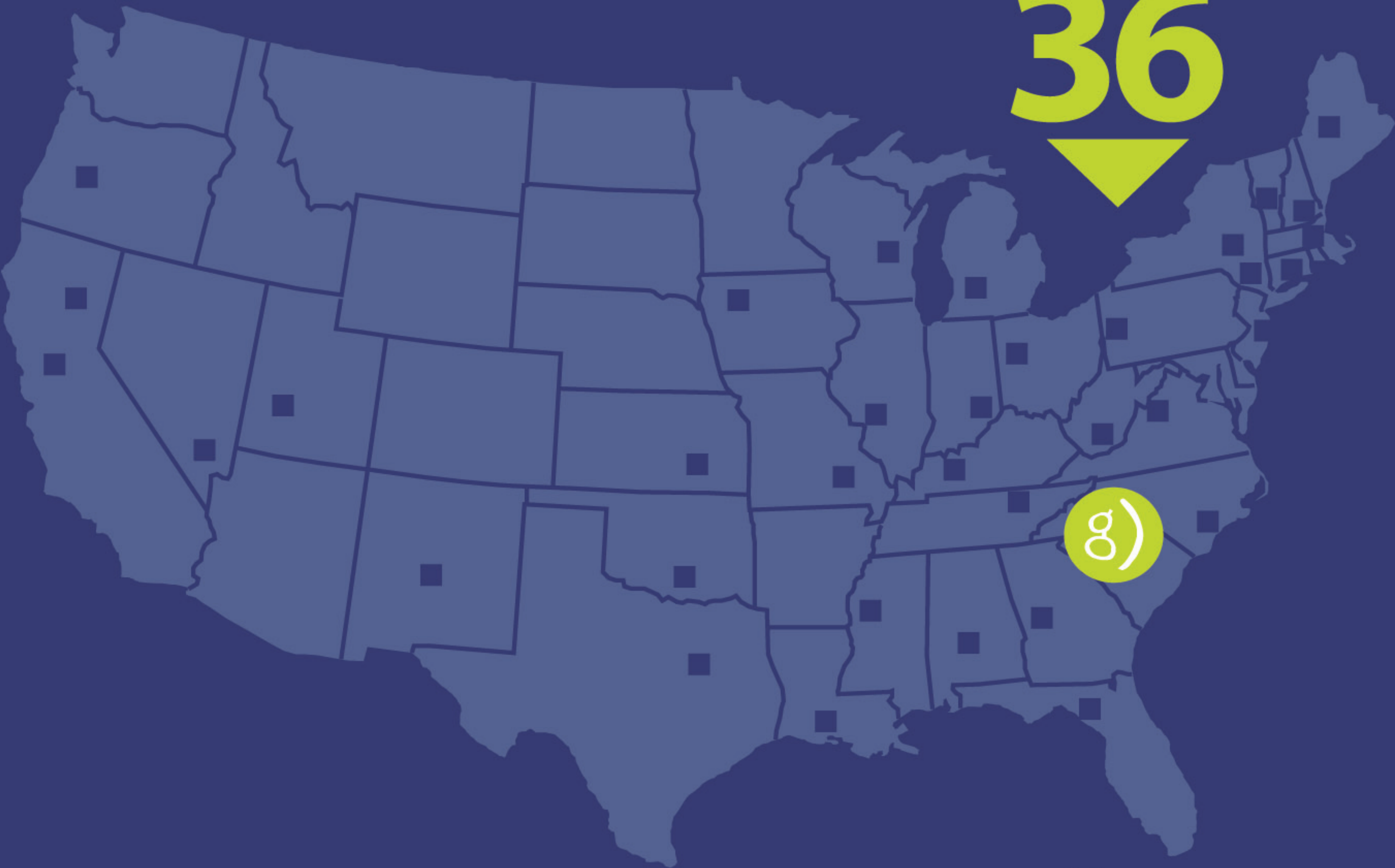




yeah, that
greenville
visitgreenvillesc.com

the **1**
OUT OF
36



yeah, that
greenville
visitgreenvillesc.com

we are the

yeah

team

 visitgreenvillesc®

VisitGreenvilleSC is an economic development organization and the official sales and marketing team of the City and County of Greenville.

**Our passion
is getting more
people to say,**

yeah

**to
Greenville, SC.**

**We proudly represent and serve the City and County of Greenville,
the hospitality industry, and hundreds of small businesses.**

yeah

**...let's meet there
...let's stay there
...let's eat there
...let's play there
...let's shop there
...let's live there**

Our Vision



To be one of the **most visited – and talked about –**
travel destinations in the Southeast.

yeah, we've got our reasons to be smiling

"Top 10 Underrated Cities for Art Lovers"

- U.S. News & World Report

"The 10 Best Emerging Destinations"

- USA Today

"3rd Most Scenic Bike Trail Across America"

- New York Post

"Top 10 Buzzy, Unpredictable Travel Destinations to Visit"

- Wall Street Journal

"The 24 Coolest Towns in the USA"

- Matador Network

"52 Places to Go (In The World) in 2017"

- The New York Times

"#3 Top Small City in the U.S."

