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GREENSBORO GETS AN APP
The “Explore Greensboro” App is

GREENSBORO, NC – You can now “Explore Greensboro” in the palm of your hand. The Greensboro Area Convention & Visitors Bureau (GACVB) and the Greensboro Sports Foundation (GSF) released the new app designed to give residents and visitors instant access to the city’s top attractions, entertainment, dining, and more.

Whether you're a sports enthusiast looking to catch the next big game, a foodie in search of the best local eats, or a history buff eager to explore the city's rich heritage, the app provides all the information you need, right at your fingertips.

"The launch of the 'Explore Greensboro' app is a major step forward in our mission to make Greensboro a must-visit destination," said Henri Fourrier, President & CEO of the Greensboro Area Convention & Visitors Bureau. "This app not only enhances the visitor experience by providing easy access to our city's diverse offerings, it also serves as a valuable resource highlighting everything that makes Greensboro unique."

The app features a user-friendly interface with regularly updated content, including event calendars, nearby dining, entertainment, and attraction opportunities. Users will also find links to pre-designed itineraries, offering ideas about how to enjoy time in Greensboro.

“Tourism and sports tourism in Greensboro continue to grow with visitors from across the US and the world. Our #1 question from event planners and visitors is where to eat and where to go in the community,” says Sports Foundation President Richard Beard. “This app will help visitors *Explore Greensboro* and find our great local restaurants and attractions.”

The collaboration began to provide sports tourists with easy access to everything Greensboro offers when they're not on the court, field, pool, mats, or golf course. The GACVB and GSF also believe the app will be valuable for locals.

“This is a great opportunity to be a tourist in your backyard,” says Fourrier. “Locals will now have easy access to explore restaurants, events, and activities in Greensboro. We anticipate this will become a go-to resource for many in our community.”

The “Explore Greensboro” app is available for both Apple and Android devices. You can download the app at VisitGreensboroNC.com.

You're Welcome.



Convention & Visitors Bureau

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.

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.

About Greensboro Sports Foundation

The Greensboro Sports Foundation is the local organizing committee for the major sports events contested at the Greensboro Coliseum Complex and throughout Greensboro including those presented by the ACC, NCAA, U.S. Figure Skating, USA Swimming, USA Gymnastics and the Amateur Athletic Union, among others. Greensboro Sports Foundation's sports tourism efforts create economic development that benefits not only Greensboro but also central North Carolina.

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