

VISIT
GREENVILLE
SC

FY26 ANNUAL REPORT

July 2025 – June 2026





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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.



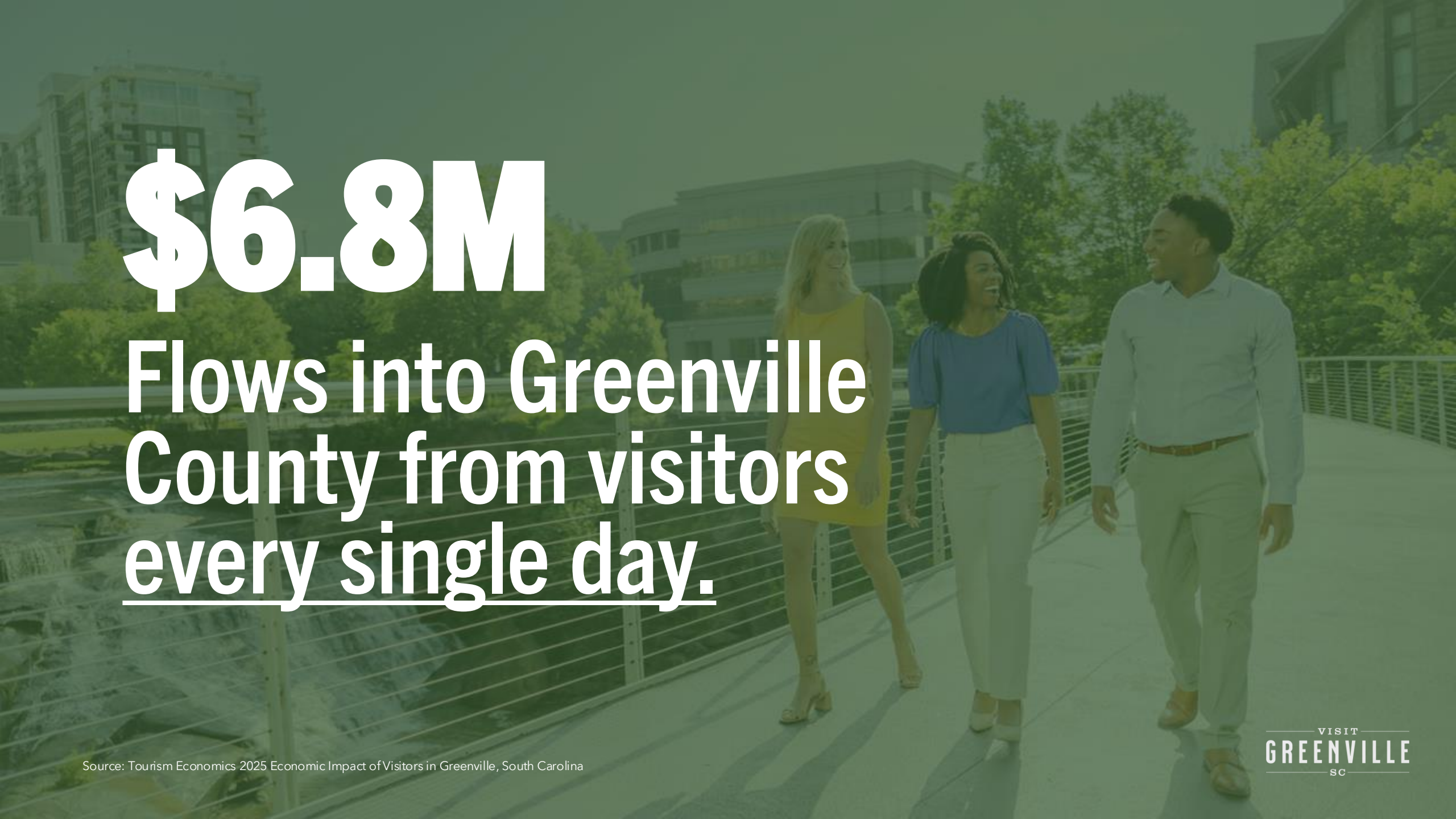
CORE VALUES



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 others' expertise, experiences and resources.



ECONOMIC IMPACT OF VISITORS

A background image showing three people (two women and one man) walking on a modern bridge over a river. The scene is set in an urban environment with buildings and trees visible in the background. The image has a green tint overlay.