- Condé Nast Traveler Readers' Choice Awards

"50 Best Places (In The World) to Travel in 2018"

- Travel + Leisure

"Top 12 Most Underrated Food Cities in America"

- BuzzFeed

2017 PR Value:

\$6.35 million

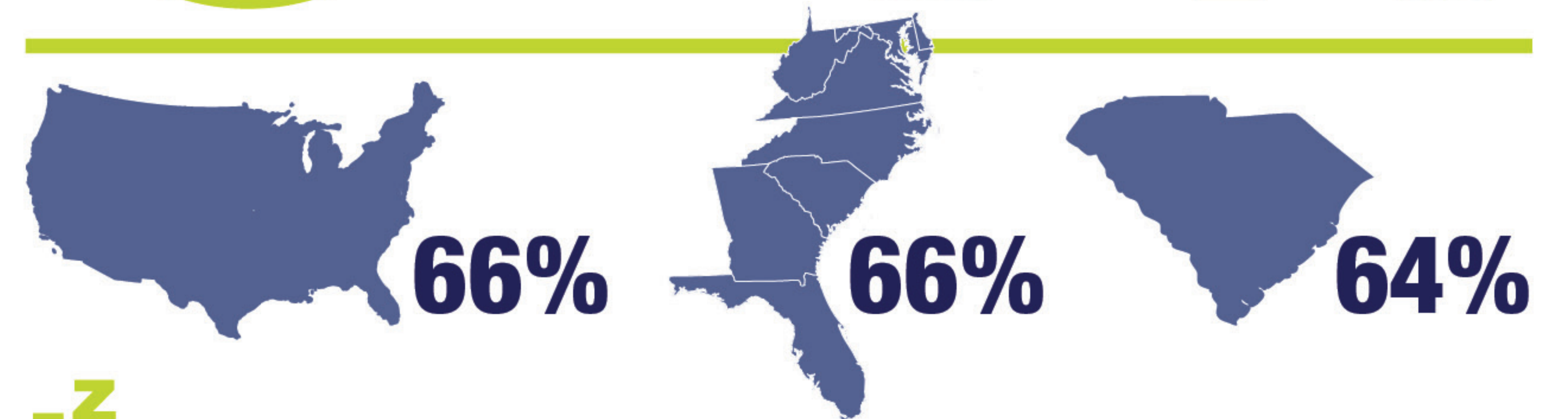
377 media stories

Travel promotion is an essential strategy for encouraging **economic growth.**



Yeah, THAT Greenville is a tourist destination!

Greenville, SC hits highest hotel occupancy rate EVER.



