

VISIT
GREENVILLE
SC

FY25 ANNUAL REPORT

July 2024 – June 2025





THANK YOU TO OUR BOARD OF DIRECTORS

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GSP International Airport

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Hospitality America

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Embassy Suites Greenville

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Table 301 Restaurant Group

James Stephens
Greenville Downtown Airport

Frank Farmer
Greenville County Council

Max Stewart
GADC

Babette Jones
Greenville Tech
Six Nineteen of 1865

OUR VISION

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



OUR MISSION

Maximize Greenville's Visitor Economy by developing and promoting exceptional visitor experiences to elevate the quality of life and prosperity for our community.



CORE VALUES



INTEGRITY	Doing the right thing, all the time. We build trust through transparency, honesty, and respect.
OPEN	We actively seek new perspectives with the belief that we're stronger because of our differences.
RESILIENCE	We believe our response to adversity, not the adversity itself, defines who we are. We are positive, flexible, and persevere to find success.
PASSION	We are inspired by an authentic love for Greenville, and we strengthen our community by sharing it with the world.
EXCELLENCE	Our team, our vendors, and our stakeholders deliver bold, creative, and high-performing solutions.
COLLABORATION	Our success is greater when we effectively harness other's expertise, experiences & resources.

LEADERSHIP



**HEATH
DILLARD**

President & CEO



**BETH
MOATS**

VP, Marketing &
Communications



**JONATHAN
BRASHIER**

VP, Meetings,
Conventions & Events



**MATT
DALBY**

VP, Finance &
Administration



TOURISM INDUSTRY ECONOMIC IMPACT

\$2.5B

TOURISM INDUSTRY ECONOMIC IMPACT In Greenville County in 2024

Source: Tourism Economics



VISIT
GREENVILLE
SC

INVESTMENT IN COMMUNITY



\$201M

TAX-GENERATING POWERHOUSE

\$106M in State Taxes + \$95M in Local Taxes

\$931

SAVED



**By Greenville Households
Per Year In Taxes**

Without tourism, every household would need to pay nearly \$1,000 more just to keep services as they are today.

Source: Tourism Economics



ENRICHING OUR COMMUNITY



1 IN EVERY 25 JOBS

In Greenville County Exist Because of Visitors



GENERATING \$655M IN PERSONAL INCOME

This income funds housing, childcare, transportation, and essentials.

Source: Tourism Economics



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FY25 VGSC PERFORMANCE RECAP



MARKETING PERFORMANCE

FY'25 VGSC PAID LEISURE MEDIA ROI

21.9
MILLION

Travelers Reached by
VGSC Paid Media



1.5
MILLION

Influenced 1.5M
Leisure Trips



\$453M

Total Economic Impact
of Leisure Travelers VGSC
Influenced by Paid Media

\$33.8M

**Incremental State &
Local Taxes Generated**



Source: Longwoods

VISITGREENVILLESC.COM

Greenville's #1 Trip Planning Resource

- **13.9K+** Daily Visitors
- **5.1M** Total Website Sessions
- **#1** Top Ranking on Google

Driving **more visitors** to Greenville by **connecting them** with what they want most.



