

## Friends of Southwest Virginia Announces SWVA Tourism Award Winners

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From: Friends of Southwest Virginia (marketing@myswva.org)

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### **FOR IMMEDIATE RELEASE**

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## **FRIENDS OF SOUTHWEST VIRGINIA ANNOUNCE WINNERS OF THE SWVA TOURISM AWARDS**

*Awards Luncheon Held During Celebrate Tourism Summit in Wytheville*



WYTHEVILLE, Va. (Wednesday, Aug. 2, 2022) – Tourism professionals representing communities across Southwest Virginia gathered on Tuesday during the fourth annual Celebrate Tourism Summit held at the Wytheville Meeting Center. During the event, Friends of Southwest Virginia hosted the Southwest Virginia Tourism Awards Ceremony to celebrate the outstanding work within the tourism industry in Southwest Virginia.

In recognition of the incredible work and contributions in advancing the Southwest Virginia Tourism Industry, Friends of Southwest Virginia was honored to present 38 awards in a number of categories that reflected tourism marketing, visitor services, special events, and tourism leadership. The Tourism Awards were open to tourism organizations, tourism and economic development individuals, and tourism-related businesses located within the 19 counties and four (4) independent cities of the Southwest Virginia region.

“Our tourism partners have shared with us over the last year how much momentum they can feel in the tourism industry in Southwest Virginia,” said Kim Davis, Executive Director of Friends of Southwest Virginia. “We are proud to celebrate the accomplishments of each of our tourism and hospitality partners who have made this possible through their promotion and development throughout the region.”

Southwest Virginia tourism professionals submitted more than 90 nominations. Winners were chosen after a panel of tourism industry professionals from across the Southeastern United States.

**The 2023 Southwest Virginia Tourism Award winners include:**

***Excellence in Tourism Marketing Awards***

**Best Visitor Guide**

*Visit Wytheville*

2022 Wytheville Visitor Guide

**Best Rack Card or Brochure**

**Marketing Budget \$50,000 or Less**

*Floyd County Tourism*

Floyd Outdoors

**Best Rack Card or Brochure**

**Marketing Budget \$50,000 or More**

*Smyth County Tourism Association*

Smyth County Visitor Guide

**Best Print Ad**

**Marketing Budget \$50,000 or Less**

*Blue Ridge Institute & Museum*

50th Anniversary of the Blue Ridge Folk Life Festival

**Best Print Ad**

**Marketing Budget \$50,000 or More**

*Patrick County Tourism*

Virginia Living – Wine Ad

**Best Magazine Guide**

**Marketing Budget \$50,000 or Less**

*City of Norton*

The High Knob Adventure Guide

**Best Magazine Guide**

**Marketing Budget \$50,000 or More**

*Patrick County Tourism*

Patrick County Magazine (Fall 2022)

**Best Short Video - Less than 60 Seconds**

*Grayson County Tourism*

Grayson County – Elevated By Nature

**Best Long Video - More than 60 seconds**

**Marketing Budget \$50,000 or Less**

*Scott County Tourism*

Find Your Wanderlove in Scott County – Stay a Week. A Month. A Lifetime.

**Best Long Video - More than 60 seconds**

Marketing Budget \$50,000 or More

*Visit Wytheville*

Get Lost and Discover Wytheville

**Best Video Series for an Attraction**

*Burke's Garden Artisan Guild*

**Best Video Series for a Destination**

*High Knob Regional Initiative/UVA-Wise*

Growing Smart on High Knob

**Best Video for an Event**

*Grayson County Tourism*

Grayson County, Virginia: Natural Rhythms

**Best New Website for an Attraction**

*Carter Family Fold*

**Best New Website for a Locality**

**Marketing Budget \$50,000 or Less**

*Big Stone Gap*

**Best New Website for a Locality**

**Marketing Budget \$50,000 or More**

*Visit NRV*

**Best Social Media Campaign**

**Marketing Budget \$50,000 or Less**

*Franklin County Economic Development*

Franklin County Shines

**Best Social Media Campaign**

**Marketing Budget \$50,000 or More**

*Birthplace of Country Music*

Bristol Rhythm & Roots Reunion

**Best Overall Destination Marketing Campaign**

*Visit Wytheville*

Get Lost in the Moments... Not the Crowd

***Excellence in Tourism Partners Awards***

**Outstanding Visitor Center of the Year**

*HL Bonham Regional Tourism Center*  
Smyth County

**Outstanding Meeting Venue of the Year**

**Less than 25,000 Visitors**

*Rural Retreat Depot Foundation*

**Outstanding Meeting Venue of the Year**

**More than 25,000 Visitors**

*Wytheville Meeting Center*

**Outstanding Hotel of the Year**

*Trinkle Mansion Bed & Breakfast*  
Nominated by Visit Wytheville

**Outstanding Attraction of the Year**

*Sinkland Farms*

Nominated by Renee Beran

**Outstanding New Tourism Businesses of the Year**

*Primitive Coffee – Antique Market & Bakery*

Nominated by Patrick County Chamber of Commerce

*Marion Outdoors*

Nominated by Smyth County Tourism Association

**Outstanding One Day Event of the Year**

**Less than 2,000 Attendees**

*Wytheville Wine Festival*

**Outstanding One Day Event of the Year**

**More than 2,000 Attendees**

*The New River Valley Sheep and Goat Festival*

**Outstanding Festival of the Year with 2 or More Days**

**Less than 10,000 Attendees**

*Blue Highway Fest*

**Outstanding Festival of the Year with 2 or More Days**

**More than 10,000 Attendees**

*2 Events Honored*

*FloydFest*

Nominated by Floyd County Tourism

*Old-Time Fiddlers Convention*

Nominated by Galax Tourism

***Excellence in Tourism Leadership***

**Outstanding Hotel Manager of the Year**

*Catrina Mullins*

The Sessions Hotel

**Outstanding Tourism Partner of the Year**

*The Bristol Hotel*

Nominated by the Birthplace of Country Music

**Outstanding Visitor Center Employee of the Year**

*Shannon Ford*

Chamber of Commerce of Smyth County

**Rising Star**

*Grace Cooper*

Patrick County Tourism

**Shining Star - Outstanding Tourism Leader of the Year**

*Dylan Locke*

Floyd Country Store

**Outstanding Destination Organization Leadership Award**

*Tonya Triplett*

Visit Abingdon

**Outstanding Tourism Leader of Year**

*Peggy White*

Pulaski County



## VIRGINIA IS FOR LOVERS

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