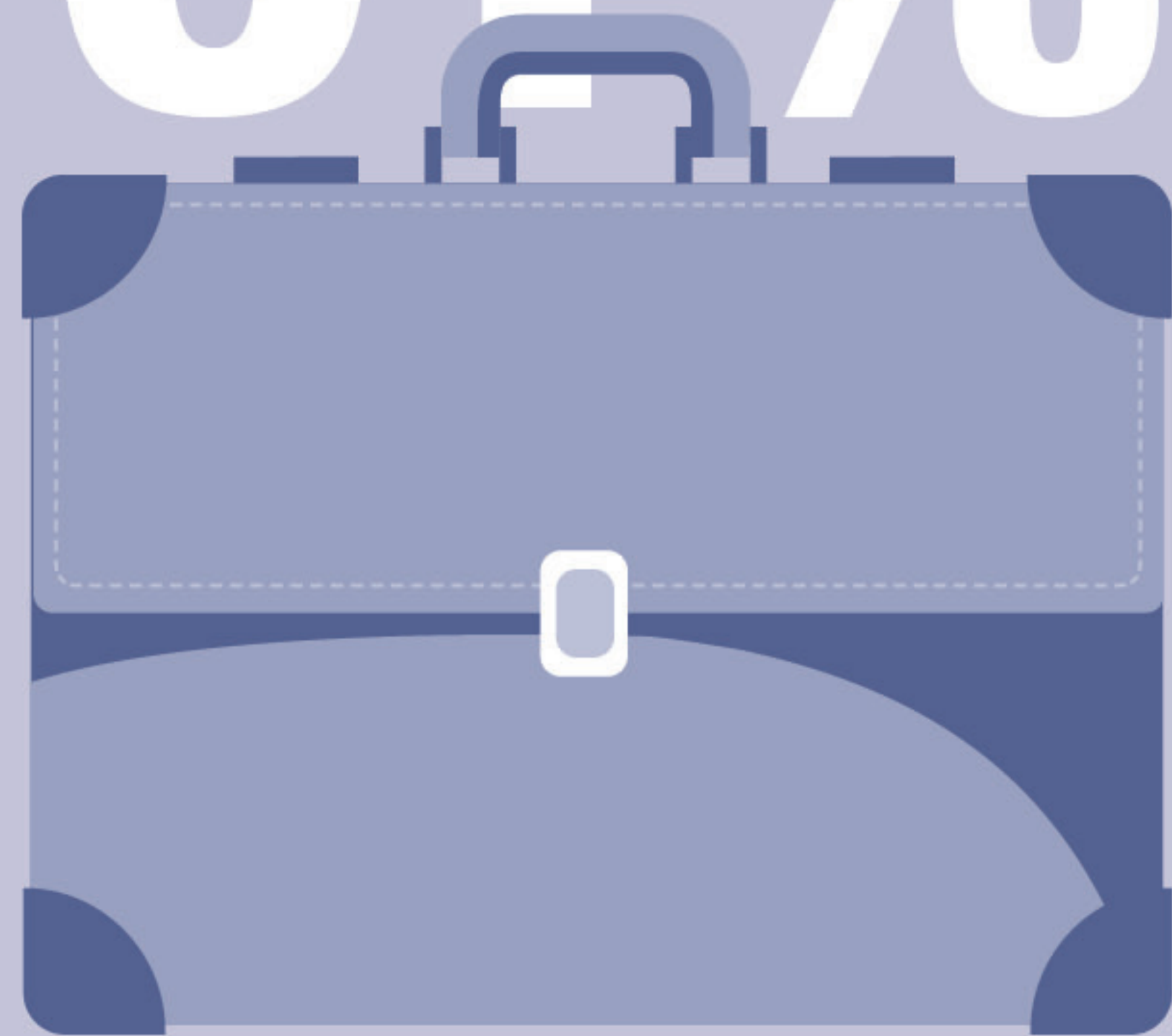
Greenville, SC outperformed the Nation, the Southeast and the State in hotel occupancy. CALENDAR YEAR-END 2017

Source: Smith Travel Research

Oh my, how we've grown.

2011

61%



WEEKDAY



59%



WEEKEND

Weekend hotel occupancy exceeds weekday occupancy –
indicating Greenville is THAT place for *both* business and pleasure.

2017

74%



WEEKDAY



75%



WEEKEND



**In 2017,
Greenville's
ADR**

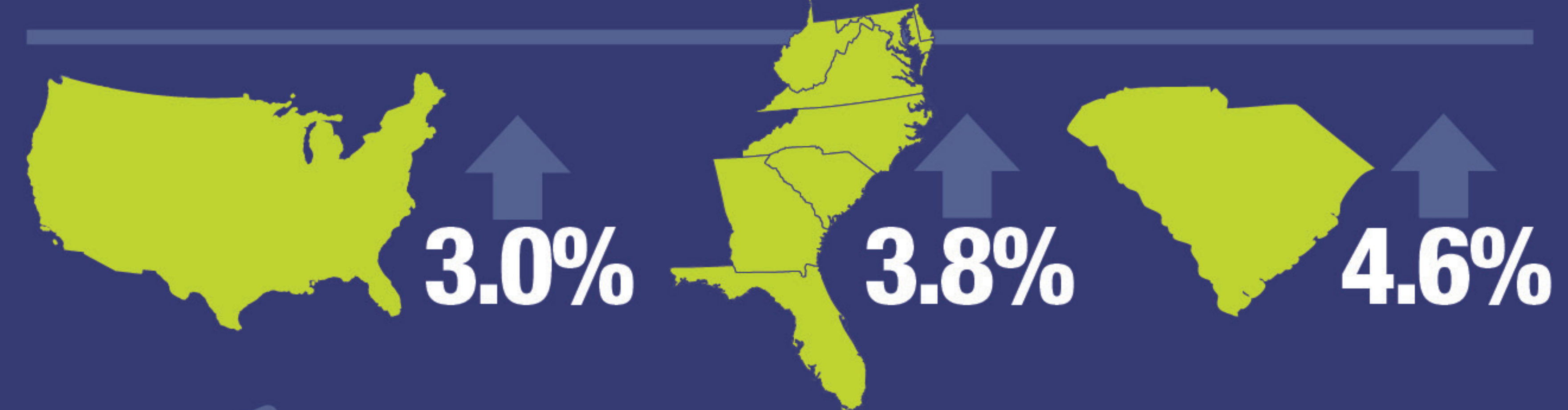
(average daily rate)
**reached
its highest
rate ever.**

up ↑ 3.5%

Source: Smith Travel Research

Greenville, SC hits highest revenue per available room **EVER**

up ↑ 5.8%



Greenville, SC outpaced the Nation, the Southeast and the State in RevPAR (revenue per available room) rate of growth in 2017.

