



bright in Greenville!

Just imagining it brings joy.

Studies show that simply looking at beautiful travel photos—like these!—releases oxytocin in the brain, helping you feel calm, focused and energized. It's a mini vacation for your brain!

This charming South Carolina mountain town transforms for the holidays with open-air ice-skating rinks, parades, light shows and pop-up shops for a one-of-a-kind winter escape!



he magic of the season shines brightly from the cheery town of Greenville, South Carolina! Besides its festive facade during the holidays, this charming city boasts amazing museum collections, a vibrant arts scene, eclectic eateries and more.

Begin your day with a guided Historic Neighborhoods & Architecture Tour. Marvel at the grandeur of homes dating back nearly 200 years. Bonus: They'll be all dolled up for Christmas!

Next, head over to one of South Carolina's longest-standing restaurants—The Clock Drive-In. Chow down on a classic burger, which AAA Magazine has ranked among the "Top 8 Burgers in the Carolinas."

As the sun begins to set, grab yourself a toasty hot chocolate and head downtown to peruse the glittering windows of Main Street. See how storefronts transform into a wonderland to claim top prize in the annual window decorating contest. Simply magical!