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Greensboro Area Convention & Visitors Bureau CEO Henri Fourrier retires after nearly 30 years



Image: Greensboro Area Convention & Visitors Bureau

Henri Fourrier, CEO and president of the Greensboro Area Convention & Visitors Bureau, who will be retiring at the end of June.

GREENSBORO AREA CONVENTION & VISITORS BUREAU



By [Elizabeth 'Lilly' Egan](#) – Reporter, Triad Business Journal
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After being in the role for three decades, President and CEO of the Greensboro Area Convention & Visitors Bureau Henri Fourrier has announced his retirement.

Fourrier will step down at the end of June, the CVB announced Monday. He began the role in December of 1996 and helped to establish Greensboro as a destination for sports and travel, according to a press release.

Kelly Harrill, chair of the Greensboro/Guilford County Tourism Development Authority, said Fourrier was a staple of Greensboro hospitality community.

“Henri has taken the lead on so many different initiatives to bring incredible sporting groups, association groups, faith-based groups, and the like that have brought millions of dollars of economic impact to Guilford County,” said Harrill, who is also executive vice president of hospitality for Koury Corp.

Fourrier's leadership was instrumental in the construction of the Greensboro Aquatic Center by leveraging hotel tax revenue and bond funding, which has made Greensboro a swimming and diving destination. He also developed partnerships with organizations such as USA Track & Field and the Amateur Athletic Union, leading to Greensboro's establishment as a track destination on the east coast.

In August, [Greensboro hosted the](#) Amateur Athletic Union's Junior Olympic Games, which brought more than 16,000 competitors to the region. The largest event at the games was track and field, with nearly 13,000 athletes at the

Marcus T. Johnson Track at Trust Stadium on the campus of North Carolina A&T State University.

The Greensboro Area Convention and Visitors Bureau, the Greensboro Sports Foundation and the Oak View Group, which manages the First Horizon Coliseum complex, announced in November a partnership to purchase 40 portable pickleball courts that will be housed at the special events center at the coliseum complex to host pickleball tournaments year-round. The CVB has already secured USA Pickleball's Golden Ticket National Qualifier for the facility, which is scheduled for May and expected to have an economic impact of over \$2 million.

Beyond sports, Fourrier took a collaborative approach working with the hotel and hospitality industry, which increased tourism in the city.

"Greensboro has been very good to me for my career," Fourrier said. "I hope that I was good for Greensboro in return."

The Greensboro/Guilford County Tourism Development Authority, which oversees the Greensboro Area Convention & Visitors Bureau, has started the search for Fourrier's successor with the help of a consultant, according to the release.