

FOR IMMEDIATE RELEASE

May 14, 2025

GREENSBORO CVB PRESIDENT/CEO HONORED WITH STATEWIDE LEADERSHIP RECOGNITION

Longtime tourism leader Henri Fourrier recognized as North Carolina Champion

GREENSBORO, NC – Henri Fourrier, President and CEO of the Greensboro Area Convention & Visitors Bureau (GACVB), has been named 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 GACVB's board meeting on Tuesday, celebrating Fourrier's nearly three decades of transformative leadership.

Presented by Visit NC, the state tourism authority, the North Carolina Champion Award is dedicated to tourism leaders whose visionary spirit inspires those around them and whose contributions shape and elevate the tourism industry.

Heidi Walters, the Senior Director of Partner and Industry for Visit NC, presented the award.

"For years, Henri Fourrier has been a steadfast champion of all that Greensboro, NC has to offer," said Walters. "His leadership and passion for the industry have helped shape the city as a leader in all aspects, including meetings, conventions, and sporting events."

Fourrier's recognition comes as he prepares to retire at the end of June after nearly 30 years at the helm of the Greensboro Area Convention & Visitors Bureau. Under his leadership, Greensboro has emerged as a top sports tourism powerhouse and year-round destination.

Among his many achievements, Fourrier was instrumental in securing the construction of the Greensboro Aquatic Center by leveraging hotel tax revenue and bond funding, making Greensboro a top swimming and diving destination.

His efforts to attract youth sports during traditionally slower summer months reshaped the city's tourism landscape, generating substantial economic impact and boosting hotel occupancy. His collaborative work with local hotels, venues, and community partners has strengthened Greensboro's reputation as a vibrant hub for culture, recreation, and hospitality.

"I hope that I have been as good to Greensboro as Greensboro has been good for me," said Fourrier. "I am thrilled that the productivity of the Greensboro CVB continues to thrive."

The Greensboro/Guilford County Tourism Development Authority, which oversees the Greensboro Area Convention & Visitors Bureau, has initiated the search for a successor.

You're Welcome.



Convention & Visitors Bureau

For more information about the Greensboro CVB, visit [VisitGreensboroNC.com](https://www.visitgreensboronc.com), follow them on [Facebook](#), [Instagram](#), and [LinkedIn](#), and download the [Explore Greensboro](#) app to discover all the exciting things happening in Greensboro!

About the Greensboro Area Convention & Visitors Bureau

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.

Travel and tourism generated nearly \$1.7 billion in Guilford County in 2023, employing more than 11,000 in travel-related jobs, according to "The Economic Impact of Travel on North Carolina Counties" study prepared for Visit North Carolina by Tourism Economics.

You're Welcome.

2411 W. Gate City Blvd, Greensboro, NC 27403
Office 336.274.2282 • Main 800.344.2282 • Fax 336.230.1183
info@VisitGreensboroNC.com • [VisitGreensboroNC.com](https://www.visitgreensboronc.com)

