



Visit Winston-Salem Announces Strong Visitor Spending Results in Forsyth County

FOR IMMEDIATE RELEASE

WINSTON-SALEM, NC (Aug. 18, 2023) – Visit North Carolina today announced results from the latest annual tourism spending impact study, the “Economic Impact of Travel on North Carolina Counties 2022.” According to the study, the tourism industry in Forsyth County continues to rebound from the negative economic impact of COVID-19 pandemic as evidenced by two consecutive annual reports of positive visitor spending. Specifically, Winston-Salem/Forsyth County generated \$988 million in 2022, an increase of 19 percent from 2021.

The study also reports visitor expenditures in Forsyth County generated \$68 million in local and state tax revenues in 2022 compared to \$64 million from 2021.

“Although we haven’t quite hit our record high of \$1 billion in 2019, we’re encouraged by these continued strong gains in just a two-year period,” said Stephanie Pace Brown, president of Visit Winston-Salem. “These state spending findings echo the steady increases we track in our monthly hotel revenue reports confirming a positive economic outlook for Winston-Salem’s hospitality industry and reaffirming that tourism is a strong economic partner for Forsyth County,” said Brown.

The data comes from an annual study commissioned by Visit North Carolina, a unit of the Economic Development Partnership of North Carolina.

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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.

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