



We are Damascus, Virginia.

Damascus is known best as Trail Town USA, where seven nationally known trails intersect within our borders, but we are so much more! We are a place of stunning natural beauty, where the hills of the Appalachians and the murmuring of our creeks inspire you, whether your calling is outdoor adventure, or simply living in an authentic small town.

We cherish the lifestyle that this affords us.

... it's the sounds of families enjoying the Creeper Trail,

... it's the creativity found in our downtown artisans,

... it's the sights of thousands of hikers celebrating the AT at our annual Trail Days.

... It's the conversation at the downtown coffee shop.

... It's the smell of the burger cooking on the grill at the local diner.

... It's the taste of the signature beer at our microbrewery,

... it's sitting on the porch at the Inn listening to the bustling dam

The Damascus lifestyle is adventurous and creative, yet laid-back and well-paced. It's a place where you can be super-active, or where you reconnect to nature, rejuvenate, and find your inner peace. Most importantly, it's a place where you can choose your own path.

We cherish this lifestyle, and know you will too.

We are Damascus, Virginia.

Crossing Paths.

Brand Statement – The Damascus brand statement above is a market position for the community that connects both the assets within Damascus to the values of the community and its citizens. It is intended to present Damascus' unique natural setting along with the quality of life it affords to its residents, as well as the unique experiences offered to the visitor. It also lays the foundation for the specific internal and external market position of the brand strategy.

Tag Line – The “Crossing Paths” tagline is meant to be a direct reference to the seven trails that cross within Damascus and in turn radiate throughout the region. It also reflects the diversity of experiences that cross paths in the community. Whether you are a biker or hiker, fisherman or birder, or simply a traveler who enjoys the character of a quaint mountain town, Damascus has something to offer. Most importantly, the tag line reflects the character and friendliness of the people who call Damascus home - who cross paths at the downtown restaurant, local church, walking along the river, or even on their front porches. Whenever these citizens cross paths in Damascus, they greet their neighbors and visitors with a smile, and share their love for their community.