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GREENSBORO CVB ANNOUNCES CEO'S RETIREMENT

Henri Fourrier to step down after nearly 30 years

GREENSBORO, NC – After three decades of leadership, Henri Fourrier, the President and CEO of the Greensboro Area Convention & Visitors Bureau (CVB), is retiring. Fourrier will step down at the end of June, marking the end of an era for the organization and the community.

Fourrier assumed his role in December 1996 and helped establish Greensboro as a premier destination for sports and travel. His vision and dedication fostered growth and enhanced Greensboro's reputation.

During his tenure, Fourrier played a pivotal role in reshaping the summer tourism landscape by attracting youth sporting events to Greensboro and boosting sports tourism during previously quieter months. His strategic leadership was instrumental in securing the construction of the Greensboro Aquatic Center by leveraging hotel tax revenue and bond funding—making Greensboro a top swimming and diving destination.

Fourrier also cultivated strong partnerships with organizations including USA Track & Field (USATF) and the Amateur Athletic Union (AAU), establishing Greensboro as a premier East Coast "track mecca."

Beyond sports, Fourrier's collaborative approach with the hotel and hospitality industry helped transform Greensboro into a thriving destination. His contributions have strengthened the local economy, enhanced visitor experiences, and positioned the city as a hub for cultural and recreational activities.

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

"Henri has been a staple of Greensboro's Hospitality Community for 28 years and we will miss his leadership greatly," says Greensboro/Guilford County Tourism Development Authority Chair Kelly Harrill. "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, and we are all indebted to him for that. "

The Greensboro/Guilford County Tourism Development Authority, which oversees the Greensboro Area Convention & Visitors Bureau, has begun the search for Fourrier's successor. Working closely with a consultant, the board is committed to finding a leader who will continue to build on Fourrier's legacy.

You're Welcome.



For more information about Greensboro CVB, visit www.VisitGreensboroNC.com, follow them on [Facebook](#), [Instagram](#), and [LinkedIn](#), and download the [Explore Greensboro](#) app to discover all the exciting things happening in Greensboro!

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.

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