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Visitor Services expand in the City of Harrisonburg

Harrisonburg, VA – Harrisonburg Tourism and Visitor Services has opened an additional visitor center in the City of Harrisonburg in partnership with the Valley Mall. Located at 1925 E Market St., Suite 600 in between Belk and the Sprint store, the **Visitor Center at Valley Mall** is a self-service facility with a touch screen feature filled with area amenities, an interactive map, branded kiosks and free travel information.

The Visitor Center at Valley Mall will host onsite demonstrations throughout the year; provide visitors and residents with local and regional travel information; and assist the group tour industry with group friendly locations, creative itineraries, dining options, and welcome packages. The location will also provide ample parking for motor coaches.

“Our goal is to serve additional transient visitors, guests on their way to Massanutten Resort, and provide unique services for the motor coach industry. By extending our services and hours, we can drive more travelers into our local businesses and attractions, which will increase their visibility and boost local revenues,” says Brenda Black, Tourism and Visitor Services Manager.

The Visitor Center at Valley Mall will be open daily during regular mall hours. Visitors can also call and speak to a certified Travel Specialist anytime Monday-Sunday 9am-5pm by calling 540-432-8935. Travel Specialists are physically located at the Hardesty-Higgins House Visitor Center in Downtown Harrisonburg and will be onsite at the Visitor Center at Valley Mall during special events throughout the year. View the Visitor Center at Valley Mall online at VisitHarrisonburgVA.com.

The City of Harrisonburg is centrally located in the Shenandoah Valley of Virginia. It is home to almost 55,000 people. More information about the City of Harrisonburg is online at www.HarrisonburgVA.gov.

