



Visit Winston-Salem

Press Release

State Tourism Officials Announce Increased Visitor Spending in Forsyth County

WINSTON-SALEM, NC (August 15, 2017) -- Visit North Carolina today announced results from the latest domestic tourism spending impact study, "The Economic Impact of Travel on North Carolina Counties." According to the study, visitor spending in Winston-Salem/Forsyth County generated more than \$846 million in 2016, which is an increase of 4.6 percent (4.6%) over 2015 figures. These latest numbers rank Forsyth County's economic impact sixth out of 100 counties in the state.

The study reports visitor expenditures in Forsyth County generated approximately \$66 million in local and state tax revenues in 2016, which is up \$3 million from 2015, and attributes more than 6,800 jobs in Forsyth County to the travel and tourism industry, representing an increase of four percent (4%) over last year's findings.

"These latest numbers clearly demonstrate the importance of tourism as a strong economic driver in Forsyth County," said Richard Geiger, president of Visit Winston-Salem. "Our ongoing efforts to expand our reach and increase visitation are paying real dividends, and with the recently completed reinvention of the Benton Convention Center, we expect even greater results moving forward."

These county-by-county travel economic impact statistics are prepared annually by the Research Department of the U.S. Travel Association for Visit North Carolina.

About Visit Winston-Salem (visitwinstonsalem.com)

Visit Winston-Salem is the official sales and marketing agency for the Winston-Salem and Forsyth County tourism industry. A sophisticated meeting destination, Winston-Salem is conveniently and strategically located at the epicenter of North Carolina's Piedmont Triad region. It is easily accessible by car via Interstate 40, Business Interstate 40, Interstate 77, Interstate 85 and U.S. Highway 52. Scheduled air service is available through Piedmont Triad International Airport, just 20 minutes east of Winston-Salem.

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