



25 Best Places to Visit
Forbes



Best Small Cities in the U.S.
*Condé Nast Traveler
Readers' Choice Awards*

yeah, that greenville®



#1 Best Romantic Getaway
in the U.S.
TODAY



52 Places to Go (In the World)
The New York Times



7 Perfect Babymoon Destinations
Essence

©2020



we are the
yeah
team



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!

**"U.S. Travel:
25 Best Places to
Visit in 2020"**

- Forbes

**"Best Small Cities in
the U.S. 2019 (#9)"**

- Condé Nast
Readers' Choice

**"The Best Up-
and-Coming
Travel
Destinations
of 2020"**

- Men's Journal

**"10 Best Romantic
Getaways in
the U.S. (#1)"**

- TODAY.com

**"Best Places
to Live (#36)"**

- Money Magazine

**"Our Favorite
Food Cities
of the Past
Decade"**

- Matador Network

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

- Expedia

2019 PR Value:

\$2.2 million

189 media stories

43 "Best of" Lists



Travel promotion
is an essential strategy
for encouraging
economic
growth.

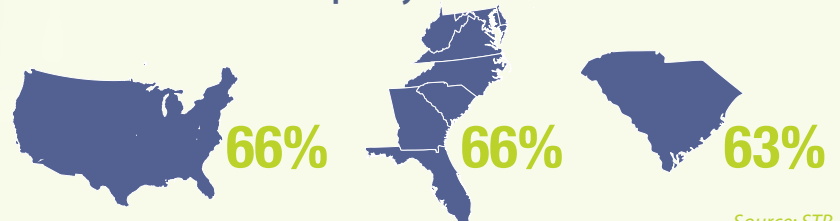


*Yeah, THAT Greenville
is a tourist destination!*

**2019 Greenville, SC
hotel occupancy rate**

67%

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

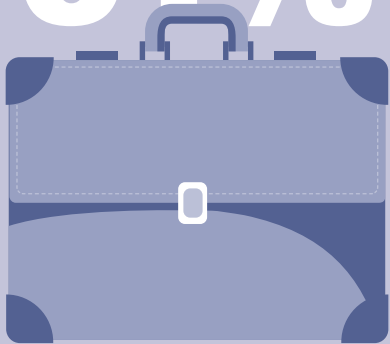


Source: STR

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 leisure.

2019

66%



WEEKDAY



71%



WEEKEND

In 2019 we welcomed
5,500,000 visitors.

*Yay!
You're here!*



“**97%**

of visitors would
recommend
a trip to
Greenville”

SOURCE: SMARInsights Ad
Effectiveness & Conversion Study

Talk about a great bedtime story!

2,389,000 + 152,000

HOTEL ROOMS

SHORT TERM RENTALS

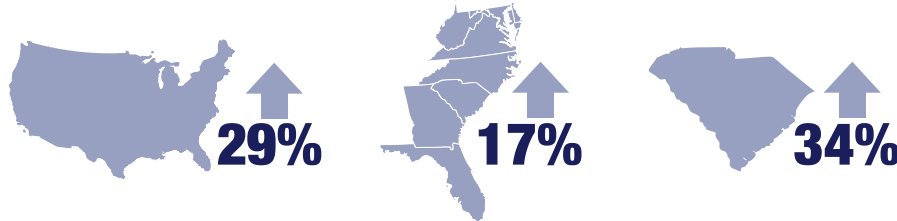
= MORE THAN 2.5 MILLION ROOM NIGHTS SOLD!

How does Greenville compare against geographic benchmarks?

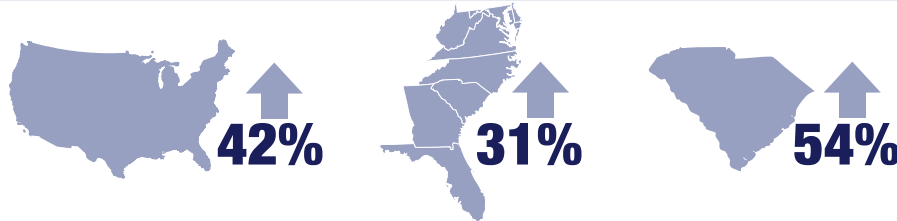
Hotel Occupancy
2011-2019



Hotel ADR
(average daily rate)
2011-2019



Hotel RevPar
(revenue per available room)
2011-2019
Source: STR



Greenville measures up

We're holding our own when compared to the Nation, the Southeast and the State.