Source: Smith Travel Research

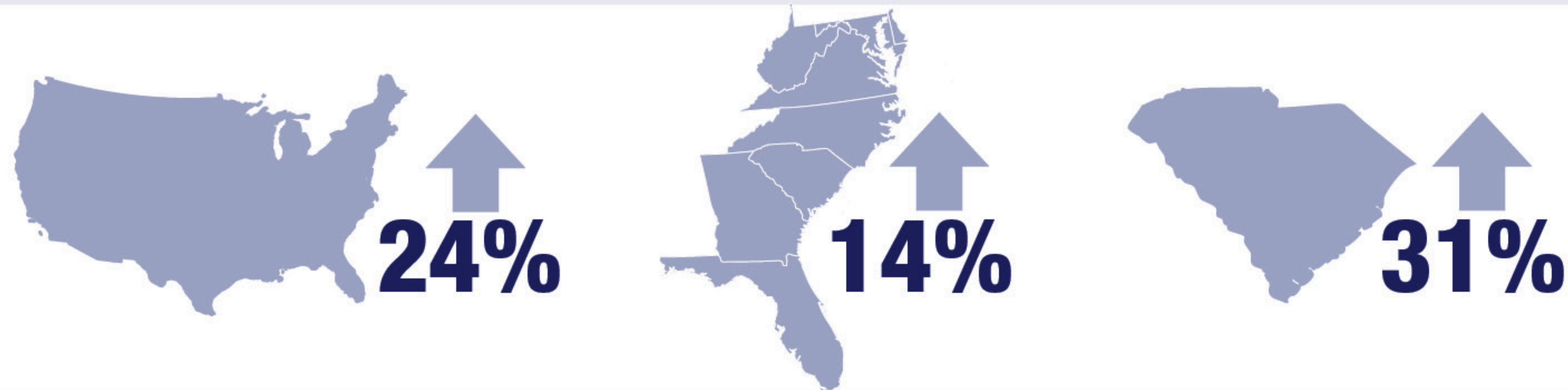
How does Greenville compare against geographic benchmarks?

The numbers speak for themselves.
Greenville consistently outperforms the Nation, the Southeast and the State across key performance indicators.

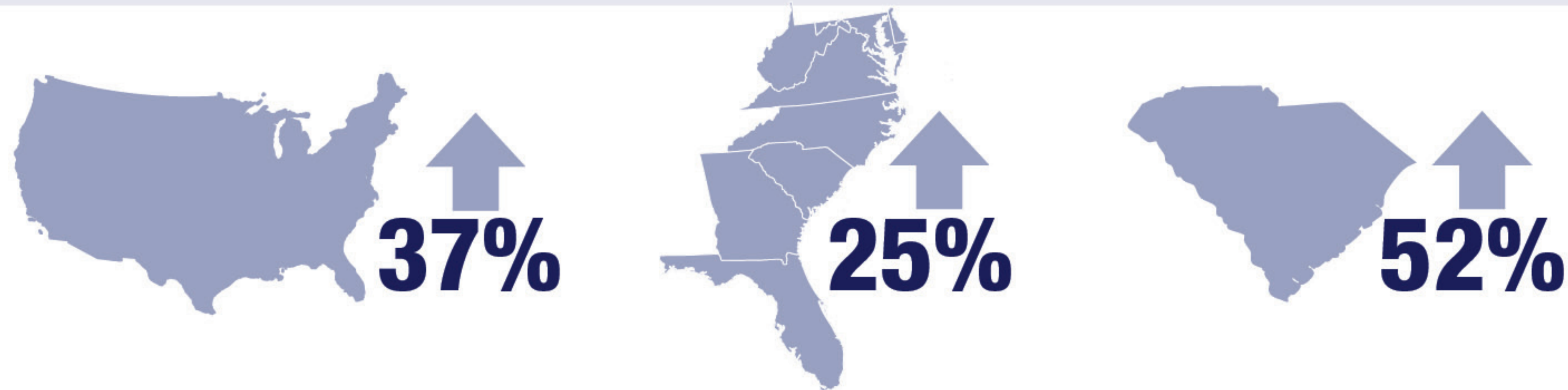
Hotel Occupancy
2011-2017



Hotel ADR
(average daily rate)
2011-2017



Hotel RevPar
(revenue per available room)
2011-2017




Visitors to Greenville, SC generate nearly **\$1.19 BILLION** in direct spending in our community and **\$72.3 MILLION** in state and local taxes.

