



State Tourism Officials Announce 2020 Visitor Spending in Forsyth County

WINSTON-SALEM, NC (October 7, 2021) – Visit North Carolina today announced results from the latest domestic tourism spending impact study, the “Economic Impact of Travel on North Carolina Counties 2020.” According to the study, the devastating economic impact of COVID-19 on the hospitality and tourism industry is clear, with visitor spending in Winston-Salem/Forsyth County which generated \$527 million in 2020, a decrease of 47 percent from 2019 figures of \$1 billion.

The study also reports visitor expenditures in Forsyth County generated \$42 million in local and state tax revenues in 2020 compared to \$77 million from 2019.

“These state spending numbers align with ours and boldly illustrates the deep economic hit the hospitality and tourism industry suffered during the pandemic,” said Richard Geiger, president of Visit Winston-Salem. “The report spotlight how Winston-Salem and the state’s other metropolitan cities who traditionally attract and host meetings, conventions, and corporate customers, were the most negatively impacted by the pandemic in 2020,” added Geiger.

“Based on how we are pacing, we are optimistic and seeing signs of recovery. We, along with our strong hospitality partners, continue to look forward and endeavor to strategically sell Winston-Salem as the hip, historic urban destination perfect for meetings, conventions, and leisure getaways,” said Geiger.

These county-by-county travel economic impact statistics are prepared annually 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

P: 336.728.4200 **A:** 200 Brookstown Avenue, Winston-Salem, NC, 27101

VisitWinstonSalem.com

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.

MEDIA CONTACT:

Marcheta Cole Keefer, Visit Winston-Salem
336.728.4211, marcheta@visitwinstonsalem.com