



Visit Winston-Salem

Press Release

State Tourism Officials Announce Increased Visitor Spending in Forsyth County

WINSTON-SALEM, NC (August 23, 2018) -- Visit North Carolina today announced results from the latest domestic tourism spending impact study, the "Economic Impact of Travel on North Carolina Counties 2017." According to the study, visitor spending in Winston-Salem/Forsyth County generated more than \$898 million in 2017, which is an increase of 6.1 percent over 2016 figures. These latest numbers rank Forsyth County's tourism economic impact sixth out of 100 counties in the state.

The study reports visitor expenditures in Forsyth County generated approximately \$70 million in local and state tax revenues in 2017, which is up six percent from 2016, and attributes more than 7,100 jobs in Forsyth County to the travel and tourism industry, representing an increase of more than four percent over last year's findings.

"The consistent increases in visitors and their spending packs a powerful and positive two-fold economic punch for Winston-Salem," said Richard Geiger, president of Visit Winston-Salem. "The study confirms that tourism continues to produce immediate and long-term economic benefits for Winston-Salem. Visitors not only bolster our local economy with an influx of new dollars, but tourism also has the potential to produce a halo effect for those people who are enamored with the vibrancy of our destination and wish to retire or relocate and move their businesses here," said Geiger.

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.

[Download the 2017 Tourism Economic Chart for Winston-Salem/Forsyth County.](#)

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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