SOCIAL MEDIA

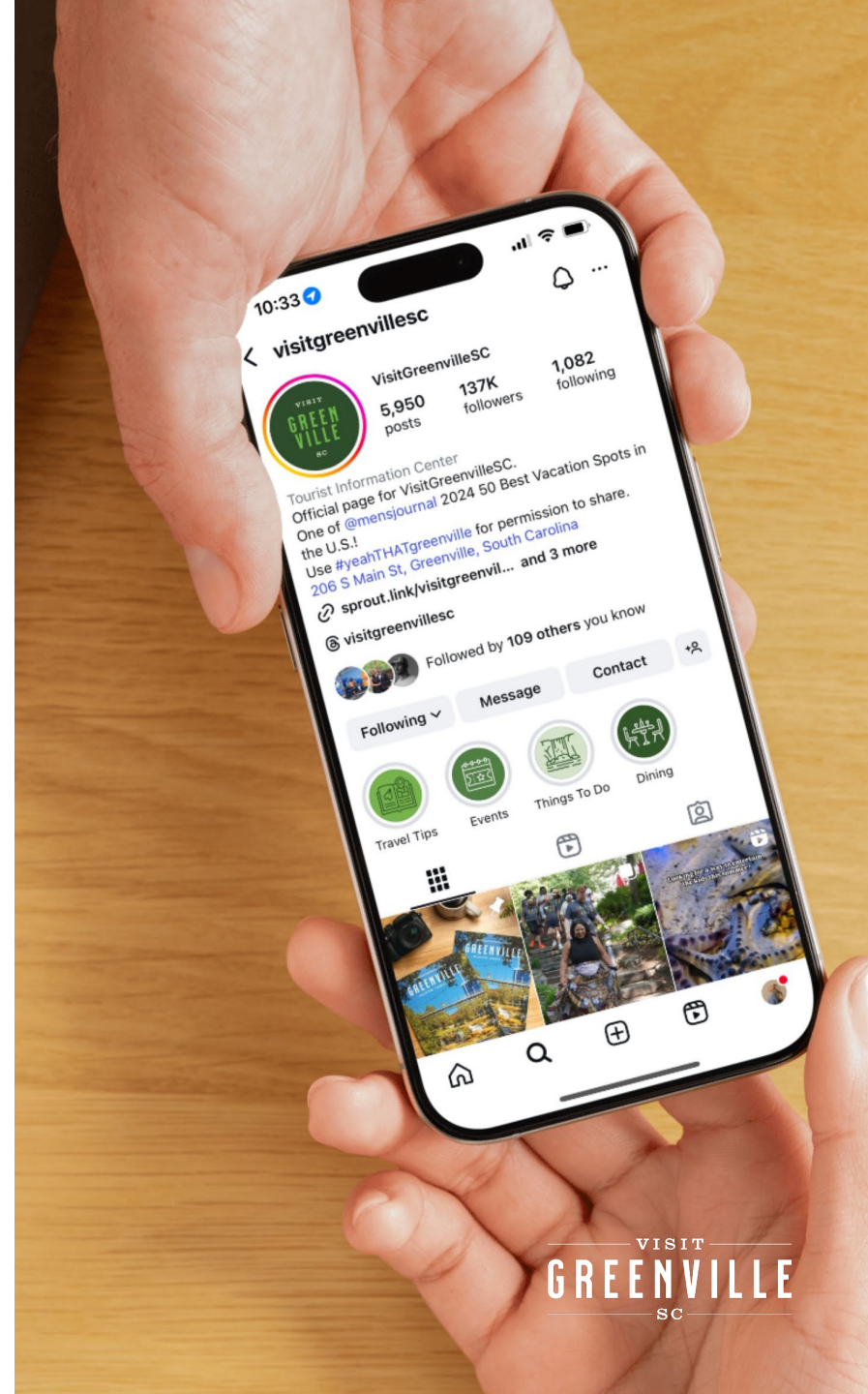
272,000 SOCIAL FOLLOWERS

- **138K** Instagram followers
- **122K** Facebook followers
- **8.1K** LinkedIn followers
- **3.7K** Pinterest followers



VisitGreenvilleSC's social channels gained over **29,000 followers** and garnered over **105.6 million impressions**.

