

FOR IMMEDIATE RELEASE

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GREENSBORO CVB CELEBRATES NATIONAL TRAVEL AND TOURISM WEEK

Tourism brings in \$1.5 billion annually to Guilford County

GREENSBORO, NC – The Greensboro Area Convention and Visitors Bureau is celebrating [National Travel and Tourism Week](#) from May 19-25, 2024. National Travel and Tourism Week (NTTW) began in 1983 to celebrate the US travel community and travel's essential role in stimulating economic growth, cultivating vibrant communities, creating quality job opportunities, inspiring new businesses, and elevating Americans' quality of life.

Guilford County Tourism Facts:

1. Travel spending generated \$45.9 million in local tax revenue in 2022, supporting essential services including education, emergency response, and public safety.
2. That saves \$190.99 in taxes each year for every Guilford County resident.
3. Nearly 11,000 people work in the travel industry in Guilford County.
4. Guilford County ranks fifth in the state in travel and tourism spending.
5. Sporting events are the number one source of tourism to Guilford County.

“The tourism industry is a stealth economic engine that brings in millions of dollars to Guilford County,” says Greensboro Area Convention and Visitors Bureau CEO Henri Fourrier. “Our industry partners work hard to provide the highest quality visitor experience and satisfaction. There is so much for visitors and citizens to do in our great community, so come on and experience Greensboro!”

The GACVB will attend two events during National Travel and Tourism Week to promote the city to travelers stopping at state welcome centers. Plan your trip with one of the GACVB's [Greensboro area itineraries!](#)

For more information about the Greensboro Area Convention & Visitors Bureau, please visit www.VisitGreensboroNC.com and follow them on [Facebook](#), [Instagram](#), and [LinkedIn](#).

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.

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You're Welcome.