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**FOR IMMEDIATE RELEASE**

**GREENSBORO TO HOST THE 2026 U.S. MASTERS SWIMMING  
SPRING NATIONAL CHAMPIONSHIP**

*Elite Swimming Event to Generate \$3 Million in Local Economic Impact*

**Greensboro, NC – April 30, 2026** – This week, the Greensboro Area Convention and Visitors Bureau will host the 2026 U.S. Masters Swimming (USMS) Spring National Championship, April 30 - May 3, at the Greensboro Aquatic Center. The city will welcome 2,000 swimmers from across the country for the event that will generate \$3 million in direct economic impact for Guilford County.

The USMS Spring National Championship is a unique event that celebrates multi-generational athletes with competitive swimmers ranging in age from their late teens to their 70s and beyond. Individual swim events include swimmers within a five-year age range while relay events feature swimmers within a 10-year age range, ensuring every participant can put their skills to the test in the pool.

USMS is a national membership non-profit organization that works to improve lives through swimming by offering access to clubs, training, and community events. The organization provides swimming benefits to adults as the “masters” designation in swimming refers to people aged 18 and older.

For decades, Greensboro has built its legacy as a destination that welcomes athletes of all kinds, making it a fitting host for this year’s swimming championship.

“The Greensboro community believes in the spirit of lifelong athleticism and the U.S. Masters Swimming Championship demonstrates that great athletes exist at any age,” said Anthony Cordo, chief executive officer of the Greensboro Area Convention and Visitors Bureau. “Hosting events like this provide measurable investment into our local economy and reflect the outstanding facilities we’ve built to strengthen our visitor economy through sports tourism.”

The economic impact of the USMS Spring National Championship will benefit communities throughout Guilford County, supporting over 650 hospitality-related jobs and driving over 4,000 hotel room nights in Greensboro.

Sports tourism is one of the largest sectors of Guilford County's visitor economy, driving increased patronage to the city's airports, hotels, locally owned business, restaurants and attractions.

Beyond sports, tourism continues to drive economic prosperity for the entire state of North Carolina. In 2024, visitors spent \$1.7 billion in Guilford County across the lodging, retail, transportation, food and beverage, and recreation segments of the local economy, according to the most recent data from "The Economic Impact of Travel on North Carolina Counties" study prepared for Visit North Carolina by Tourism Economics.

To learn more about U.S. Masters Swimming, visit [www.usms.org](http://www.usms.org). For more information about the Greensboro Area Convention and Visitors Bureau, visit [www.visitgreensboronc.com](http://www.visitgreensboronc.com).

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### **About the Greensboro Area Convention and 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 \$1.8 billion in Guilford County in 2024, 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.