Source: VisitGreenvilleSC Accounts, Sprout Social



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EARNED MEDIA



63 Journalists Hosted

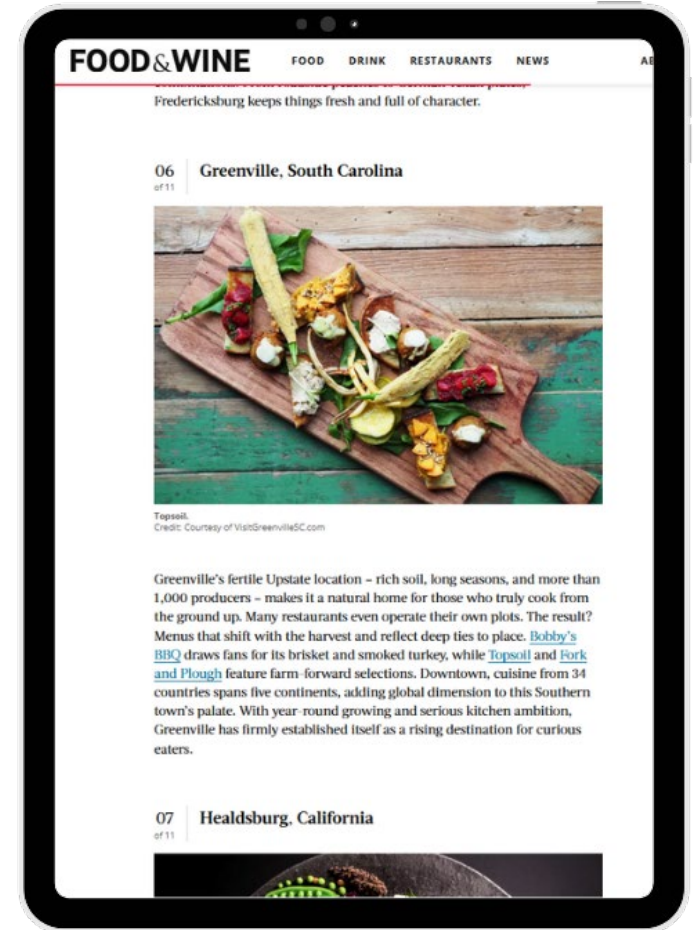


170 Pieces of Media Coverage
with **\$53.6M AVE***



Top Accolades Earned

- 52 Unexpected Places to Go in the USA | **AFAR**
- The South's Best Cities 2025 | **Southern Living**
- The Top Small US Cities for Food and Drink | **Food & Wine**
- The 40 Most Charming Small-Town Downtowns in America | **HGTV**





CREATIVE EXAMPLES

LEISURE AD EXAMPLES

2025 Leisure advertising programs generated **over 367 Million Ad Impressions**. Our media mix includes video, digital, social, email, print, and search.

CALLING ALL:
CITY-EXPLORERS.

CUISINE-LOVERS.

JOURNEY-TAKERS.

Seize Your Stay.

Visit Greenville, SC. Discover award-winning food, scenic waterfalls, and can't miss events just a short drive away. [visitgreenvillesc.com](https://www.visitgreenvillesc.com)

GREENVILLE
SOUTH CAROLINA

CALLING ALL:
CITY-EXPLORERS.

CUISINE-LOVERS.

MEMORY-MAKERS.

Seize Your Stay.

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This is Greenville.

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Choose Your Adventure

Take your vacation to new heights in Greenville, SC with waterfall rappelling.

Ad by VisitGreenvilleSC

Find Next-Level Flavors

Elevate your Greenville, SC vacation with farm-to-table dining and foraging experiences.

Ad by VisitGreenvilleSC

Ad by VisitGreenvilleSC

Calling All Foodies

Unexpected flavors await in Greenville, SC. Book your foodie getaway today!

Your Quick Getaway Awaits

Find award-winning food, scenic waterfalls and can't miss events just a short drive away.

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From savory spices to comforting flavors, explore Greenville's award-winning international food scene. [@visitgreenvillesc](https://www.visitgreenvillesc.com)

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Find your next extraordinary vacation in Greenville, SC, where outdoor adventures, local culture, and an award-winning culinary scene await. Start planning your getaway with our FREE Destination Guide. [@visitgreenvillesc](https://www.visitgreenvillesc.com)

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Your Quick Getaway Awaits

Learn More

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Ad by VisitGreenvilleSC

Calling All Memory-Makers

Unexpected moments await in Greenville, SC. Plan an unforgettable trip today!

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GROUP SALES AD EXAMPLES



Planning a meeting is a recipe for stress. In Greenville, SC meetings are made easy from start to finish.

