

VISIT
GREENVILLE
SC

FY24 ANNUAL REPORT

July 2023 – June 2024





WHO IS VISITGREENVILLESC?

VISIT
GREENVILLE
SC

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.



LEADERSHIP



**HEATH
DILLARD**

President & CEO



**BETH
MOATS**

VP, Marketing &
Communications



**JONATHAN
BRASHIER**

VP, Meetings,
Conventions & Events



**MATT
DALBY**

VP, Finance &
Administration



THANK YOU TO OUR BOARD OF DIRECTORS

Beth Paul
Bon Secours Wellness Arena

Dave Edwards
GSP International Airport

Ben Campbell
Hospitality America

Bill Groves
Embassy Suites Greenville

Ryan Johnston
6AM City

Liz Seman
Furman University

Shannon Lavrin
City of Greenville, SC

Joe Kernell
Greenville County

Nauman Panjwani
Comfort Suites Greenville Airport

Dorothy Dowe
Greenville City Council

Matt Hollander
Greenville Convention Center

Crystal Hendrickson
Pinnacle Partnership

Carlos Phillips
Greenville Chamber of Commerce

David Schaum
Hyatt Regency Greenville

Carl Sobocinski
Table 301 Restaurant Group

James Stephens
Greenville Downtown Airport

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.

ACCREDITATION

In 2024, VisitGreenvilleSC successfully completed all re-accreditation requirements as part of the **Destination Marketing Accreditation Program** (DMAP) designation by Destinations International. This recognition is given to organization that show commitment to industry excellence and meeting the industry standard for performance and accountability of destination organizations around the world.



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**.





ECONOMIC IMPACT

ECONOMIC IMPACT

Tourism Tax Generated

Local visitor expenditures have resulted in an impressive \$45.4 million in tax revenues from both the accommodations and hospitality sectors. This revenue comes directly from overnight hotel stays, dining, and activities enjoyed by guests.

\$15.2M

Accommodations Tax Revenue collected locally

\$30.2M

Hospitality Tax Revenue collected locally

\$45.4M+
**GENERATED IN VISITOR
TAX REVENUE**



ECONOMIC IMPACT

56K JOBS SUPPORTED

in the hospitality industry in the Upstate.

Through our commitment to enhancing the vibrant tourism ecosystem, we are supporting locals with job opportunities in the hospitality sector. In the Upstate, hospitality sector employs over 56,300 individuals.

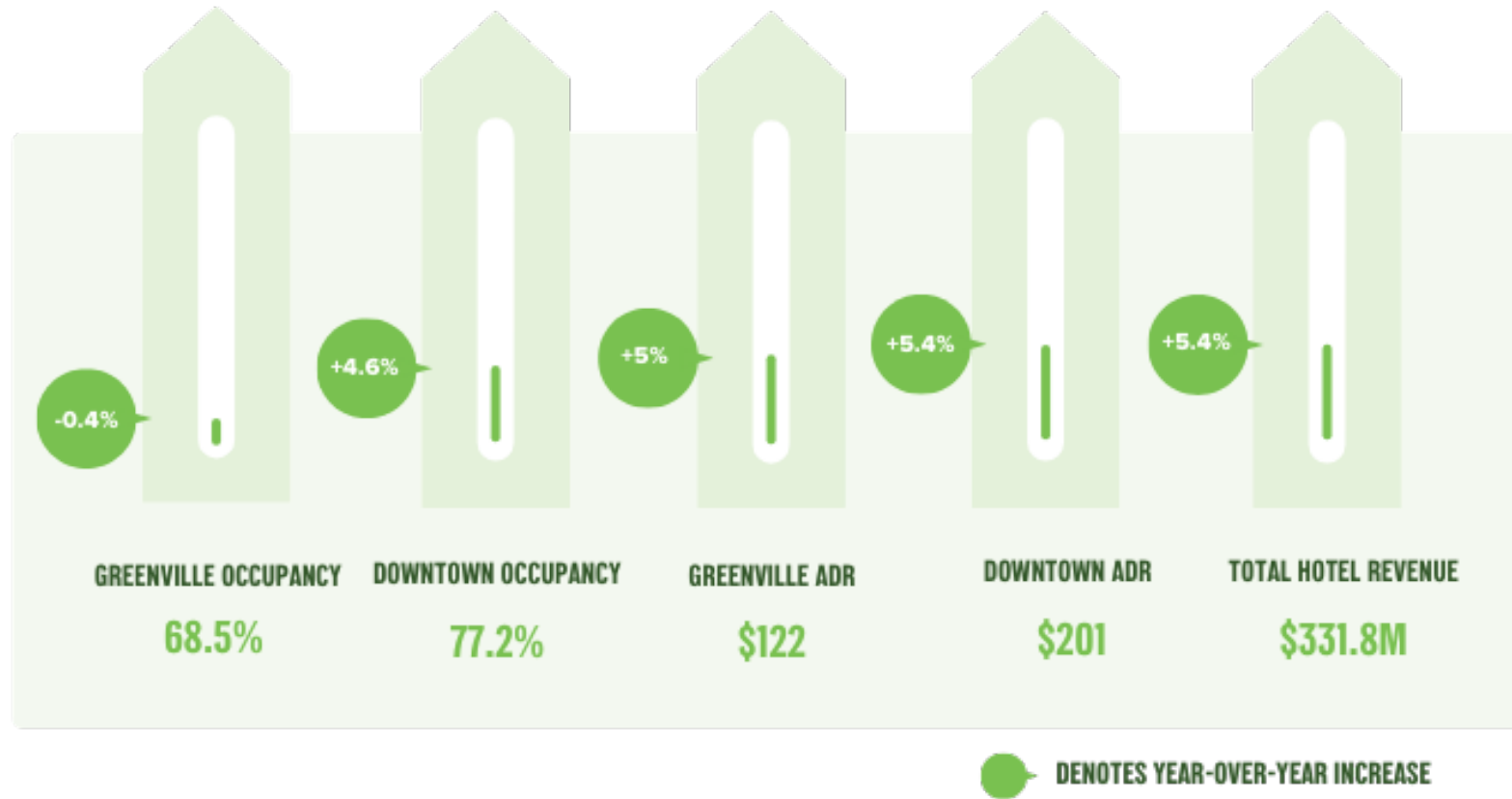
That's over 1 in
every 9 jobs and
up 11% YOY



