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**SPORTS BUSINESS JOURNAL NAMES GREENSBORO ONE OF THE 50 BEST SPORTS
BUSINESS CITIES IN THE NATION**

Greensboro's Latest Recognition Leads 2027 Major Sports Event Lineup

Greensboro, NC – May 18, 2026 – The Greensboro Area Convention & Visitors Bureau (CVB) today announced that Greensboro has been named to the *Sports Business Journal* 2026 50 Best Sports Business Cities list, a prestigious recognition that underscores the city's growing national reputation as a premier host for world-class sporting events.

Sports Business Journal's annual rankings highlight destinations that have large sports business industries, demonstrated opportunities for growth, and the ability to attract and host major sporting events. Greensboro's selection affirms the city's sustained investment in sports tourism and the collaborative partnerships that make it a destination of choice for event organizers across the country.

The *Sports Business Journal* recognition builds on an exciting roster of sports events already secured for Greensboro next year including:

- 2027 Men's ACC Basketball Tournament
- 2027 ACC Men's and Women's Swimming and Diving Championships
- 2027 Big 12 Swimming and Diving Championship
- 2027 YMCA National Short Course Swimming Championship

"Being named one of *Sports Business Journal's* best sports cities in the nation reflects our deliberate, long-term investment in Greensboro's economic future," said Anthony Cordo, Greensboro CVB chief executive officer. "Sports tourism generates more economic activity for Greensboro than all other segments of our visitor economy, which translates into jobs, business growth, and improved quality of life our residents can feel every day. This recognition underscores our commitment and we're excited to continue building our sports business."

The Greensboro CVB closely partners with the Greensboro Sports Foundation as its local organizing committee, helping to execute events through on-site coordination, fundraising, hospitality services, and volunteer support for the city's sports clients.

"We are incredibly proud to be counted among the nation's top sports business destinations," said Richard Beard, president and CEO of the Greensboro Sports Foundation. "We are honored to work alongside the Greensboro CVB, our venue partners, volunteers, and hospitality team members to ensure Greensboro remains competitive to attract national and international sports business to the city. This recognition validates our commitment and affirms Greensboro can successfully host major high-profile sports events."

Sports continues to remain the leading business segment and economic impact driver for Greensboro's tourism industry, generating over \$166 million in economic impact during the 2024-2025 fiscal year. The city hosts an impressive portfolio of events at the regional, national, and international level that span amateur athletics, collegiate championships, and professional competitions.

Every event brings concrete advantages to Greensboro, occupying hotel rooms, boosting local restaurants, and driving traffic to small businesses. These activities support more than 11,000 jobs in the hospitality sector and result in \$212 in yearly tax relief for local citizens.

To learn more about the economic impact of sports in Greensboro, visit www.visitgreensboronc.com. The full *Sports Business Journal* 50 Best Sports Business Cities list is available at sportsbusinessjournal.com.

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About the Greensboro Area Convention and 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 \$1.8 billion in Guilford County in 2024, 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.