

**FOR IMMEDIATE RELEASE**

November 2, 2023

**GREENSBORO CVB SCORES BIG: WINS SPORTS TOURISM AWARD**

The award celebrates a tournament that pumped \$21 million into the local economy

**GREENSBORO, NC** – The Greensboro Area Convention and Visitors Bureau is honored to receive the distinction of 2023 Champions of Economic Impact in Sports Tourism from *Sports Destination Management*, the leading publication of sports event planners and tournament directors in the sports tourism market.

The Greensboro Area Convention and Visitors Bureau earned this distinction by hosting the ECNL (Elite Clubs National League) Boys National Playoffs in late June and early July of this year at Greensboro's Bryan Park.

“Because of this prestigious facility, soccer brings to our city an economic impact of \$40 million annually,” says CVB President and CEO Henri Fourrier. “The ELNC Boys Championships helped bring this year's economic figure to a little more than \$73 million!”

The ELNC Boys Championships brought in \$20.9 million in economic impact, 30,000 hotel nights, and more than 300 teams in six age groups from across the country.

The event and Greensboro Convention and Visitors Bureau will be recognized in a special feature published in the November/December 2023 issue of *Sports Destination Management*. The North Carolina Fusion is also recognized by the magazine as a partner for the Championships.

For more information about the Greensboro Area Convention & Visitors Bureau and its award-winning services, please visit [www.VisitGreensboroNC.com](http://www.VisitGreensboroNC.com).

**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.*

**About *Sports Destination Management*:**

*Sports Destination Management* is written for the largest audience of sports event managers and tournament directors in the sports tourism market and maintains a focus on the important issues surrounding event location decisions and event management.

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**You're Welcome.**

