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FOR IMMEDIATE RELEASE

You *can* get there from here – ORF highlights nearby destinations in advance of summer '26 travel season

Norfolk, VA — (May 6, 2026) – Travelers passing through Norfolk International Airport can now enjoy a carefully curated selection of imagery showcasing the many nearby locations and attractions made more accessible to visitors thanks to ORF and its 45+ nonstop destinations.

ORF recently mounted more than two dozen unique photographs within most boarding areas, including a massive diptych located inside the recently opened Concourse A expansion. That display's two panels – each more than 27-feet long and nearly 12-feet tall – feature inspiring travel images provided in partnership with VisitNorfolk and Visit Virginia Beach. Their messages encourage onlookers to “Stay. Relax. Play. Explore.”

Destination marketing organizations and other area stakeholders provided additional images that depict the people, places or wildlife found in cities such as Chesapeake, Hampton, Portsmouth, Newport News, Suffolk and Williamsburg. Other locations include the Chesapeake Bay, Virginia's Eastern Shore, Naval Station Norfolk and North Carolina's Outer Banks and Currituck County. Each location's name is preceded simply with the words “**ORF to...**”

“We often hear that travel is one of the three pillars of the Hampton Roads economy, alongside the military and our busy seaport,” said Norfolk Airport Authority President and CEO Mark Perryman. “What better place to highlight the diverse array of places ORF serves than by showcasing their images before travelers here at the airport? If a person is looking for something to do while they are in the area, we will inform them – and perhaps inspire them to book another flight back to ORF to create additional memories here sometime in the future.”

“Air travel is a vital gateway to Norfolk, especially as we head into the busy summer season,” said Frank E. Reynolds, Acting CEO / CFO of VisitNorfolk. “Showcasing Norfolk and the broader region throughout the airport helps inspire visitors from the moment they arrive and highlights the many experiences waiting to be explored.”

“Virginia Beach is the largest city in the great Commonwealth of Virginia, and ORF serves as a true gateway to our beautiful coastline,” added Nancy Helman, Director of Visit Virginia Beach. “Every arrival is an invitation to experience the energy, hospitality and natural beauty that define our community.”

This week, ORF is also hosting 11 local travel and tourism agencies to greet air travelers in its Main Lobby during National Travel and Tourism Week, which runs May 3-9. Representatives came to ORF from Chesapeake, Franklin, Hampton, Newport News, Norfolk, Portsmouth, Smithfield-Isle of Wight, Suffolk, Virginia Beach, Virginia's Eastern Shore and Williamsburg.