

FOR IMMEDIATE RELEASE

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GREENSBORO CVB HONORS CEO HENRI FOURRIER AT RETIREMENT CELEBRATION

Longtime leader to step down after nearly three decades of service

GREENSBORO, NC – After nearly 30 years of leadership, Henri Fourrier, President and CEO of the Greensboro Area Convention & Visitors Bureau (CVB), was honored with a celebratory sendoff on Tuesday, June 10. Held at Piedmont Hall, the retirement party brought together city and county leaders, tourism partners, family, friends, and current and former CVB staff to pay tribute to Fourrier's legacy.

Throughout the evening, speakers reflected on Fourrier's impact on both tourism and the Greensboro community. His leadership was instrumental in the development of major venues such as the Greensboro Aquatic Center and the Steven Tanger Center for the Performing Arts, as well as recent efforts to boost sports tourism through the introduction of portable indoor pickleball courts.

Among the evening's highlights was a presentation by Greensboro Mayor Nancy Vaughan, who awarded Fourrier a key to the city. Additional tributes came from the Amateur Athletic Union (AAU) and NC AAU, the Greensboro Sports Foundation, the Greensboro/Guilford County Tourism Development Authority, and the CVB team.

With his trademark humor, Fourrier joked about seeing how many doors the key to the city might open, but ended on a heartfelt note: "Greensboro has been very good to me for my career. I hope that I was good for Greensboro."

Fourrier's final day as CEO of the Greensboro CVB is June 30. His successor is expected to be announced in the coming weeks.

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.

You're Welcome.