

Visit Winston-Salem Annual Meeting Highlights Tourism Momentum, What's Next

Oct. 14 event will offer local and statewide tourism updates, honor community partners with inaugural Tourism Ambassador Awards, and preview what's ahead.

WINSTON-SALEM, NC — Visit Winston-Salem will bring together tourism partners, community leaders, and local officials Wednesday, Oct. 14, for its 2026 Annual Tourism Industry Meeting, focused on the people, partnerships, and progress shaping Forsyth County's visitor economy.

The program, held from 3–5 p.m. at the Old Salem Visitor Center, will offer a look back at fiscal year 2026 tourism results and a preview of what's ahead in FY27 — including a closer look at Visit Winston-Salem's new YOU+ marketing campaign.

The meeting will also feature the inaugural Tourism Ambassador Awards, recognizing local partners whose collaboration played a pivotal role in bringing the German National Team to Winston-Salem for its 2026 World Cup Base Camp. Among those being recognized are Graylyn Estate, Wake Forest University, and Greater Winston-Salem Inc.

Christian Schroeder, Interim President and CEO of Visit Winston-Salem, said the meeting celebrates those partnerships while highlighting tourism's broader community impact.

"Every visitor who chooses our community supports a local restaurant, hotel, attraction, and the people who work there," Schroeder said. "Our annual meeting celebrates the partners who help make that possible — from the teams that welcomed Germany's national team to the businesses that serve visitors every day. That welcoming spirit is also at the heart of our new YOU+ campaign."

Wit Tuttell, Executive Director of Visit North Carolina, will join the program to provide a statewide perspective on the continued growth of tourism and the opportunities ahead for destinations across North Carolina. Tuttell will also discuss the latest economic impact data, which showed visitor spending reaching a record \$37.2 billion statewide in 2025.

Additional remarks will come from Forsyth County Tourism Development Authority Chair Dana Lu Bryson, Winston-Salem Mayor Allen Joines, and other industry leaders.

Event Details

Visit Winston-Salem 2026 Annual Tourism Industry Meeting

- **When:** Wednesday, Oct. 14 | Program begins at 3 p.m.
- **Where:** Gray Auditorium, Old Salem Visitor Center, 900 Old Salem Road, Winston-Salem
- **Reception:** Networking reception immediately following the program
- **Details:** Visit our [Annual Meeting page](#) for more details, including the agenda and general FAQ.

What to Expect

- **FY26 tourism update:** A look at destination performance, milestones, and priorities shaping the year ahead.
- **YOU+ campaign:** A closer look at Visit Winston-Salem's new tourism marketing campaign, including the creative strategy and new photo/video assets.
- **Tourism Ambassador Awards:** Recognition of the cross-community partnership behind Winston-Salem's successful hosting of Team Germany during the World Cup.
- **Statewide tourism perspective:** Wit Tuttell of Visit NC will discuss tourism's economic impact and continued growth across the state.
- **Interviews:** Christian Schroeder, Interim President & CEO of Visit Winston-Salem, and other team members will be available for interviews upon request before and during event.

Media Assets: A digital media gallery featuring Visit Winston-Salem logos, photos, B-roll, and other assets is available [here](#). Media outlets are welcome to download and use available materials in coverage of Visit Winston-Salem and the Annual Tourism Industry Meeting. Additional images, background details, or interview arrangements are available upon request.

**Note: Media planning to attend are encouraged to RSVP for the meeting via Eventbrite. Here is the [link to register](#) — just fill in a few details, and we'll save you a spot. You can also contact Michael Breedlove in advance to coordinate interviews or other coverage needs.*

About Visit Winston-Salem

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