

Greg Greenawalt

Owner, Chief Marketing Officer, Author at Destination Concepts LLC

Fort Mill, SC, US

Experienced speaker and presenter that helps people to become familiar with why Charlotte NC is a great place to work, live and play

Biography

As a veteran with more than 30 years in destination, hospitality, and tourism sales and marketing, author Greg Greenawalt has made his career promoting destinations and cities throughout the U.S. With his true passion for marketing, Greg has approached Destination Charlotte, the book as a labor of love for Charlotte and the surrounding Piedmont region. It is an honor to provide an exciting new visual perspective of Charlotte and its vibrant energy to residents, newcomers and visitors. Greg is President of Destination Concepts LLC and resides in the greater Charlotte area with his wife Cindi, daughter Alexandra.

Availability

Keynote, Panelist, Workshop, Author Appearance

Industry Expertise

Advertising/Marketing, Hospitality

Areas of Expertise

Charlotte North Carolina

Affiliations

Hospitality Tourism Alliance, Charlotte Chamber of Commerce, American Marketing Association

Sample Talks

Destination Charlotte, the book Captures the Spirit and Charm of the Region with Stunning New Original Photography

. Author Greg Greenawalt and Photographer Paul Purser spent the last year traveling throughout Charlotte and the Piedmont region capturing the feeling and spirit of what it means to work, live and play in Charlotte. Destination Charlotte the book provides insight into Charlotte's industry, neighborhoods, cultural and entertainment attractions that have helped to make the nation's 18th largest city a residential, business and tourism destination. The book contains interviews and supporting commentary from Bruton Smith CEO of Speedway Motorsports and Winston Kelley Executive Director of the NASCAR Hall of Fame regarding NASCAR's impact on our region both as a industry and a sport . Realtor Allen Tate, former Mayor Harvey Gantt and Michael Smith President & CEO of Charlotte Center City Partners discuss why Charlotte is a great place to live. Bob Morgan President of the Charlotte Chamber of Commerce and Ronnie Bryant President and CEO of the Charlotte Regional Partnership discuss the areas main industries and why Charlotte is a great place to conduct business and Tim Newman CEO of the Charlotte Regional Visitors Authority provides commentary on the cities attractions and how visitors and residents relax, have fun and play. Author Greg Greenawalt is a 30 year veteran of destination, hospitality and tourism sales and marketing and has promoted destinations across the U.S. from California to Florida. Photographer Paul Purser is a native Charlottean who finds photography as the ultimate creative outlet and has spent his career capturing the beauty of the Carolinas. The book was designed by award-winning book designer Leslie Rindoks of Lorimer Press in Davidson, N.C.

Event Appearances

Title

Charlotte Rotary Club

Title

Charlotte Chamber of Commerce

Title

Charlotte Newcommers club

Education

University of Southern California

Business Admin Marketing Business Administration

Accomplishments

Published Author

Author of Desination Charlotte the book. A color photography book that captures the vibrant spirit of working, kiving and Playing in Charlotte NC with original imgaes

Testimonials

Miuke Anrea

??Destination Charlotte-The Book? is a wonderful collection of photos that express both Greg?s love of Charlotte, along with the essence and vitality of the Queen City. I would highly recommend this book.? - Mike Andrea, Publisher, Morris Visitor Publications

John Galles

?Destination Charlotte is an outstanding publication that shows off the greater Charlotte region in a most colorful and attractive package. The text and the photos are incredibly bright and brilliant. [They] offer newcomers and residents a clear picture of Charlotte, its people, its businesses, its parks and its quality of life. This book belongs on the coffee table of every company in this region. It should also be a great tool for attracting many meetings and conventions as well as people seeking a new start in a new town. I highly recommend it to you.? -John Galles, Publisher, Greater Charlotte Biz Magazine

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)