

**FOR IMMEDIATE RELEASE**

May 1, 2025

**GREENSBORO CVB Celebrates National Travel & Tourism Week**  
Tourism brings in nearly \$1.7 billion annually to Guilford County

**GREENSBORO, NC** – When tourists come to Greensboro, everyone benefits. That’s why the Greensboro Area Convention & Visitors Bureau is celebrating [National Travel and Tourism Week](#) from May 4-10, 2025. Travel is essential in driving economic growth, creating jobs, and enhancing the quality of life in this area.

Guilford County Tourism Facts:

1. Travel spending generated \$49.4 million in local tax revenue in 2023, supporting essential services including education, emergency response, and public safety.
2. That spending saves each Guilford County resident \$203.50 in taxes each year.
3. More than 11,500 people in Guilford County work in travel-related industries, a 5.5% increase from 2022. Guilford County is one of only five North Carolina counties with more than 10,000 tourism employees.
4. Guilford County ranks fifth in the state in travel and tourism spending.
5. Sporting events are the number one source of tourism to Guilford County.

The numbers are part of the annual *Economic Impact of Travel on North Carolina Counties*, prepared for Visit North Carolina by Tourism Economics, released each summer. You can view their full report at [media.visitnc.com](http://media.visitnc.com).

The GACVB will greet travelers and invite them to visit Greensboro at two North Carolina Welcome Centers during National Travel & Tourism Week. Plan your trip and check out hidden gems with one of the GACVB’s [itineraries](#)!

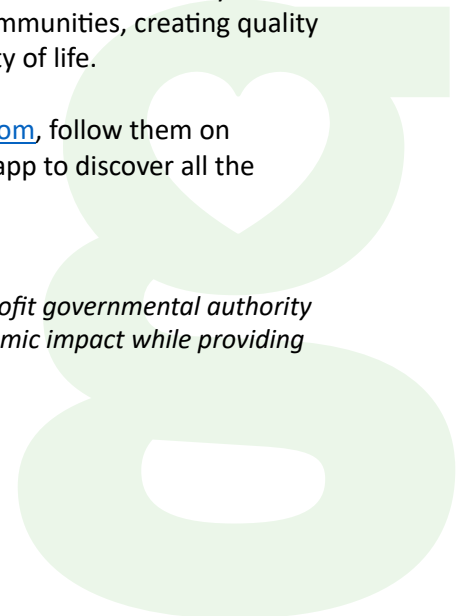
National Travel and Tourism Week (NTTW) began in 1983 to celebrate the US travel community and travel’s essential role in stimulating economic growth, cultivating vibrant communities, creating quality job opportunities, inspiring new businesses, and elevating Americans’ quality of life.

For more information about the Greensboro CVB, visit [VisitGreensboroNC.com](http://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.*

**You’re Welcome.**





*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.*

**You're Welcome.**

2411 W. Gate City Blvd, Greensboro, NC 27403  
Office 336.274.2282 • Main 800.344.2282 • Fax 336.230.1183  
info@VisitGreensboroNC.com • VisitGreensboroNC.com