Yeah, Cha-Ching 

*Source: US Travel Association/
SC Department of Parks,
Recreation & Tourism*



every **1** % increase in hotel occupancy...

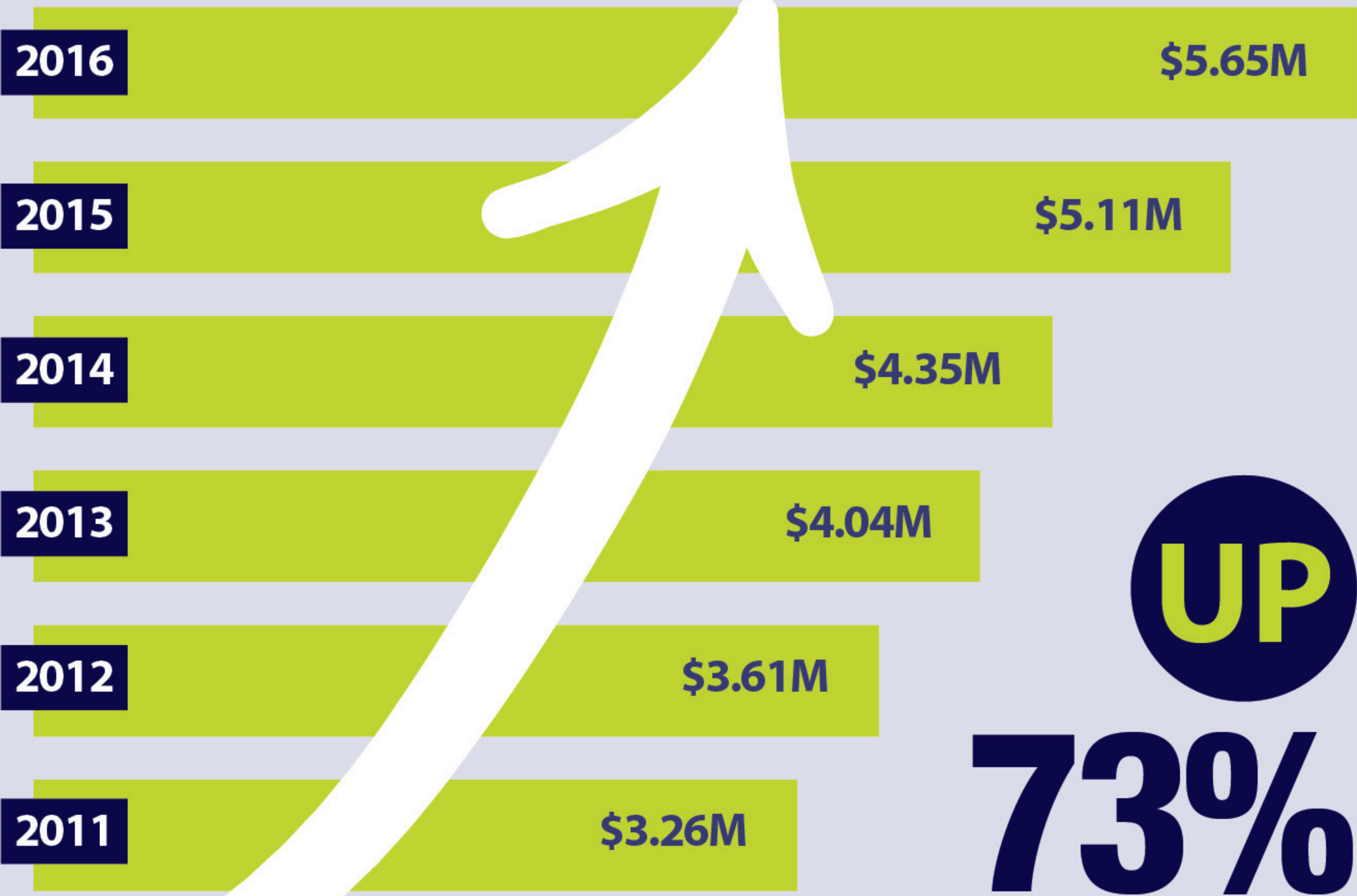
G E N E R A T E S
\$ 8, 7 0 0, 0 0 0
I N V I S I T O R
S P E N D I N yeah, million\$ 

So, who wants some tourism?

