

yeah, that
greenville[®]
SOUTH CAROLINA

©2019

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.

the 1
OUT OF 36



The
Greenville
to end all
Greenvilles

yeah, that
greenville®
visitgreenvillesc.com

Our Vision



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

**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**

**YEAH, people are
talking about us!**

**"Top 19 Must-See
Destinations in
2019"**

- Expedia

**"The South's
Next Big Charming
Destination"**

- Travel Channel

**"Best Small
Cities in the
U.S. 2018"**

- National Geographic
Traveler

**"6 of Our
Favorite
Food Cities
in the U.S."**

- TravelZoo

**"South's
Friendliest
Cities 2018"**

- Southern Living

**"The Next Big
Small Town"**

- People Magazine

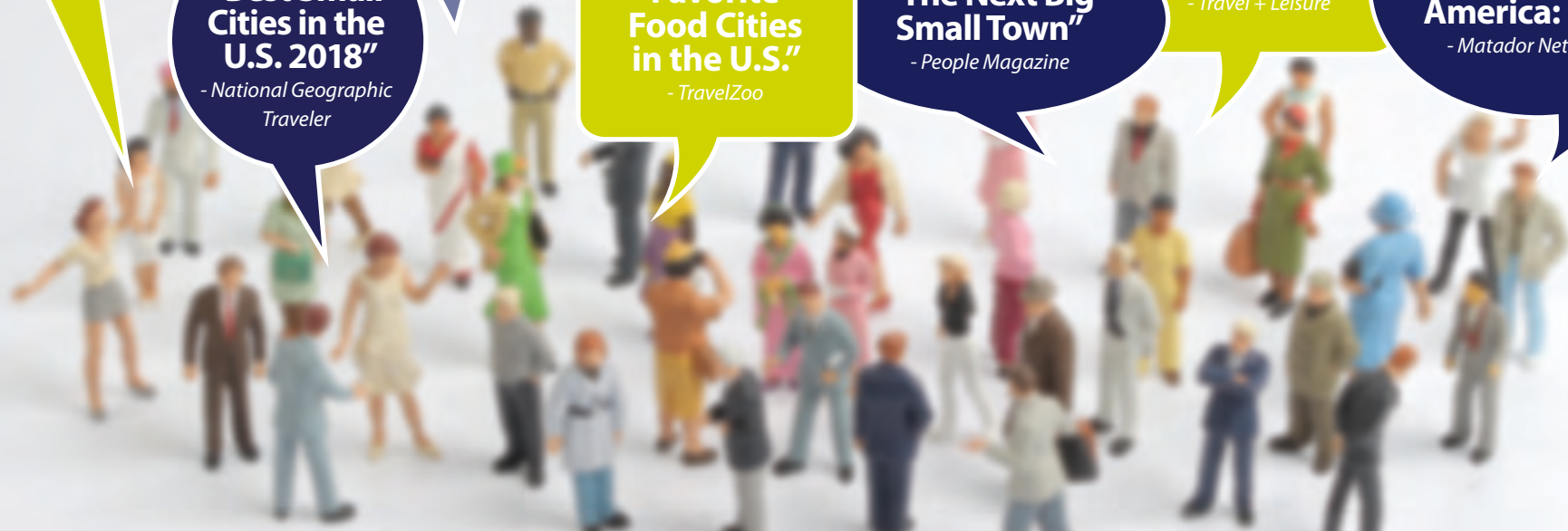
**"50 Best Places
(In The World)
to Travel
in 2018"**

- Travel + Leisure

**"The 25
Coolest Towns in
America: 2018"**

- Matador Network

2018 PR Value:
\$5 million
234 media stories



Travel promotion
is an essential strategy
for encouraging
economic
growth.

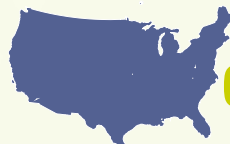


*Yeah, THAT Greenville
is a tourist destination!*

2018 Greenville, SC
hotel occupancy rate

71%

Greenville, SC outperformed the Nation, the Southeast and the State in hotel occupancy.



66%



66%



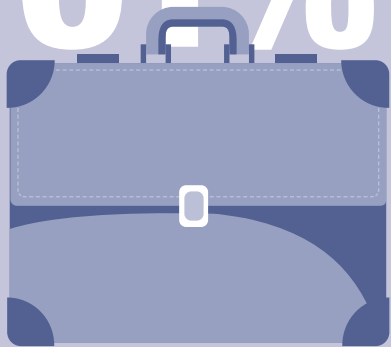
64%

Source: Smith Travel Research

Oh my, how we've grown.

