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Chincoteague Pony Swim Featured on 2025 Virginia Travel Guide Cover

Chincoteague Island, VA - January 14, 2025: - The Virginia Tourism Corporation announced today that the Chincoteague Pony Swim, hosted annually by the [Chincoteague Volunteer Fire Company](#), will be featured on the cover of the 2025 Virginia Travel Guide, as the event prepares to celebrate its 100th anniversary this July. The guide, published annually, is produced by the Virginia Tourism Corporation and Roanoke-based Leisure Media 360, and is available for free on [Virginia.org](#) and at Virginia State Welcome and Visitor Centers around the state.

The 2025 Virginia Travel Guide features a curated collection of personal recommendations and heartfelt narratives from talented writers, local enthusiasts, and passionate travelers. Readers will get the insider's perspective on the best ways to experience Virginia, from lesser-known road trips and dining destinations to sustainable travel tips and new perspectives of Virginia.

The famed annual Pony Swim, Auction, and Carnival began in 1925, after two fires devastated Chincoteague's growing downtown in 1920 and 1924. Twenty-five men came together to organize the Chincoteague Volunteer Fire Company with a goal to purchase a 750-gallon capacity fire truck and enough hose to keep the island safe. In order to pay for this equipment, the firemen held their first carnival which included a "Pony Penning Day" where they swam their ponies grazing on nearby Assateague Island, VA across the Assateague Channel to Chincoteague Island for auction. It is said 15,000 spectators attended. The auction proceeds were used as the initial payment on the equipment. This tradition has continued on the last Wednesday and Thursday in July for all these years to benefit the fire company and the Chincoteague Ponies, which were named the [Official Pony of the Commonwealth of Virginia](#) in 2023.

Pony Swim became known around the world when it was featured in the award-winning children's novel, *Misty of Chincoteague*, written by Marguerite Henry in 1946, and the movie, *Misty*, that followed in 1961. Both have contributed greatly to making Chincoteague Island the tourism destination it is today and Pony Swim a huge economic driver for the island.

The event, which was the [2017 Winner of Virginia Restaurant, Lodging, & Travel Association 'Ordinary Award' for Attraction of the Year](#), brings thousands of locals and guests from around the world to the shores of Veterans Memorial Park and Pony Swim Lane to watch saltwater cowboys lead the world-famous Chincoteague Ponies into the water to make their annual swim. Charter boats and kayaks filled with eager onlookers line the Assateague Channel creating a pathway for the ponies as they make their yearly swim from shore to shore.

Pony Penning is a full week of events beginning with the South Herd Roundup the Saturday prior to the Swim and also includes the North Herd Roundup, Beach Walk, Vet Checks, Buyback Selection, Pony Swim, Auction, and Swim Back. This year, the annual Carnival will be open 16 nights, including two with spectacular firework displays.

"Pony Penning is a magical time of year, steeped in rich tradition. It is a homecoming for those who grew up here or have been attending for years, and a bucket list item for those attending for the first time," said Chincoteague Chamber of Commerce & Certified Visitor Center Executive Director, Joanne Moore. "This year promises to be even more memorable as the fire company and community are planning special events to commemorate this one-hundred-year milestone. We are honored and delighted to have Pony Swim featured on one of the 2025 Virginia Travel Guide covers to kick off this year of celebration."

"We are thrilled and delighted to feature these destinations as the covers of this year's Virginia Travel Guide," said Virginia Tourism President and CEO Rita McClenny. "Showcasing everything Virginia has to offer with personal insights and breathtaking photography, this guide will highlight for travelers just how special the Commonwealth is as a destination and attraction."

Please visit Virginia.org/TravelGuide to request a free copy of the 2025 Virginia is for Lovers Travel Guide.

Now is the perfect time to plan your 100th Annual Pony Penning experience as the Pony Swim and Auction are scheduled for July 30 & 31, 2025. Plan your trip of a lifetime at ChincoteagueChamber.com and view the 2025 Chincoteague Island Visitor Guide & Membership Directory online or [request a print guide](#) today. The official Pony Penning schedule with details about each event is available at ChincoteagueChamber.com/Pony-Event-Schedule and be sure to visit our [events page](#) or download the [Chincoteague App](#) to learn about all events taking place during this special time or year-round on the island.

About Virginia Tourism Corporation

Virginia is for Lovers is one of the most iconic and recognizable travel brands in the world. Using that powerful brand equity, Virginia Tourism Corporation (VTC) is charged with promoting the Commonwealth as a premier travel destination by showcasing all there is to love in a Virginia vacation. The dollars spent by travelers fuel the economy, provide jobs for Virginians, and improve communities across the state. Simply put, tourism helps make Virginia a great place to live, work, and visit. Learn more at virginia.org.

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**About Chincoteague Chamber of Commerce & Certified Visitor Center The
Official Tourism Office of Chincoteague Island, VA**

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.

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