

**FOR IMMEDIATE RELEASE**

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**GREENSBORO CVB SCORES BIG WITH TWO NATIONAL AWARDS**

The awards recognize Greensboro as a top sports and meeting destination

**GREENSBORO, NC** – The Greensboro Area Convention & Visitors Bureau is excited to announce the city earned recognition for hosting both sporting events and conventions over the past year.

[Sports Destination Management](#), a publication serving sports event planners and sports directors in the sports tourism market, announced Greensboro earned a 2024 Champion of Economic Impact in Sports Tourism Award for hosting the 58<sup>th</sup> AAU Junior Olympic Games this past summer. That event brought in more than 15,000 athletes and an economic impact of more than \$67 million. Greensboro took home the honor at the Mid-Market Champion level.

"This year's Champions of Economic Impact in Sports Tourism showed a tremendous emphasis on youth events. A great example of these was the 58th AAU Junior Olympic Games, held in Greensboro, North Carolina, and hosted by the Greensboro Area Convention & Visitors Bureau and Greensboro Sports Foundation," says *Sports Destination Management* Managing Editor Helen Sprecher. "The event used multiple venues around the area, including the Greensboro Coliseum Complex, Greensboro Aquatic Center, Kentner Stadium at Wake Forest University, and Truist Stadium at NC A&T State University, bringing an economic boost to not just one region but several."

On the meetings and convention side, Greensboro earned its 15<sup>th</sup> Readers' Choice Award from *ConventionSouth*, a national multimedia resource for planning events in the south.

"*ConventionSouth* readers and fans have once again voted to decide the best meeting sites in the South, and it is no surprise to us that Greensboro Area CVB has been selected to receive our annual Readers' Choice Award," said *ConventionSouth* Associate Publisher Tiffany Burtnett. "This prestigious recognition comes from the United States' top meeting professionals who hold events in the South. These planners demand the highest level of customer service and quality facilities, and they have determined that Greensboro Area CVB indeed displays the commitment to professionalism, creativity, and service that they require."

The Greensboro Area Convention & Visitors Bureau will be highlighted as an award winner in the December 2024 issue of *ConventionSouth* and the November/December issue of *Sports Destination Management*. The AAU Junior Olympic Games is featured on the cover.

"These honors highlight the outstanding facilities, people, and southern hospitality sporting events, meetings, and conventions have come to expect in Greensboro," says CVB President & CEO Henri

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Fourrier. “This is also a testament to the hard work of the Greensboro Convention & Visitors Bureau team and our partners to continuously bring high-caliber events to the city, with many more to come.”

Sporting events, conventions, meetings, and tourism benefit everyone in Guilford County. Increased tourism spending creates jobs, supports local businesses, and add to our state and local tax revenue, saving each Guilford County resident more than \$203 in taxes in 2023. Tourism supports public safety, emergency services, and public education.

For more information about the Greensboro Area Convention & Visitors Bureau, please visit [www.VisitGreensboroNC.com](http://www.VisitGreensboroNC.com), follow them on [Facebook](#), [Instagram](#), and [LinkedIn](#), and download the [Explore Greensboro app](#)!

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**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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