GENERATES
\$13,656,500
INVISITOR
SPENDING

yeah, million\$



Visitors to Greenville, SC generate more than **\$1.3 BILLION** in direct spending in our community and **\$77 MILLION** in state and local taxes.

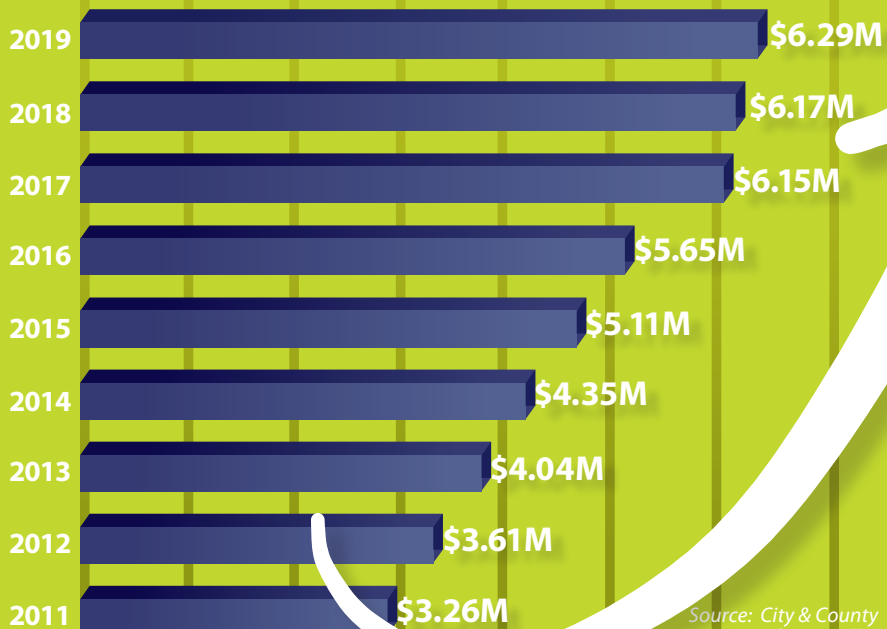
Yeah, Cha-Ching



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



Greenville City/County ACCOMMODATIONS Tax Revenue Trends



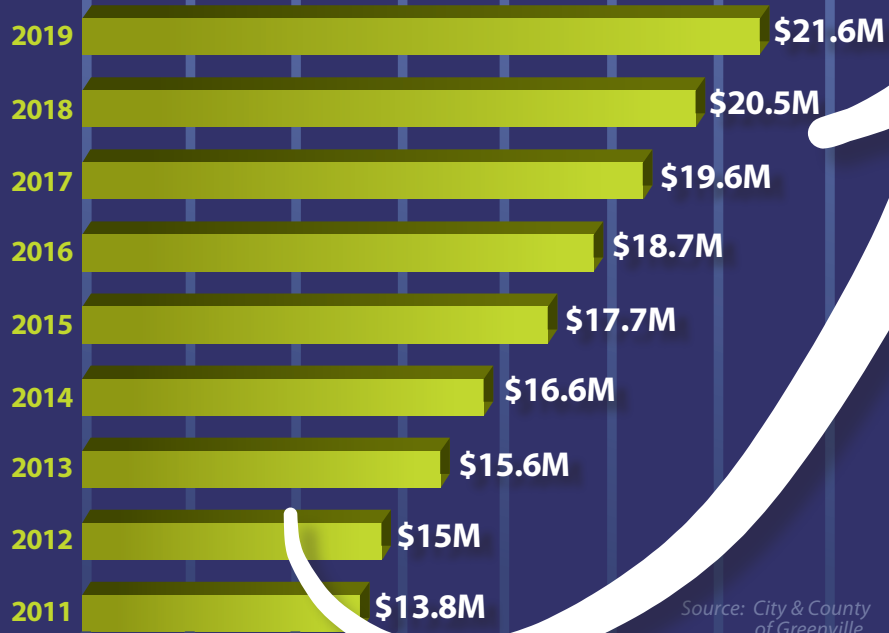
Source: City & County
of Greenville



UP 93%

2011-2019

Greenville City/County HOSPITALITY Tax Revenue Trends



Source: City & County
of Greenville



UP 57%

2011-2019

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

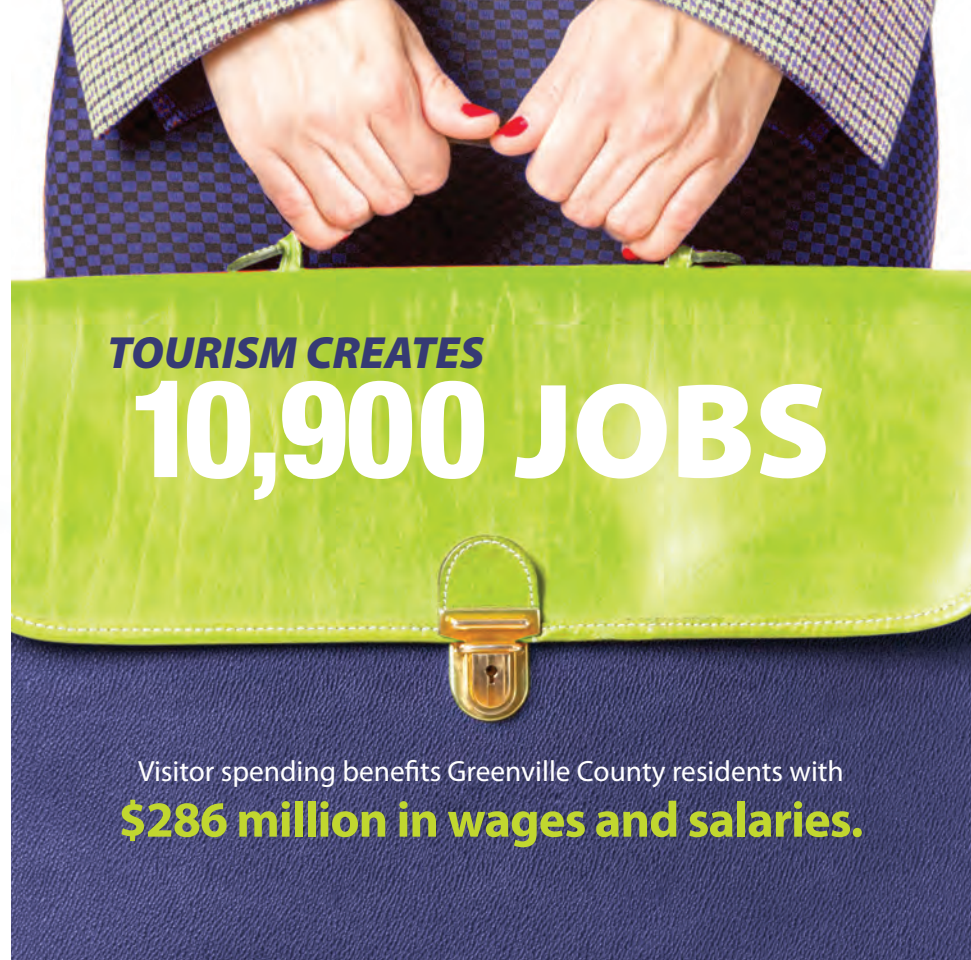
Tourism helps reduce Greenville households' tax burden by

\$1,340

in local, state, and federal taxes.



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



TOURISM CREATES

10,900 JOBS

Visitor spending benefits Greenville County residents with
\$286 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.

% of sales generated by tourism





ROI

\$179 to \$1

Greenville earns

**\$179
BUCKS**

in visitor spending for
each dollar VisitGreenvilleSC
invests in advertising.

Source: SMARInsights Ad Effectiveness & Conversion Study

Ad influenced travel revenue generated...

\$609,000,000

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



SOURCE: SMARInsights Ad Effectiveness & Conversion Study



70%
OF VISITORS
TO GREENVILLE
STAY IN A
HOTEL



333,000 leisure trips to
Greenville, SC resulted in

830,045

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

Source: SMARInsights Ad Effectiveness & Conversion Study

yeah,that
greenville®
visitgreenvillesc.com

In 2019, there were almost
278M opportunities for
people to be exposed
to the **Yeah THAT**
Greenville message.
Thats...

278,000,000

sets of eyeballs

(aka: paid media impressions)



yeah THAT greenville

More than
1.6 million
usesto date



NEARLY
600,000
CLICKS!

↑
159%
(Y·O·Y)

visitgreenvillesc.com
Nearly 1.4 Million Visitors

And they mean
business!

YEAR-OVER-YEAR INCREASES

Hotel Bookings UP 12%

Restaurant Reservations UP 75%

Local Tour Bookings UP 10%



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

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



 visitgreenville.org

visitor center



148 River Street, Suite 100
Greenville, South Carolina 29601
864.421.0000 | 800.351.7180
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