Source: U.S. Bureau of Labor Statistics



ECONOMIC IMPACT: HOTELS



Source: STR, Smith Travel Research



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SC

\$2.3B

TOURISM ECONOMIC IMPACT

in Greenville County in 2023



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

LEISURE ADVERTISING ROI



**Every \$1
invested by
VGSC in
advertising**

**Results in
\$245 in
visitor
spending**

**Up 13% from FY23
(\$213:\$1)**



LEISURE ADVERTISING ROI



\$939M Direct Visitor Spending



500K+ Trips to Greenville



1M Hotel Room Nights



**Would not have happened without
tourism advertising by VisitGreenvilleSC**



LEISURE AD IMPACT ON GREENVILLE PERCEPTION

+28%

Greenville is a Good Place to:

Start a Career

+28%

Start/Expand a Business

+25%

Attend College

+22%

Raise a Family

VISITGREENVILLESC.COM

4.7M WEBSITE SESSIONS

12.8K AVG DAILY WEBSITE VISITS

Overall Growth of +57% from FY23



42K

ONLINE LODGING REFERRALS

UP +18% FROM FY23

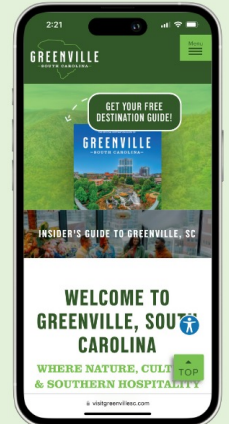
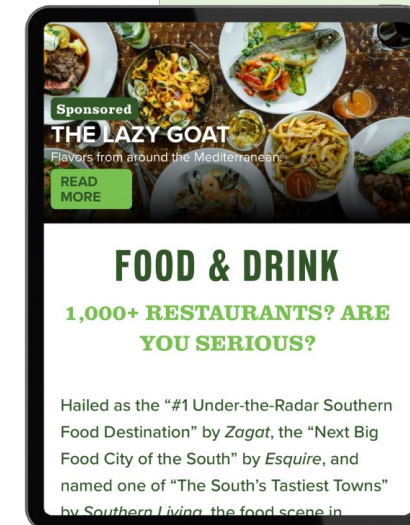


514K

ONLINE MEMBER REFERRALS

UP +105% FROM FY23

Source: Google Analytics



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SOCIAL MEDIA

243,000 SOCIAL MEDIA FOLLOWERS

- **124K** Instagram followers
- **109K** Facebook followers
- **6.9K** LinkedIn followers
- **3.5K** Pinterest followers



VisitGreenvilleSC's social channels gained over **31,000 followers** and garnered over **96.5 million impressions**.