2011

61%



WEEKDAY

>

59%



WEEKEND

Source: Smith Travel Research

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

2018

70%



WEEKDAY

<

74%



WEEKEND

In 2018 we welcomed
5,000,000 visitors.

*Yay!
You're here!*



**In 2018,
Greenville's
ADR**

(average daily rate)
reached

\$104
**its highest
rate ever.**

Source: Smith Travel Research

**up
2.4%**



Oh my, how we've grown.

\$42 Greenville, SC
Revenue Per
Available Room

2011



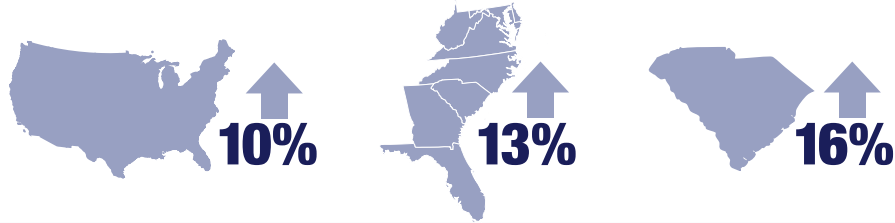
\$74

2018

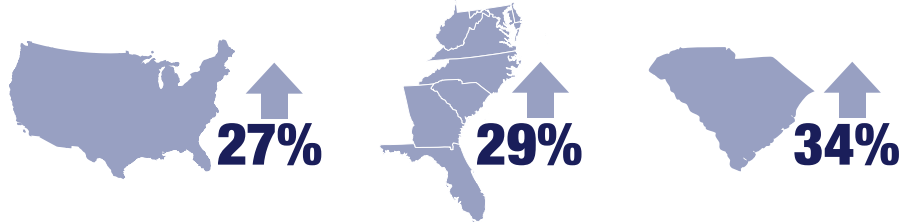
YEAH, THAT'S 76% GROWTH

How does Greenville compare against geographic benchmarks?

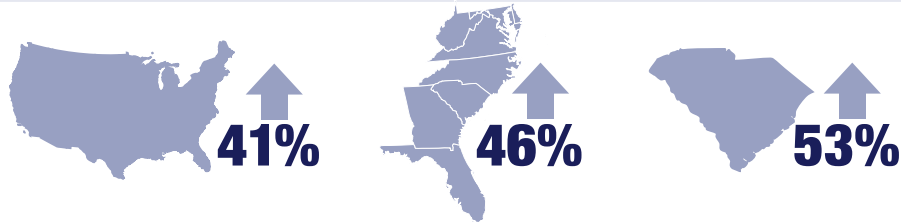
Hotel Occupancy 2011-2018



Hotel ADR (average daily rate) 2011-2018



Hotel RevPar (revenue per available room) 2011-2018



The numbers speak for themselves.

Greenville consistently outperforms the Nation, the Southeast and the State across key performance indicators.





GENERATES
\$9,727,000
INVISITOR
SPENDING

yeah, million\$
g)

Visitors to Greenville, SC
generate nearly **\$1.3 BILLION**
in direct spending in our
community and **\$74.7 MILLION**
in state and local taxes.

