

TOP STORY SPOTLIGHT

Greensboro visitors bureau top executive Fourrier receives state tourism honor

Richard Craver

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Henri Fourrier, president and chief executive of the Greensboro Area Convention & Visitors Bureau, has been selected as a recipient of the North Carolina Champion Award, one of the state's highest honors in the travel and tourism industry.

The award was presented during the bureau's board meeting Tuesday, celebrating Fourrier's nearly three decades leading the group.

The Greensboro/Guilford County Tourism Development Authority, which oversees the bureau, has initiated the search for a successor.

Presented by Visit NC, the award is dedicated to tourism leaders "whose visionary spirit inspires those around them and whose contributions shape and elevate the tourism industry."

Fourrier's recognition comes as he prepares to retire on June 30. The bureau has initiated a search for Fourrier's successor, including hiring a consultant.

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Fourier, 66, took over as the bureau's top executive on December 1996.

Under Fourier, the bureau made youth and adult sports events a priority.

"We recognized the opportunity and began hosting events during the summer that has since become our largest market segment," Fourier said in January.

One example of Fourier's influence was leveraging hotel tax revenue and bond funding toward construction of the Greensboro Aquatic Center on the First Horizon Coliseum campus.

Travel and tourism generated nearly \$1.7 billion in Guilford during 2023, employing more than 11,000 people, according to a study prepared for Visit N.C. by Tourism Economics.



Fourier

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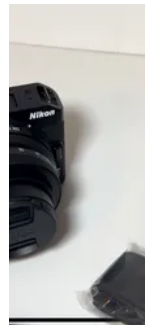
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By Richard Craver