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Visit High Point Announces Very Informed Person (VIP) Awareness Tour Dates

The free tours will allow attendees to visit and learn about attractions and businesses in the community

HIGH POINT, N.C. (September 1, 2023) — Visit High Point has expanded its Very Informed Person (VIP) awareness tour program, adding four new tour dates over the next year. The VIP tour series is a unique opportunity for visitor-facing businesses to explore the attractions and hidden gems of the city. The complimentary VIP tours will take place on the following dates over the next year:

- Wednesday, September 27, 2023
- Wednesday, December 6, 2023
- Thursday, March 7, 2024
- Wednesday, June 5, 2024

This program furthers Visit High Point's efforts to support and educate those who interact with out-of-town visitors, newcomers, and prospective residents. With over 100,000 visitors annually to High Point University, 75,000 attendees at biannual markets, and a considerable influx of leisure, sports, and potential future residents, the need for knowledgeable ambassadors is paramount. The VIP tours are designed to address that need and provide participants with an insightful journey through High Point's rich history, outdoor activities, and family-friendly destinations.

Each tour will vary encompassing several must-visit locales, such as City Lake Park, High Point Museum, High Point University, Kersey Valley Attractions, Truist Point Stadium, The Art Gallery at Congdon Yards, Market District, COHAB.SPACE, Nido & Mariana Qubein Children's Museum among others.

Attendees will have the opportunity to meet community leaders and industry partners over lunch and learn about their organizations and upcoming events. Throughout the day contests will keep the excitement alive, with enticing prizes up for grabs.

Participation in the VIP tours comes at no cost to attendees, as Visit High Point covers expenses including continental breakfast, lunch, and snacks. For more information and to secure a spot on the VIP tours, please visit <https://visithighpoint.com/vip-tour-information-and-registration/>. Any questions can

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be directed to Nancy Bowman, vice president of branding, 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.