Yeah, Cha-Ching

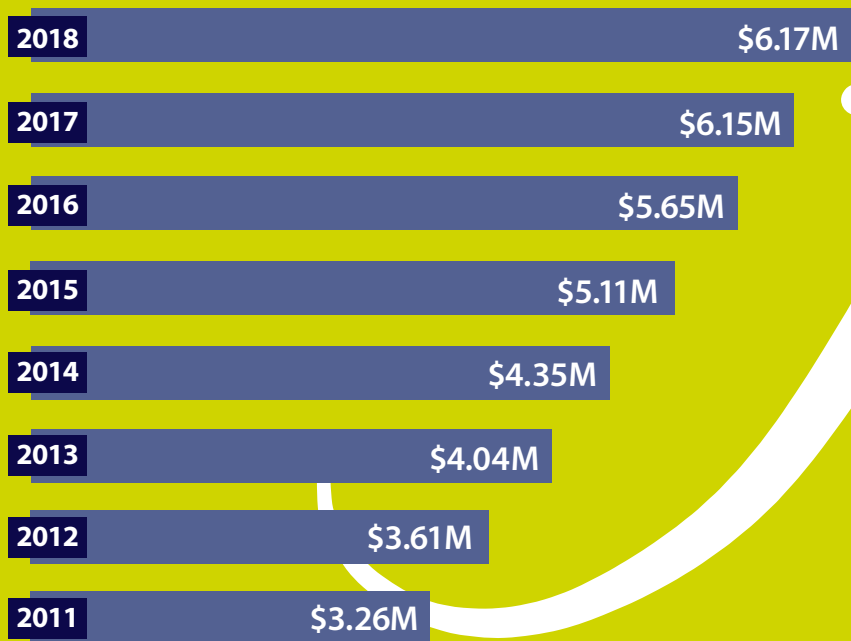


*Source: U.S. Travel Association/
SC Department of Parks,
Recreation & Tourism*



\$1,250,500,000

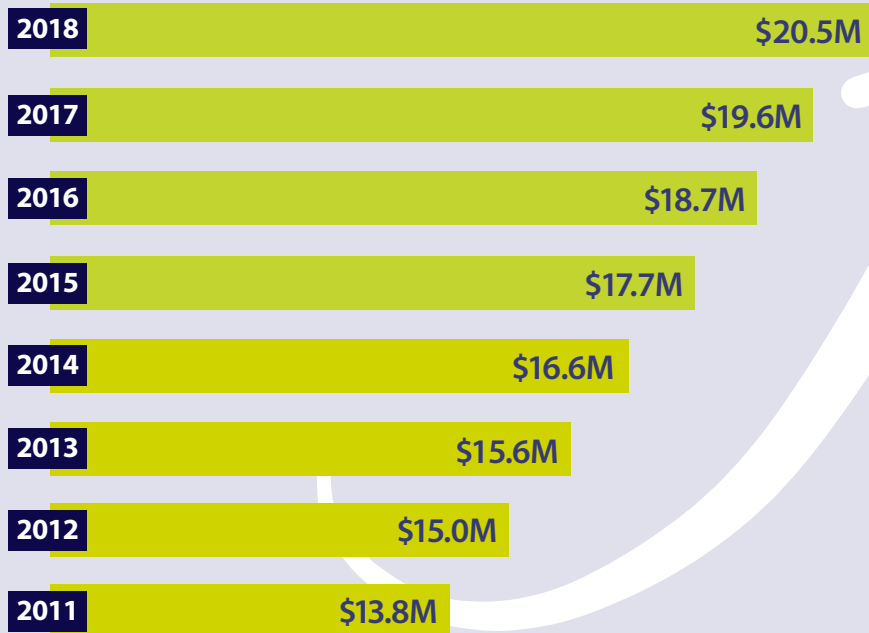
Greenville City/County **ACCOMMODATIONS** *Tax Revenue Trends*



UP 89%



Greenville City/County **HOSPITALITY** *Tax Revenue Trends*



UP 48%

30% of all restaurant sales in Greenville County come from the visitor.

Tourism helps lift Greenville households' tax burden by

\$895

annually
in local
and state
taxes.



Source: U.S. Travel Association/
SC Department of Parks,
Recreation & Tourism

TOURISM CREATES

10,600 JOBS

Visitor spending benefits Greenville County residents with
\$273 million in wages and salaries.

So, who wants some tourism?

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





ROI

\$223 to \$1

Greenville earns

\$223 BUCKS

in visitor spending for
each dollar VisitGreenvilleSC
invests in advertising.

Source: SMARInsights Ad Effectiveness & Conversion Study 2018

Ad influenced travel revenue hit...

\$419,000,000

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

UP
26%





258,000 leisure trips to
Greenville, SC resulted in

528,000

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

Source: SMARInsights Ad Effectiveness & Conversion Study 2018



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In 2018, there were almost
257M opportunities for
people to be exposed
to the **Yeah, THAT**
Greenville message.
That's...

257,000,000

sets of eyeballs

(aka: paid media impressions)



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In 2018, **VisitGreenvilleSC's** social platforms generated more than...

42,000,000
shared media impressions.





yeah
THAT
greenville

is the most
used hashtag
in Greenville!

MORE
THAN

@1,200,000
posts on Instagram alone.

#yeahTHATmany
#saycheese
#nofilter



UP
50%
in 2018

visit**greenvillesc.com**

Web traffic (**UP 82%**)
1,428,000 visits

Unique users (**UP 60%**)
995,000

Page views (**UP 51%**)
2.9 million views



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

advertising
client relationships
site inspections
direct sales
brand awareness
convention sales
public relations
content curation
custom proposals
sales missions
LEAD GENERATION
business broker
supplier referrals
STRATEGIC TARGETING

yeah,
we do all of that.

 visitgreenvillesc

visitor center



148 River Street, Suite 222
Greenville, South Carolina 29601
864.421.0000 | 800.351.7180
visit**greenvillesc**.com
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