

PRESS RELEASE



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World Cup Partnership Delivers Estimated \$10M in Economic Impact to Winston-Salem and Forsyth County

WINSTON-SALEM, N.C. (July 24, 2026) — Hosting the German Men's National Team (Deutscher Fußball-Bund, DFB) home base for the 2026 FIFA World Cup was a collaborative effort with a long-lasting impact. This high-profile global partnership generated an estimated visitor economic impact of more than \$10 million for the City of Winston-Salem and Forsyth County, while highlighting Winston-Salem as a premier destination for economic investment to a global audience.

The team established its headquarters at the historic Graylyn Estate and used Wake Forest University's Spry Soccer Stadium as its official training site. The hosting effort was led by a coalition of Wake Forest University, the Graylyn Estate, Greater Winston-Salem, Inc., the City of Winston-Salem, Visit Winston-Salem, Visit North Carolina, and the Economic Development Partnership of North Carolina — each working with the DFB to coordinate the team's stay.

A Historic Milestone for the Region

Hosting the world-renowned team brought global attention to the community, strengthened regional partnerships, and built relationships intended to support the area's economic future.

"The German national team's selection of the Graylyn Estate for their base camp was a distinct honor. Our staff extended warm hospitality that would have made our founders, Mr. and Mrs. Gray, proud, and we will cherish the team's time with us," said John Wise, Vice President of Hospitality & Auxiliary Services at Wake Forest University.

The team's stay delivered immediate benefits to local businesses, hotels, and service providers. Beyond the team and its staff, the visit drew nearly 200 accompanying journalists. The economic impact figure was calculated using the Simpleview Event Impact Calculator.

"An international spotlight shone on Winston-Salem as we proudly hosted the German team," said Stephanie Pace Brown, President and CEO of Visit Winston-Salem. "This honor brought an estimated \$10 million into local businesses and generated publicity that will have long-lasting value."

International media coverage also featured Wake Forest's historic Graylyn Estate and its top athletic facilities, generating global visibility for both the city and the university.

"Hosting one of the most decorated teams in World Cup history was a city-wide partnership. It would not have been possible without the leadership of the organizing committee, the support of our colleagues, and the enthusiasm of our community. The experience was truly inspiring. Together, we have made a statement to the world: if you are looking for a destination where teamwork, community, and commitment form the foundation for everything from welcoming local gatherings to hosting major global events, there is no better place than Winston-Salem.

Strengthening North Carolina's German Business Connections

North Carolina is home to over 250 German companies, making Germany one of the state's leading sources of foreign direct investment. Hosting the national team reinforced the region's reputation as a welcoming destination for international businesses considering U.S. expansion or relocation.

As part of that effort, the Winston-Salem community hosted executive delegations from Germany representing Siemens Energy and Ziehl-Abegg — two major companies with an established presence in Forsyth County.

"Recruiting and retaining economic investment is all about building relationships, and the German team's stay was an opportunity to do exactly that. By welcoming officials, fans, and business leaders alike to share in the moment, we created a sense of community spirit and support here in their home away from home," said Mark Owens, President and CEO of Greater Winston-Salem, Inc.

The coordination among local and state organizations underlined the strength of the state's regional partnerships, creating a template for future international engagement and business development.

Media Resources & Assets

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About Visit Winston-Salem

[Visit Winston-Salem](#) (VWS) is the official destination marketing organization for Winston-Salem and Forsyth County, working to attract visitors and generate economic impact that benefits local businesses and residents. Through strategic sales and marketing efforts, VWS promotes the area as a destination for leisure travel, group tours, conventions, and sporting events.