s Downtown at 212 S. Main St. The center is open Monday through Sunday from 9 a.m. to 5 p.m. Call ahead to check availability on holidays.

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.



(Above) Members of Harrisonburg Tourism's Hardesty-Higgins Visitor Center pose with the Trailblazer Award outside the center in Harrisonburg's Downtown.

###