

**FOR IMMEDIATE RELEASE**

August 13, 2024

**TOURISM SPENDING INCREASES IN GUILFORD COUNTY**

Spending increased by more than 8% in 2023

**GREENSBORO, NC** – Visitor spending increased in Guilford County and across the state in 2023, according to numbers released Tuesday, August 13, 2024, by Visit North Carolina, the state’s tourism authority.

In Guilford County, spending rose to nearly \$1.7 billion in 2023, an 8.7% increase over 2022. Guilford County ranked fifth in North Carolina for tourism spending behind Mecklenburg, Wake, Buncombe, and Dare Counties.

Statewide, travel spending rose 6.9% to \$35.6 billion in 2023 – a new state visitor spending record. North Carolina hosted approximately 43 million visitors last year.

“Everyone benefits from tourists to our community,” says Henri Fourrier, President and CEO of the Greensboro Convention & Visitors Bureau. “Increased tourism spending creates jobs, supports local businesses, and generates tax revenue that benefits our community. Every dollar tourists spend enhances the quality of life in Guilford County.”

In 2023, Guilford County recorded a 5.5% increase in direct tourism employees, at 11,580, higher than the state average of 4.8%. Guilford is one of only five counties with more than 10,000 tourism employees.

Visitors spend more than \$97 million per day in North Carolina. That adds to our state and local tax revenue, saving each Guilford County resident \$203.50 per year in taxes. Tourism supports public safety, emergency services, and public education.

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

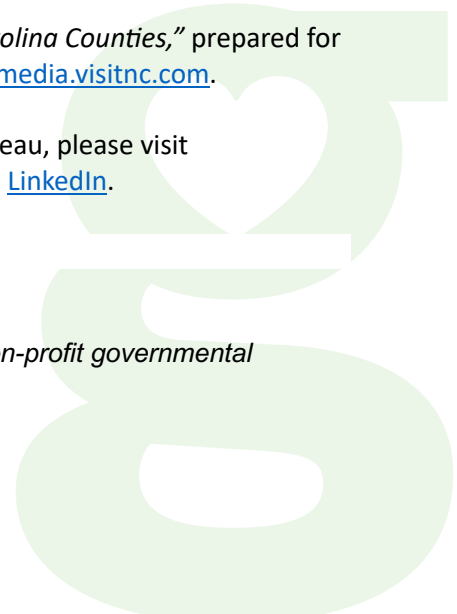
For more information about the Greensboro Area Convention & Visitors Bureau, please visit [www.VisitGreensboroNC.com](http://www.VisitGreensboroNC.com) and follow them on [Facebook](#), [Instagram](#), and [LinkedIn](#).

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**About the Greensboro Area Convention & Visitors Bureau**

*The Greensboro Area Convention and Visitors Bureau is an independent, non-profit governmental*

**You're Welcome.**



**greensboro**  
NORTH CAROLINA

**Convention & Visitors Bureau**

*authority whose mission is to aggressively market Greensboro's assets, maximizing economic impact while providing excellent visitor service.*

**You're Welcome.**

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