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**FOR IMMEDIATE RELEASE**

**GREENSBORO AREA CONVENTION AND VISITORS BUREAU AND VISIT HIGH POINT  
CELEBRATE NATIONAL TRAVEL AND TOURISM WEEK**

*National Celebration Highlights Tourism Impacts on Guilford County's Economy*

**Greensboro, NC / High Point, NC – May 4, 2026** – The Greensboro Area Visitors and Convention Bureau and Visit High Point are proud to celebrate National Travel and Tourism Week (NTTW), May 3-9, 2026, recognizing how tourism serves as a powerful economic engine for the United States by supporting local jobs, businesses, and quality of life for citizens across the nation and in Guilford County.

Since its establishment in 1983, NTTW has showcased how travel fosters connection and builds the foundation for the quintessential American experience. This year's theme, "Postmarked: Essential," highlights that in every corner of the country, travel is a foundational pillar of growth, leaving an indelible mark on our local economies and culture.

Travel generates \$3 trillion in economic output and supports 15 million jobs, representing a significant 2.4% of America's GDP. In 2024, visitor spending contributed \$36.7 billion to state and local economies across North Carolina.

Across Guilford County, tourism remains a major economic driver, with visitor spending reaching nearly \$1.79 billion in 2024, a 6.6% increase over the previous year. The county ranked fifth in North Carolina for visitor expenditures, while tourism supported 11,916 jobs, generated \$542.4 million in labor income and produced more than \$118 million in state and local tax revenues, saving residents an estimated \$212.77 per person in taxes.

Greensboro's visitor economy generated more than \$212 million last year, attributed to the city's ever-growing roster of events that garnered over 544,000 attendees and secured over 348,000 room nights for local hotels.

"National Travel and Tourism Week highlights the importance of tourism and building a strong visitor economy," said Anthony Cordo, chief executive officer of the Greensboro Convention and Visitors Bureau. "Each event generates revenue that supports our residents' livelihood through jobs and tax savings, and helps businesses thrive beyond their bottom line. Most importantly, tourism invites visitors to engage in the unique culture and communities that make Greensboro a destination where everyone can enjoy memorable experiences they will only find here."

Sports tourism stands at the forefront of Greensboro's visitor economy, positioning the city as a competitive destination in the southeast for highly sought after athletic events. Over the past year, Greensboro hosted and supported numerous athletic competitions for national and international athletes, living up to its long held moniker of "Tournament Town."

(more)

Some of these events included the Wyndham Golf Championship, Women's ACC Basketball Tournament, World Ninja League Championship, AAU Junior Olympic Games, World Tang Soo Do World Championship, Elite Clubs National League G National Showcase, and USA Swimming Winter National Championship. Most recently, Greensboro was selected as the team base for the Norwegian National Men's Football Team, putting the city in the spotlight for the world renowned 2026 FIFA World Cup.

Beyond sports, Greensboro continues to serve as a destination for meetings, tradeshow, and events serving faith-based and many professional industries such as education, aviation, media, STEM, business, and health care.

In High Point, tourism is powered by a diverse mix of globally recognized events, award-winning attractions, and year-round experiences that continue to elevate the city's profile. [High Point Market](#), the world's largest home furnishings trade show, drives international visitation with \$6.7 billion in economic impact across North Carolina annually, while [High Point University](#) attracts more than 200,000 visitors annually through its nationally recognized campus, programming, and athletics.

The city's growing portfolio of attractions further strengthens its appeal. The [Nido & Mariana Qubein Children's Museum](#) has generated more than \$74 million in economic impact since it opened in 2022, expanding opportunities for family and accessible travel. Downtown High Point continues to emerge as a vibrant hub anchored by [Truist Point Stadium](#), [Stock + Grain Assembly Food Hall](#), and [Congdon Yards](#), collectively drawing over 3 million visits each year.

Public art has also become a powerful driver of visitation and storytelling, with [the Little Sally troll sculpture](#) welcoming more than 63,000 visitors in just five months. Together, these assets create a dynamic ecosystem that supports sustained visitation, strengthens High Point's brand, and drives economic impact for the region.

"National Travel and Tourism Week is an opportunity to recognize how visitor spending strengthens High Point year-round," said Melody Burnett, president of Visit High Point. "The visitor economy brings new dollars into our city, region, and state while creating a powerful pathway to tell High Point's story, build community pride, and continue investing in experiences that make our destination special."

To learn more about the economic impact of tourism in Greensboro and High Point, please visit [www.visitgreensboronc.com](http://www.visitgreensboronc.com) or [www.visithighpoint.com](http://www.visithighpoint.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.

### **About Visit High Point**

Visit High Point is the official destination management and marketing organization that positions High Point as a vibrant destination that visitors will enjoy, and locals will want to promote. Our vision is to leverage High Point's reputation as the "Home Furnishings Capital of the World!"™ and the home of a world-class University to further the evolution of High Point as a unique destination. While the focus is to increase economic impact by providing first-class service to our visitors and meeting planners, Visit High Point also works to develop our city as a year-round destination that is competitive in the marketplace, generating more brand ambassadors and fans. We want each visitor to *make yourself at home*™ in High Point, NC. Established by state legislation in 1984, Visit High Point, a non-profit 501 c 6 organization, is funded by a self-imposed three percent room occupancy tax on local hotels. No taxpayer funds – city, county, or state – are used to fund Visit High Point. The Visitor Center is located at 515 West English Road, Suite 101-A, High Point, N.C. 27262. For more information, visit [www.visithighpoint.com](http://www.visithighpoint.com).