\$6.8M

Flows into Greenville County from visitors every single day.

Source: Tourism Economics 2025 Economic Impact of Visitors in Greenville, South Carolina

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COMMUNITY RETURN BY VISITORS

\$202M Tax-Generating Powerhouse

\$105.5M in State Taxes + \$96.3M in Local Taxes

\$914 Less in Taxes per Household

Without tourism, every local household would need to pay more just to keep services as they are today.

Source: Tourism Economics 2025 Economic Impact of Visitors in Greenville, South Carolina



ENRICHING OUR COMMUNITY

16.8K Jobs Supported

In Greenville County by Visitors



Generating \$665M in Personal Income

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

Source: Tourism Economics 2025 Economic Impact of Visitors in Greenville, South Carolina



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FY26 VGSC PERFORMANCE RECAP

A white outline of the state of South Carolina is centered on a solid green background. The text 'MARKETING PERFORMANCE' is overlaid on the map.

MARKETING PERFORMANCE

FY26 VGSC PAID LEISURE MEDIA ROI

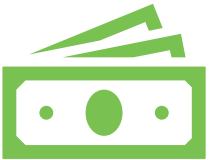


VGSC Advertising ROI: \$83:\$1

Every \$1 Invested in Advertising = \$83 in Direct Visitor Spending in Greenville



