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The Virginia Beach Convention and Visitors Bureau (CVB) has appointed Siren Communications to lead its public relations in Canada to raise awareness of the destination across the country.

Offering miles of immaculate ocean waterfront lined with stunning sandy beaches, Virginia Beach is home to world-famous Lynnhaven oysters, along with a variety of water sports and outdoor activities, plus year-round family-friendly attractions.

"Generations of Canadians have fallen in love with Virginia Beach and we're excited to welcome even more of our northern neighbours to our vibrant coastal city," says Nancy Helman, Virginia Beach CVB director.

Top travel destination

As the top travel destination for Canadians, the United States continues to lure travellers seeking off-the-radar gems like Virginia Beach.

"Virginia Beach is a wonderful travel destination that offers something for everyone," says Siren Communications founder Ann Layton. "This sunny stretch of the Virginia coastline has so many cultural attractions, including museums, art galleries, theaters, and historic sites. The boardwalk is a popular attraction in its own right with many restaurants, shops, and entertainment options for travellers of all ages."

For more information on Virginia Beach, including what's new for 2024, visit www.visitvirginiabeach.com.