SEE WHY

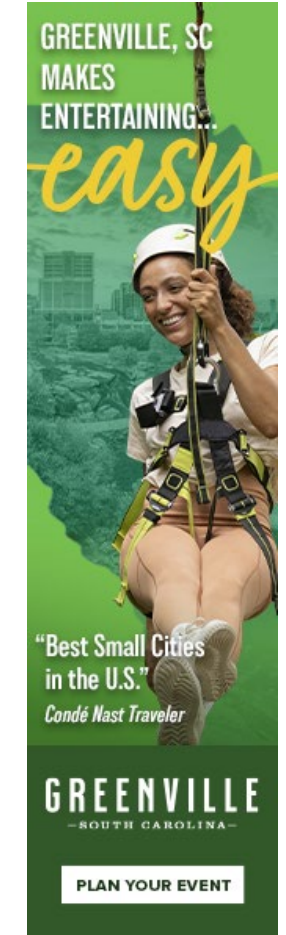
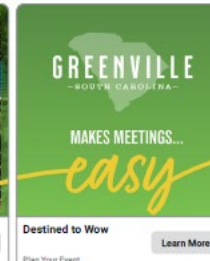
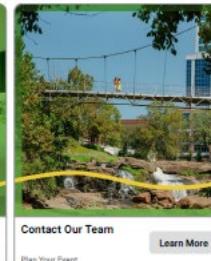
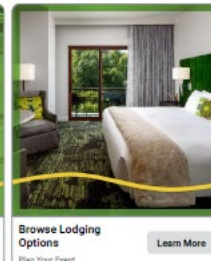
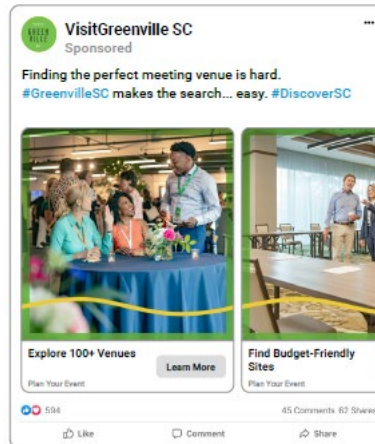
Explore Our Venues & Accommodations

We make finding the perfect venue and accommodation easy. Use our [venue finder](#) to see over 100+ versatile venues and browse 100+ hotels and 10,000 rooms.

Discover Team Building Activities

We make unwinding easy with our unique [team building experiences](#) like craft brewery tours and zip lining.

LET US HELP YOU PLAN



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— SC —

A white outline map of the state of South Carolina is positioned in the background, centered behind the main text.

MEETINGS, CONVENTIONS & EVENTS PERFORMANCE

GROUP SALES OVERVIEW



31 TRADESHOWS ATTENDED
ACROSS THE US

225 MEETING PLANNERS
HOSTED IN-MARKET



**FY'25
RESULTS**

**185K+ GROUP ROOMS BOOKED
248K ESTIMATED GROUP ATTENDEES
273 TOTAL EVENTS BOOKED**



FUTURE GROUPS BOOKED IN FY25

\$152M
TOTAL
ECONOMIC
IMPACT

Of Future Booked
Group Business



\$11.3M
TAXES
GENERATED

In Incremental State
& Local Taxes by
Groups Booked in
FY'25



VISITOR EXPERIENCES

133

EVENTS SERVICED
BY THE VGSC TEAM



98

NET PROMOTER SCORE
WITH MEETING
PLANNERS

10K+

WELCOMED AT THE
VISITOR INFO CENTER



415

CERTIFIED TOURISM
AMBASSADORS



A white outline map of South Carolina is centered on a solid green background. The map's outline is thin and follows the state's geographical shape.

IMPACT ON ECONOMIC DEVELOPMENT

DESTINATION MANAGEMENT CYCLE

If you build a place people want to visit,
you build a place people want to live.

If you build a place people want to live,
you'll build a place people want to work.

If you build a place people want to work,
you'll build a place business needs to be.

If you build a place business has to be,
you'll build a place people have to visit.



OUR WORK INTRODUCES
GREENVILLE TO MILLIONS
OF VISITORS.

THERE IS A KNOWN
“HALO EFFECT” OF THOSE
VISITORS CHOOSING TO
RELOCATE TO LIVE AND
WORK HERE.



