

BUSINESS LEADS

Henry's Dealer show expects 4,000 people to attend today

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More than 4,000 attendees are expected to roll into Greenville today for the annual Henry's Dealer show, held here for the sixth consecutive year, generating nearly \$5 million in direct economic impact in the Upstate.

The show in the Carolina First Center attracts more than 700 major manufacturers and vendors of fishing tackle, camping, hunting and shooting sports equipment. It also is expected to draw more than 1,000 retailers

from throughout the country.

Although the show is not open to the general public, it is an important contributor to Greenville's economy, said Ryan Herron, director of sales for the Greenville Convention and Visitors Bureau.

Those attending and working the show are expected to use more than 5,000 hotel rooms, with attendees coming and going during the show and some staying for extra days. The Hyatt is the host hotel, but visitors will spill over to 16 other properties in the Upstate, he said. The show will run today through Sunday.

Herron said the bureau is pleased that Henry's continues to return to Greenville.

"It is especially gratifying since January is usually a slow time for the tourism industry in general," he said. "As one of our largest clients, we look forward to the growth of this long-term relationship with Henry's and remain positive about seeing the show's return in years to come."

Lauren Posta, marketing manager for the CVB, said Henry's is attracted to Greenville by the strong partnership it has built with the hospitality community — the hotels, the Carolina First Center and the bureau.

"The other main thing is the culinary talent at the Carolina First Center," she said, adding that Henry's holds a banquet during the event.

Henry's was founded in 1970 in Morehead City, N.C., where it initially supplied fishing tackle shops along the coast and the Outer Banks of North Carolina. It is now part of Big Rock Sports and remains based in North Carolina. It is a full-service distributor along the Atlantic seaboard, the Gulf Coast and the eastern part of the country. It also distributes in the Caribbean, Central and South America and Western Europe.