



FOR IMMEDIATE RELEASE

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VISIT HIGH POINT TO HOST FAMILIARIZATION TOUR

HIGH POINT, N.C. (June 14, 2022)– Visit High Point will host an all-day VIP (Very Informed Person) Awareness Tour on Thursday, June 30. The tour will be held from 8 a.m. to 5 p.m. and begin at the Regional Visitors Center, located at 1634 N. Main St., Suite 102 in High Point. The tour is complimentary and designed to showcase High Point’s attractions and various points of interests that would appeal to visitors and newcomers to the area.

The tour will highlight information about High Point, such as history, outdoor activities, family-friendly attractions and more. Stops will include the Nido & Mariana Qubein Children’s Museum, Congdon Yards, Truist Point Stadium, COHAB Space and Ziggy’s, Gallery on Main, and others. In addition, participants will meet community leaders and industry partners during lunch, learning information about their organizations and events. Interactive games and contests will be included throughout the day with prizes.

“High Point has seen so much growth in recent years and it’s not slowing down. It’s important that we educate, not just those working in the hospitality industry, but people who create itineraries for the retirement communities, Realtors introducing High Point to clients for the first time, and businesses recruiting new hires,” says Nancy Bowman, director of sales and marketing. “We encourage everyone who attends to take what they have learned and share with members of their team, essentially becoming brand ambassadors for High Point.”

Continental breakfast and lunch will be provided at no cost. For additional information and to sign up, please contact Nancy Bowman, director of sales and marketing at 336.884.5255 or nbowman@visithighpoint.com.

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About Visit High Point:

Visit High Point is the official destination management and marketing organization that positions High Point as a vibrant destination that visitors will enjoy, and locals will want to promote. Our vision is to leverage High Point's reputation as the Home Furnishings Capital of the World™ and the home of a world-class University to further the evolution of High Point as a unique destination. While the focus is to increase economic impact by providing first-class service to our visitors and meeting planners, Visit High Point also works to develop our city as a year-round destination that is competitive in the marketplace, generating more brand ambassadors and fans. We want each visitor to make yourself at home in High Point, NC. Established by state legislation in 1984, Visit High Point, a non-profit 501 c 6 organization is funded by a self-imposed three percent room occupancy tax on local hotels. No taxpayer funds – city, county, or state – are used to fund Visit High Point. The Regional Visitors Center is located at 1634 N. Main St., Suite 102, High Point, N.C. For more information, visit www.visithighpoint.com.

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