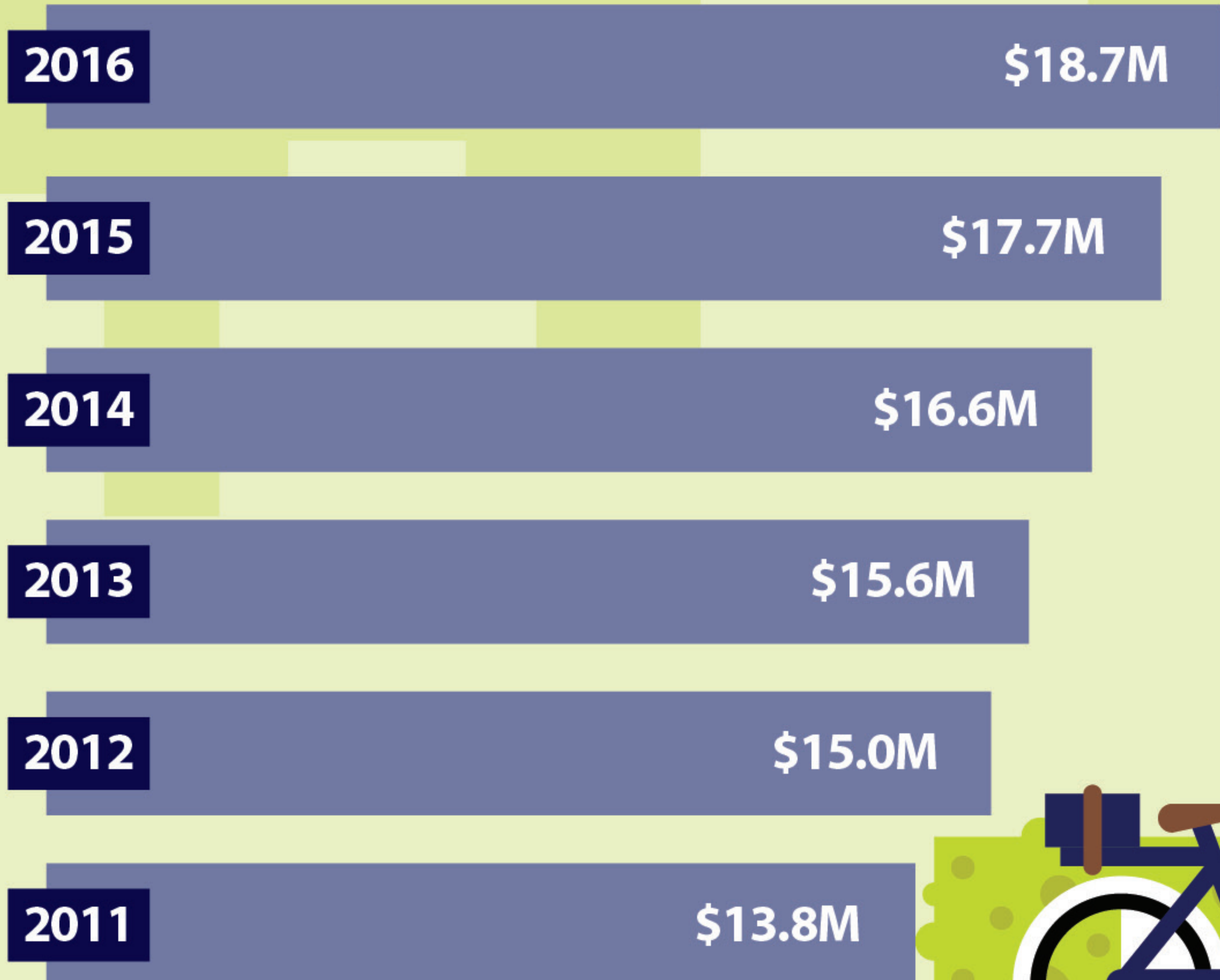
Tourism tax dollars fund facilities, new parks and recreation amenities, museums and attractions, as well as festivals and events.