1M Incremental Trips



**\$215.7M Incremental Spending +
\$17.2M Incremental Taxes Generated**
from VGSC's Paid Advertising

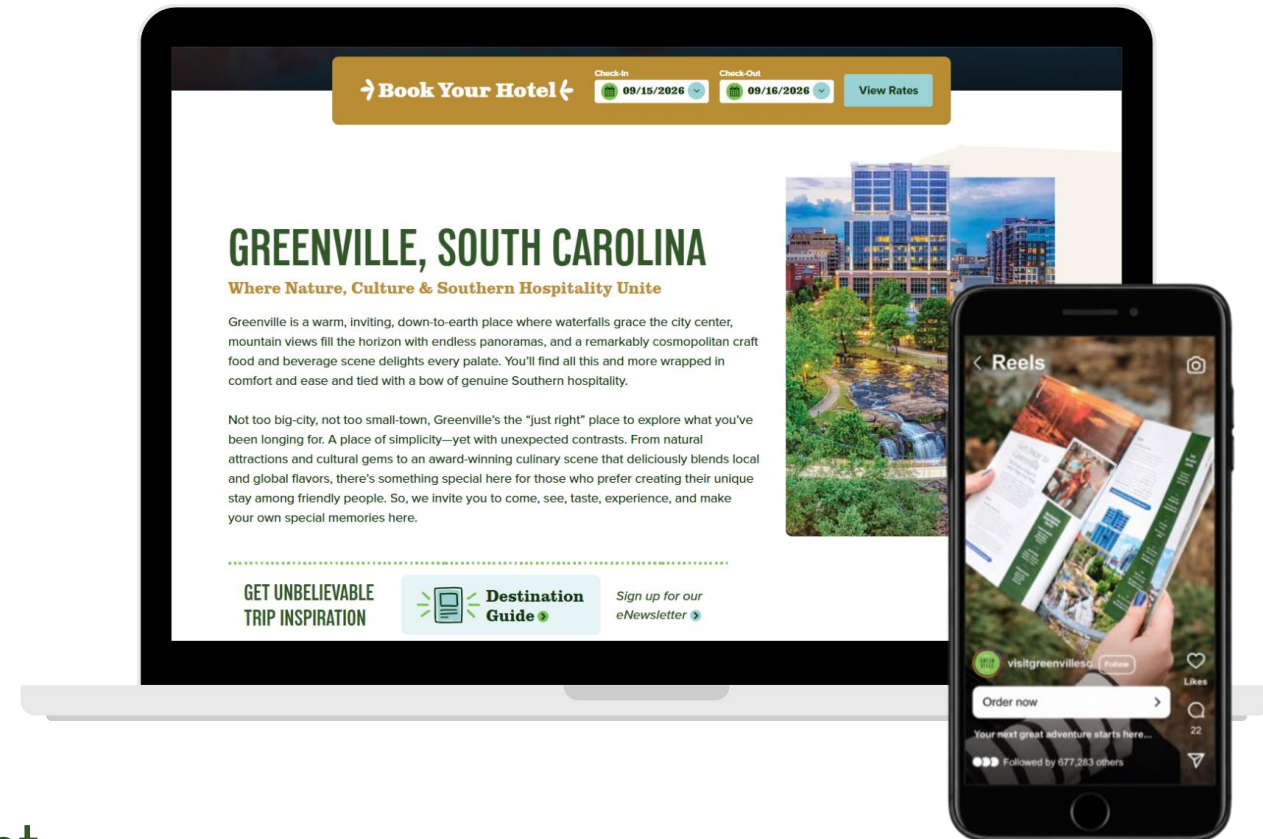


VISITGREENVILLESC.COM

Greenville's #1 Trip Planning Resource

- **16.7K+** Daily Sessions
- **6.1M** Total Website Sessions
- **#1** Google Ranking

