



COUNTY OF AMHERST

Public Information Officer

AMHERST COUNTY ADMINISTRATION BUILDING
153 WASHINGTON STREET
P. O. Box 390
AMHERST, VIRGINIA 24521

TELEPHONE (434) 946-9400
FACSIMILE (434) 946-9370

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The Amherst County Visitor Center is now State Certified

The Amherst County Visitor Center has recently become a state certified Tourist Information Center. The center opened its doors at the Train Depot in August 2017. The depot was moved approximately a quarter-mile from its original location on Depot Street to its current location at 328 Richmond Hwy in 2008. Earlier in 2017, staff of the Amherst County Economic Development Authority and Amherst County Chamber of Commerce began using office space in the restored structure.

The interior of the visitor center includes a video that showcases Amherst County, brochures from area and regional attractions and numerous visuals promoting Amherst County locations and events such as the Clifford Sorghum Festival, the Virginia Wine and Garlic Festival, the Monacan Indian Nation Powwow, the town traffic circle and Sweet Briar College, among others.

There are many rules and regulations in order to become a state certified Tourist Information Center. The center must be open year-round and a minimum of five days per week, two of which should be Saturday and Sunday. There are also many benefits in becoming state certified. With the certification there will be high way signs denoting the visitors center. There will also be a brochure rack with the Amherst county Visitor Center information other certified centers in the commonwealth.

From August 26 to December 31st the visitor center had 679 guests from all over the United States and event residents from Sweden, Germany, the UK. The new tourism website, visitamherstcounty.org, has recently launched and there is now a *Visit Amherst County* Facebook page.

The Amherst County Chamber of Commerce manages the County's tourism program and will serve as the official destination marketing organization (DMO). A destination marketing organization is an organization that promotes a town, city, region, or country in order to increase the number of visitors. Vanessa Angus is Director of the Amherst County Chamber of Commerce & Tourism. She may be reached at (434) 946-0990 or vanessa.angus@visitamherstcounty.org.

Additional information may be obtained from Layney Sandifer at lesandifer@countyofamherst.com or (434)-946-9400.