Greenville City/County ACCOMMODATIONS Tax Revenue Trends

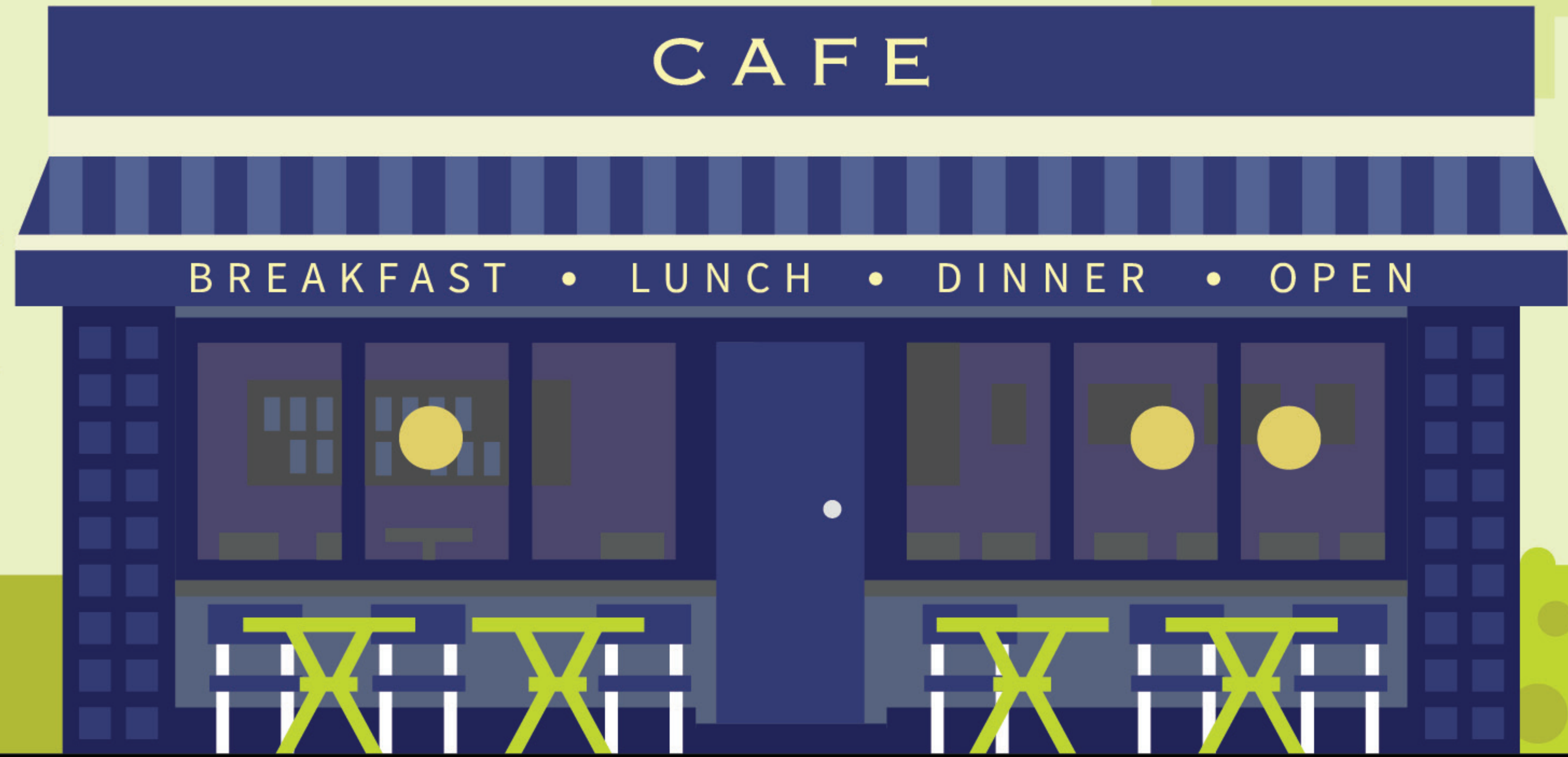


Greenville City/County HOSPITALITY Tax Revenue Trends



30% of restaurant sales come from the visitor.

UP 35%



Tourism annually
helps lift Greenville households'
tax burden by
\$826.00
in local and state taxes.



Source: US Travel Association/
SC Department of Parks,
Recreation & Tourism

Tourism creates



10,300 JOBS

Visitor spending benefits Greenville County residents with
\$264 million in wages and salaries.



205,000 leisure trips to
Greenville, SC resulted in

509,000

room nights sold,
that were directly attributed
to the Yeah THAT Greenville
ad campaign.

Source: SMARInsights Ad Effectiveness & Conversion Study 2017



Ad influenced travel revenue hit

\$331,000,000



UP

61%

in direct visitor spending that
**would not have happened
without tourism advertising.**

