

GREENSBORO FACT SHEET

The Greensboro Area Convention and Visitors Bureau is an independent, non-profit governmental authority whose mission is to aggressively market Greensboro's assets, maximizing economic impact while providing excellent visitor service.

You're *Welcome.*

IN GREENSBORO

- ▶ The Proximity Hotel was the first LEED Platinum Certified Hotel in North America.
- ▶ In 2023, Greensboro hosted 14 soccer events, bringing in 66,000 people and adding more than \$67 million to the economy.
- ▶ The Sheraton Greensboro Hotel is the largest privately-owned hotel & Convention Center from Atlanta to Washington, DC.
- ▶ Tourism generated nearly \$1.7 billion for the local economy in 2023.
- ▶ The Steven Tanger Center for the Performing Arts has hosted more than one million patrons.
- ▶ The Greensboro Aquatic Center (GAC) is the largest indoor facility of its kind in the country, bringing in more than \$25 million in 2023.
- ▶ In 2023, Greensboro hosted 146 sporting events which generated 380,390 hotel stays and an economic impact of \$235 million.



Population

Greensboro: 298,263 (2021)
Guilford County: 542,410 (2021)



EDUCATION

Greensboro is home to 7 colleges and universities, including two HBCUs and several top-notch research institutions.



TOURNAMENT TOWN

Greensboro is known as "Tournament Town" for its wealth of athletic venues and events. Greensboro has hosted the men's and women's ACC basketball tournaments, the PGA Wyndham Championship, the AAU Junior Olympic Games, USA Swimming events, soccer, and more.

greensboro
NORTH CAROLINA
You're *Welcome.*



336-274-2282



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VisitGreensboro.com



10 FUN FACTS ABOUT GREENSBORO

1

The Barn Dinner Theatre, established in 1964, is the *oldest continuously-operating dinner theatre* in the U.S.

2

While working in Greensboro, Lunsford Richardson developed home remedies under the “Vicks” name, *including Vicks VapoRub*.

3

Dolley Madison, the wife of President James Madison, was born in Greensboro.

4

Before 1895, Greensboro was spelled *Greensborough*.

5

Greensboro has 475 miles of sidewalks.

6

Greensboro College was the *first state-chartered college for women* in North Carolina.

7

The Carolina Theatre, opened in 1927, was the *first air-conditioned building* in North Carolina.

8

The Greensboro Coliseum built in 1959 used to be the *largest, single-seat arena in the U.S.* With 20,000 seats, it is now 2nd largest in the U.S. and 6th largest in the world.

9

Greensboro is home to Guilford Courthouse National Military Park, the country's *first national park established as a Revolutionary War site*.

10

It is said that a wooded area on the Guilford College campus is where the Underground Railroad began.

