



2026 Media Kit

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Chincoteague Island Media Kit

Presented by the Chincoteague Chamber of Commerce

Virginia's Only Resort Island | "Beautiful Land Across the Water" Where Outdoor Recreation, History, Heritage, Nature, Coastal Cuisine, & Small Town Charm Converge | Home of the World-Famous Chincoteague Ponies

Welcome to Chincoteague Island, VA

Let us help you uncover the next great travel story—whether it is ponies, space launches, aquaculture, or island history and legend.

Tucked just off Virginia's Eastern Shore, Chincoteague Island is a captivating coastal community known as the gateway to the Chincoteague National Wildlife Refuge and Assateague Island National Seashore, VA—home to the world-famous Chincoteague Ponies and award-winning Atlantic beach.

Rooted in a rich legacy of oysters, clams, and maritime tradition, Chincoteague combines small-town warmth with natural splendor and unforgettable stories. Whether you are seeking outdoor adventure, a peaceful retreat, or timeless family traditions, our island offers something special for every visitor.

As Virginia's only resort island, Chincoteague is a place where wild ponies swim, rockets launch into the sky, and saltwater stories are written every day. From iconic events like the annual Pony Swim, which celebrated its 100th anniversary in 2025, to nationally recognized seafood festivals, this is a destination where history, heritage, and heart converge.

We invite you to explore our refreshed Media Kit—your guide to story ideas, event highlights, and helpful resources to inspire your coverage of this truly unique island escape known as the "Beautiful Land Across the Water".

Joanne Moore

Executive Director

Chincoteague Chamber of Commerce

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Fast Facts

- **First Inhabitants:** Algonquin Indians Gingo-Teague Tribe (island namesake)
- **British Settled:** 1671 -Col. Daniel Jenifer was granted 1,500 acres & he established a primitive settlement with 30 colonists, post-dating Captain John Smith's visit in 1608
- **Incorporated:** 1908

- **Connected Us:** Chincoteague Causeway completed in 1922 connecting Chincoteague Island to the Mainland & Assateague Bridge completed in 1962 connecting Chincoteague & Assateague Islands, which opened the doors to tourism – now the islands’ #1 industry
 - **Entire Island Annexed:** 1989
 - **Government:** Mayor, 6 member Town Council & Town Manager; chincoteague-va.gov
 - **Mayor:** Denise Bowden (2025 – present)
 - **Area:** 7 miles long & 1.5 miles wide at its widest point
 - **Population:** 3,345 (2020 Census)
 - **Industries:** Tourism, Seafood, Aerospace
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Calendar Highlights

- Polar Pony Plunge – January 1
 - Death by Chocolate – Valentine’s Day Weekend
 - Search for the Shamrocks – St. Patrick’s Day Weekend
 - Chincoteague Seafood Festival – First Saturday in May
 - Pony Penning™ & Saltwater Cowboys™ – July
 - Chincoteague Oyster Festival – Saturday of Columbus Day Weekend
 - Homes for the Holidays Tours & Chincoteague Old-Fashioned Christmas Parade – First Saturday in December
 - Pony Island Horseshoe Drop & Costume Promenade – December 31
 - [View Full Calendar of Events](#)
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Top Story Angles & Attractions

Pony Penning™ & Saltwater Cowboys™

A one-of-a-kind, century-old tradition where wild ponies swim across the Assateague Channel. Tens of thousands gather each July to witness this unique event, featured in books, films, and global media.

Chincoteague National Wildlife Refuge & Assateague Island National Seashore, VA

Explore over 14,000 acres of coastal wilderness. Bike or hike trails, fish, or relax on one of the East Coast’s most pristine beaches. A birders paradise as area is part of the Atlantic Flyway with over 300 species of birds migrating annually.

Virginia's Space Coast: NASA Wallops Flight Facility

Witness space launches up close. Wallops Island is home to **NASA**, **Northrop Grumman**, and **Rocket Lab**— which perform atmospheric testing and send supplies to the International Space Station (coming again soon).

More: nasa.gov/wallops-launch-schedule

Arts & Culture

- **Island Theatre:** Art Deco landmark, home of *Misty's* hoofprints.
- **Chincoteague Cultural Alliance (CCA):** Concerts, Farmers and Artisans Markets, art classes.
- **Museum of Chincoteague:** Local lore, Misty & Stormy, lighthouse lens, hands-on exhibits. Beebe Ranch offers exhibits, events and Misty's barn is being rebuilt.
- **Captain Timothy Hill House:** Circa-1800 preserved log home with carved ship graffiti and unique story.

Seafood & Aquaculture Heritage

From water to table, Chincoteague's clams and oysters are world-class. Rooted in generations of watermen and shellfish growers, aquaculture continues to contribute to the island's economy and culture. Alongside two signature seafood festivals, it helps tell the story of a community shaped by the water.

Annual Events:

- **Seafood Festival (May)**
- **Oyster Festival (October)**

Outdoor Recreation

- Kayaking, shelling, biking, surf fishing
- Eco-tours and birding
- "LOVE" chairs at Robert Reed Waterfront Park—a perfect photo op!

Educational & Summer Experiences

STEM & Marine Science Camps

- **Chincoteague Bay Field Station:** Hands-on marine science adventures
- **Equestrian & Pony Camps:** Learn horsemanship with the Chincoteague Pony Drill Team or Chincoteague Pony Centre

Available Assets

- High-res images
 - [Press releases](#)
 - [Suggested Itineraries](#)
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About the Chincoteague Chamber of Commerce & Certified Visitor Center



The Chincoteague Chamber of Commerce is an organization whereby many different business interests have joined together in a combined manner to maximize their ability to attract and increase the number of visitors to Chincoteague Island. The ultimate goal of the organization is to communicate the message that Chincoteague, the “Beautiful Land Across the Water,” is the most desirable location to visit and/or vacation with family or friends.

The Chincoteague Chamber of Commerce is the official tourism office and website of Chincoteague Island and is a Destination Marketing Organization (DMO) and Certified Visitor Center designated by Virginia Tourism Corporation. As the DMO for the Town of Chincoteague Island, the Chincoteague Chamber of Commerce is tasked with increasing visitation to the island to support hospitality and related businesses who depend on tourism for their livelihood. Tourism is the #1 economic driver on an island where wild ponies, natural attractions, and rocket launches are key tourism products

Media Contact

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