ROI



**Greenville
earns**

\$199

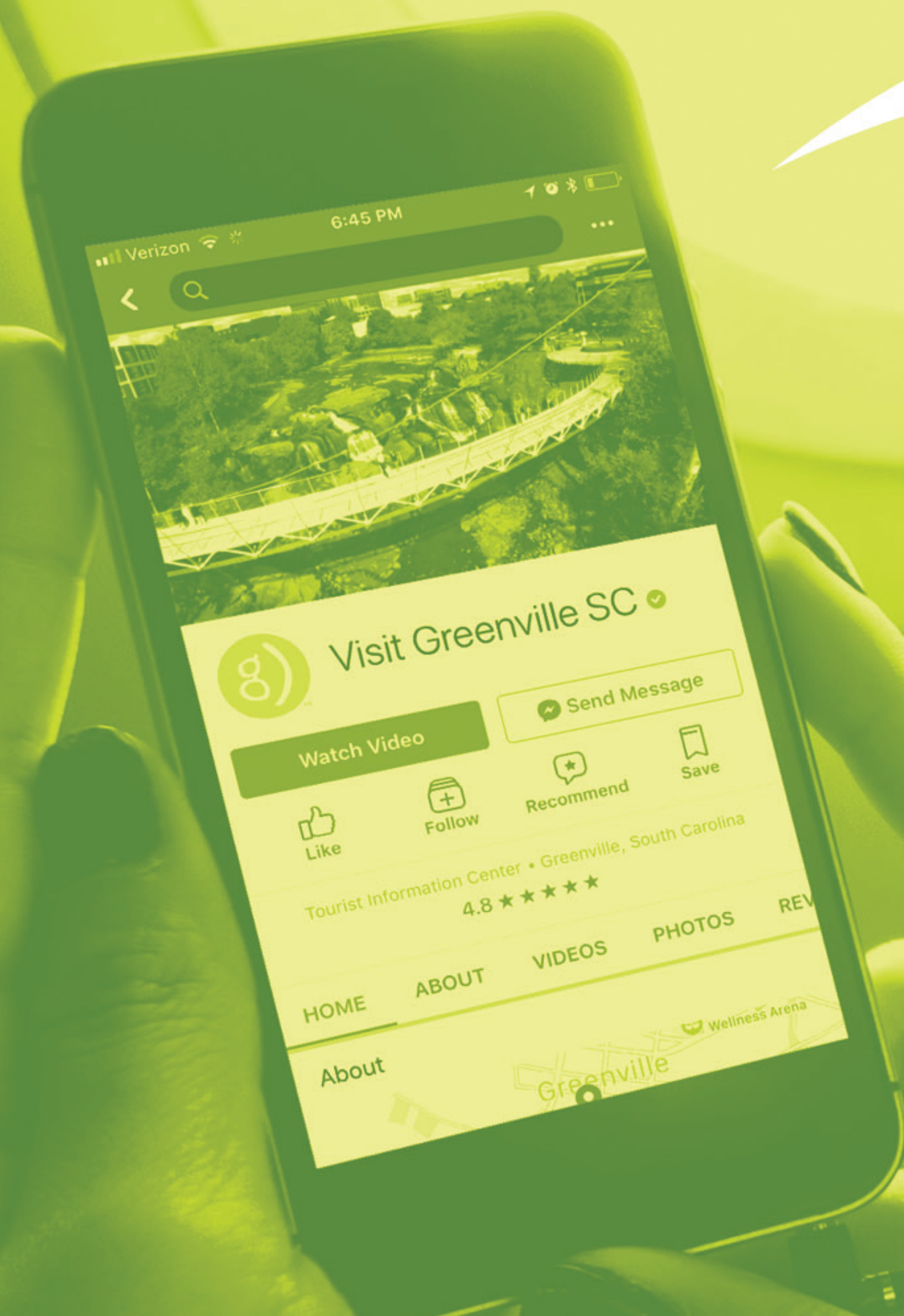
**in visitor spending for each dollar
VisitGreenvilleSC invests in advertising.**

Source: SMARInsights Ad Effectiveness & Conversion Study 2017



234,700,000
PAID MEDIA
IMPRESSIONS

In 2017, there were almost 235M opportunities for people to be exposed (think eyeballs) to the Yeah, THAT Greenville message.



In 2017, the
yeah, that greenville®
message had a reach
of more than

339,000,000



shared media impressions.



#yeahTHATgreenville
is the most used hashtag
in Greenville with more than
800,000
posts on Instagram alone.



UP

60%

in 2017

#yeahTHATmany #saycheese #nofilter

travel promotion
search engine marketing
prospecting
lead fulfillment DIRECT MARKETING
destination awareness
JOURNALIST HOSTING partnership
tour promotion & bookings development
convention services visitor services **e-marketing**
COMMUNITY RELATIONS publicity
website product awareness
content generation TOOLS SALES
information sharing INQUIRIES
account development SOCIAL MEDIA
media outreach MEMBERSHIP
collateral
marketing
booking production analytics
RESEARCH & STATISTICS
lead distribution **visual assets**

advertising
client relationships
site inspections
direct sales
brand awareness
convention sales
relations public
content curation
custom proposals
sales missions
LEAD GENERATION

STRATEGIC TARGETING
business broker supplier referrals

yeah,
we do all of that.

 visitgreenvillesc®

visitor center



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yeah, **that**
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