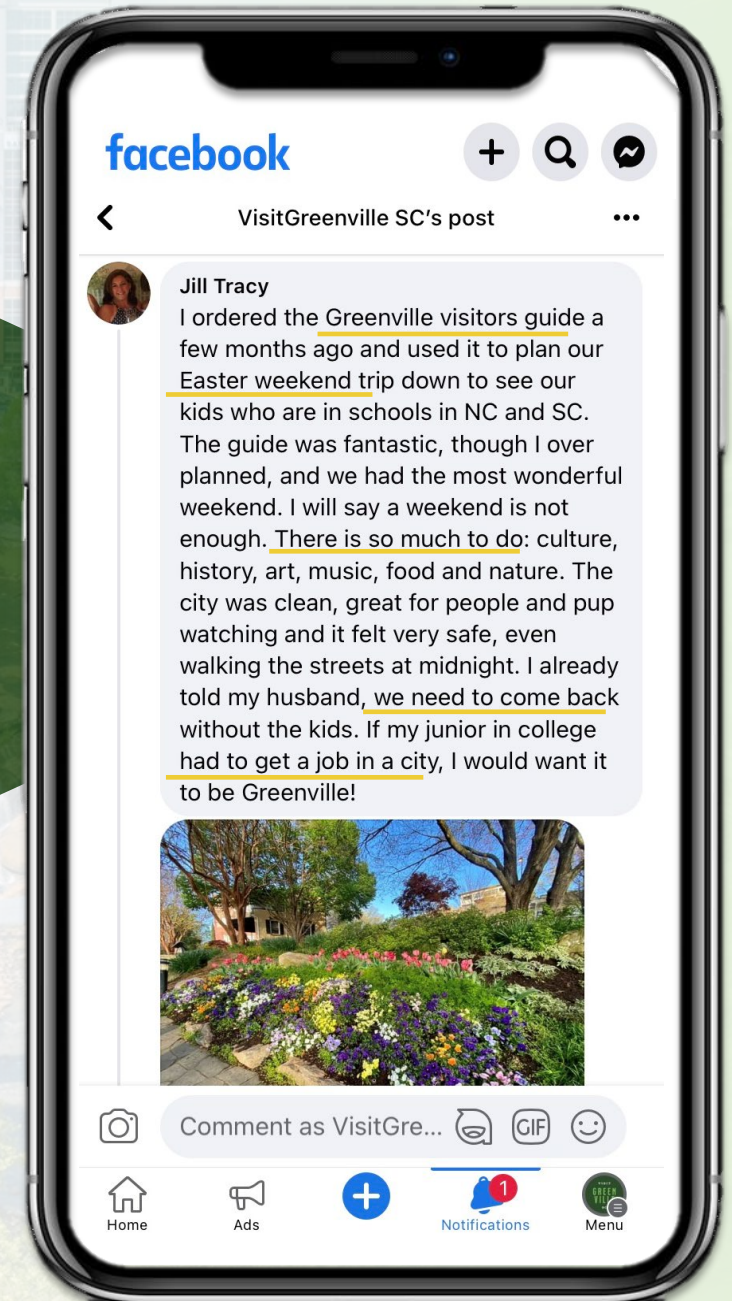
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DESTINATION MANAGEMENT CYCLE



VISIT
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1. AWARENESS
2. VISIT
3. POSITIVE EXPERIENCE
4. RETURN VISIT
5. RELOCATE / WORK



LEISURE AD IMPACT ON GREENVILLE PERCEPTION

+78%

Greenville is a Good Place to:

Start/Expand a Business

+74%

Start a Career

+49%

Place to Live

+49%

Raise a Family

A white outline of the state of South Carolina is centered on a solid green background. The text 'VGSC INVESTMENT & IMPACT' is overlaid in white, bold, sans-serif font.

VGSC INVESTMENT & IMPACT



INVESTMENT

**\$8.95M State, County &
City Funding**

\$6.9M Private Funding

Source: Longwoods & Tourism Economics



IMPACT

\$605M Total Economic Impact

\$406.5M Direct Visitor Spending

\$45.1M State & Local Taxes Generated



An aerial photograph of a scenic waterfall cascading over large, reddish-brown rocks. A suspension bridge with a blue deck and metal railings spans the river below the falls. Several people are walking on the bridge and standing on the rocky banks. The surrounding area is lush with green trees and vegetation.

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THANK
YOU