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



SOCIAL MEDIA

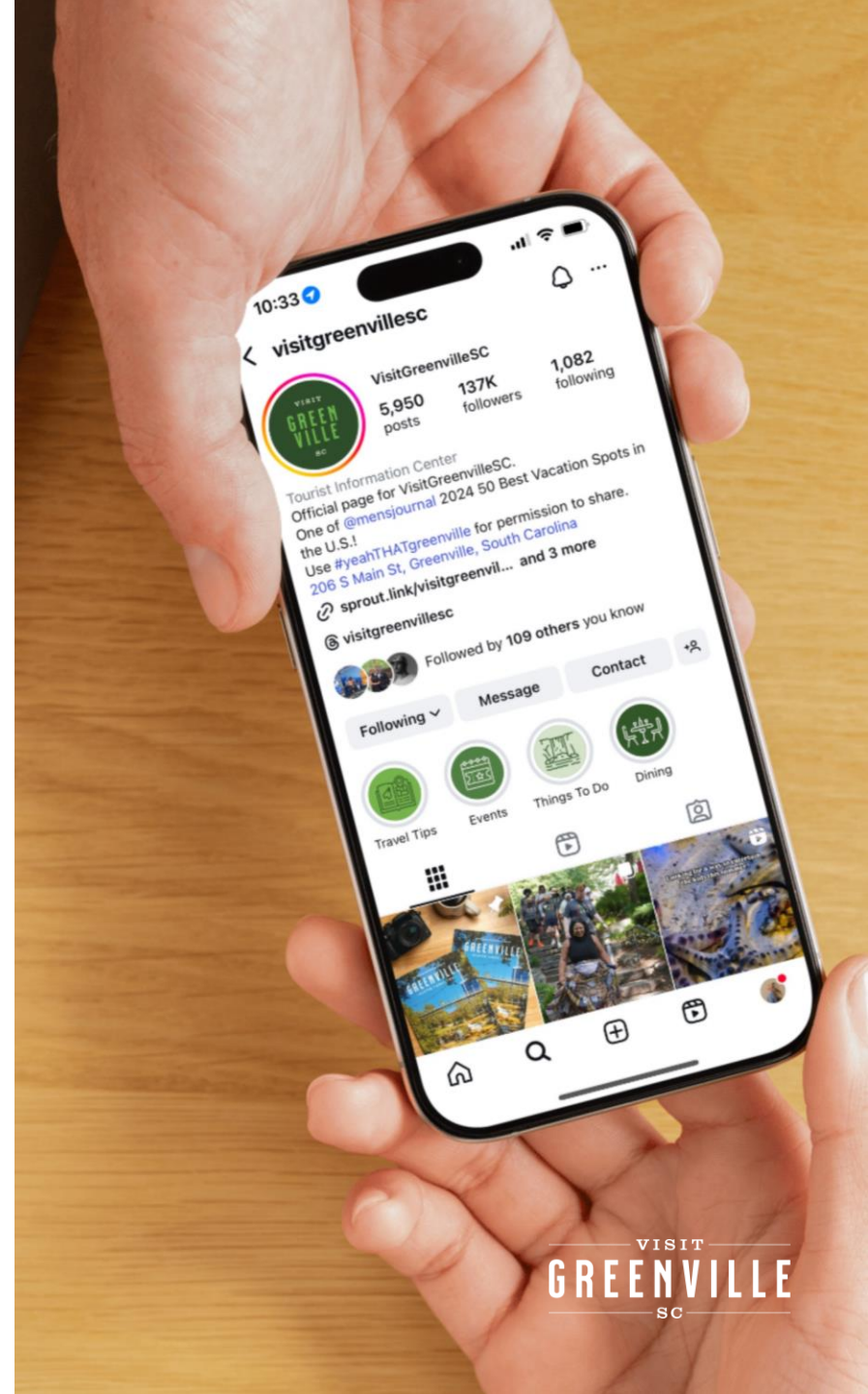
96.5M SOCIAL IMPRESSIONS

- **2.6M** Engagements
- **54K** Saves & Shares
- **+52%** Non-Follower Views on Facebook YoY
- **10.2K** Clicks to VisitGreenvilleSC.com
- **Launched** TikTok & YouTube Shorts



Social is the new search: Travelers don't just see Greenville; they saved, shared, and clicked through to plan more than **64,000 times**.

Source: VisitGreenvilleSC Accounts, Sprout Social



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EARNED MEDIA



95 Journalists Hosted

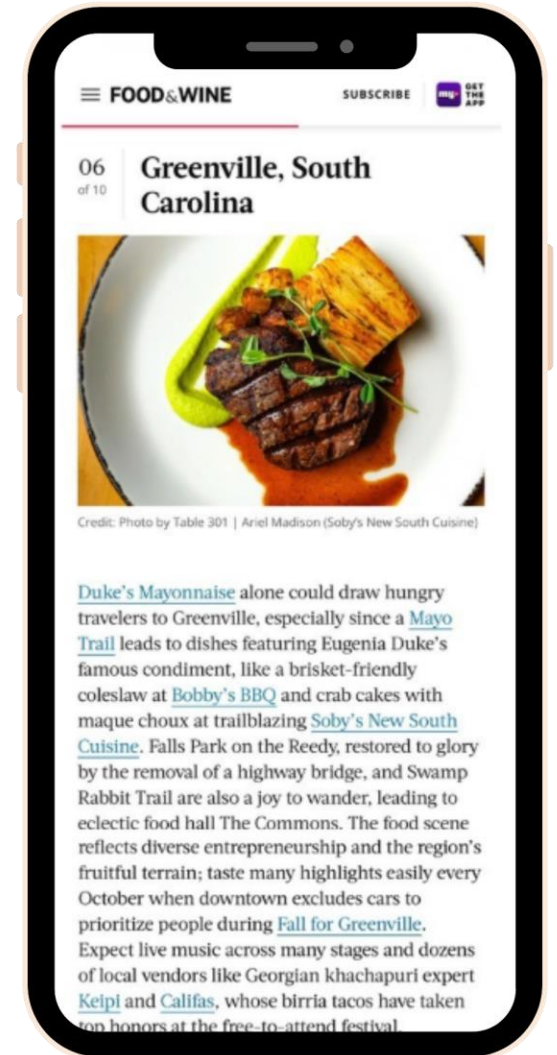


1,098 Pieces of Media Coverage
with **\$244M Advertising Value Equivalency**



Top Accolades Earned

- Best Small City for Foodies | **Newsweek**
- Best Small U.S. Cities for Food and Drink | **Food & Wine**
- 16 Best Places to Travel in 2026 for Memory-Making Adventures | **Reader's Digest**



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.

MEETINGS, CONVENTIONS & EVENTS PERFORMANCE

GROUP SALES OVERVIEW



- **105 Meeting Planners**
Hosted in Greenville



- **69%** Site Visit Conversion YoY
- **295** Total Events Booked



- **126K+** Group Rooms
Booked



DESTINATION EXPERIENCES

144

Events Serviced
By the VGSC
Team



96%

Meeting Planner
Satisfaction



867

Certified Tourism
Ambassadors



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VGSC INVESTMENT & IMPACT



FY26 INVESTMENT

**\$8.3M State Grants,
City & County
Accommodations Taxes**

\$6.4M Private Funding



VGSC'S FY26 IMPACT

701K Incremental Hotel Rooms

\$137M Hotel Room Revenue

\$323M Direct Visitor Spending

\$474M Total Economic Impact

\$38M State & Local Taxes Generated

Source: FY26 Economic Impact of Destination Marketing in Greenville by Tourism Economics



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 visible 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