

April 10, 2026

Warrenton Town Council
Town Hall
21 Main St.
Warrenton, VA 20186

Mayor Nevill and Town Councilors,

I write on behalf of the Virginia Restaurant, Lodging & Travel Association (VRLTA), Virginia's unified voice for the restaurant, hotel lodging, and tourism development industries and their suppliers. I am pleased to offer our strong support for the proposed boutique hotel project in Old Town Warrenton. We believe this project aligns closely with Warrenton's economic development priorities and will bring significant long-term benefits to the community.

A thoughtfully designed boutique hotel in Old Town Warrenton will fill a notable gap in the local lodging market while complementing the historic character that makes the town unique. Projects like this help strengthen downtown vitality by increasing foot traffic, supporting nearby restaurants and retailers, and expanding opportunities for tourism. Visitors who choose to stay in walkable, historic districts consistently spend more at local businesses, contributing directly to the health of the small business community.

The hospitality and tourism sector is one of Virginia's most important economic drivers, supporting hundreds of thousands of jobs statewide and supporting an overall contribution of over 35 billion dollars annually to the Commonwealth's economy. Investment in high-quality lodging infrastructure is essential to sustaining the Town's economic health. Warrenton is well positioned to attract leisure travelers and regional tourists. The addition of a boutique hotel will enhance the town's ability to capture that demand while elevating the overall visitor experience.

VRLTA applauds the vision behind this project and encourages the Town of Warrenton to support its advancement. We are confident it will serve as a welcome asset to both residents and visitors and will contribute meaningfully to the continued vibrancy of Old Town.

If you have any questions about this or other tourism matters, please do not hesitate to reach out to VRLTA Director of Government Affairs, Tommy Herbert at Tommy@VRLTA.org or (804) 761-3235.

Best Regards,



Eric Terry
President
Virginia Restaurant Lodging and Travel Association