EARNED MEDIA



61 Journalists Hosted



142 Pieces of Media Coverage
with **\$11.8M AVE***



Top Accolades Earned

- The Nicest Places in America | **Readers Digest**
- Best Place to Travel | **Money**
- Family Travel Awards | **Good Housekeeping**
- 50 Best Vacations in the U.S. | **Men's Journal**
- The 12 Best Places to Visit in May | **Kayak**



Money

Reader's
Digest

MEN'S JOURNAL

Condé Nast
Traveler

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CREATIVE EXAMPLES

BRAND EVOLUTION

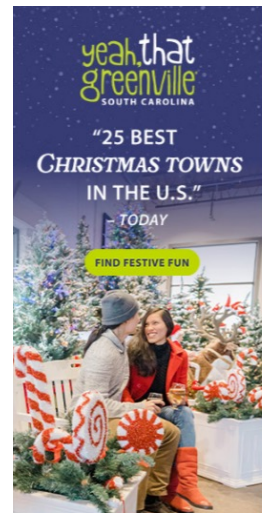


Our mission is to **maximize Greenville's Visitor Economy by developing and promoting exceptional visitor experiences to elevate our community's quality of life and prosperity.** To fulfill that mission, we regularly test and measure performance to ensure continued success for the industry and our community. In late 2022, we commissioned brand effectiveness research with our target audience: both leisure visitors and meeting planners. The research findings concluded that the messaging of "Yeah, THAT Greenville," which began in 2013, has been incredibly successful in differentiating Greenville, SC, from other Greenvilles. Still, there was a future opportunity to shift our position **from WHICH Greenville to WHY Greenville.** Launched in Jan. 2024, the destination brand for Greenville, SC has evolved to align with the incredible growth our community has seen over the past ten years to represent the visitor experience of today. This massive undertaking touched every part of the organization, and you can see it reflected in the creative samples shown on the following pages. The change **has proven incredibly successful in driving a stronger intent to visit.**



LEISURE AD EXAMPLES

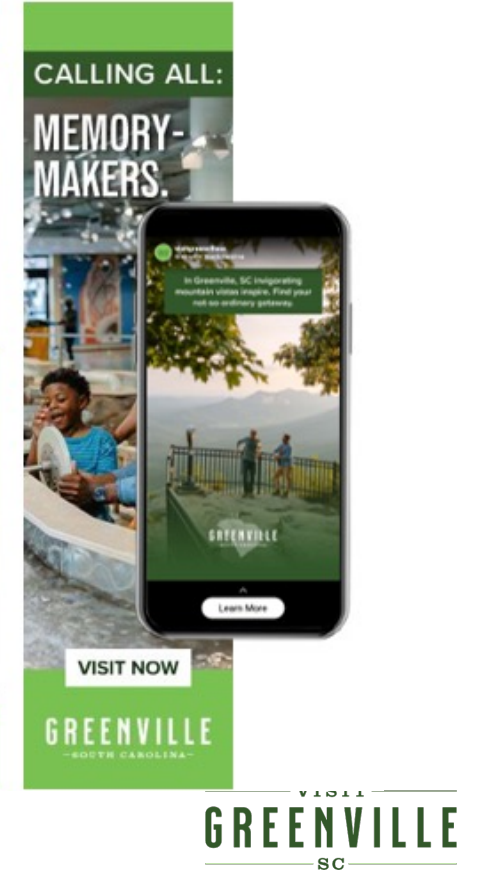
2024 Leisure advertising programs generated **over 390 Million Ad Impressions**. Our media mix includes video, digital, social, email, print, OOH and search.



2023



2024



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GROUP SALES AD EXAMPLES

TAKE IN THE BEAUTY OF GREENVILLE, SC

There's something about Greenville, SC that makes you feel like you've found a hidden gem. It's a city that's full of life, with a mix of old-world charm and modern amenities. Whether you're looking for a quiet retreat or a vibrant social scene, Greenville has it all. Discover the beauty of Greenville, SC today.

visitgreenvillesc.com

MAKE YOUR EVENT ONE THEY WON'T FORGET.

visitgreenvillesc.com

MAKE YOUR EVENT UNFORGETTABLE.

visitgreenvillesc.com

WHAT MAKES GREENVILLE, SC A STANDOUT DESTINATION?

IDEAL ACCOMMODATIONS

- 2,000+ Hotel Rooms Downtown
- 15,000+ Rooms Countywide
- 280,000 sq. ft. Convention Center
- 15,000+ seat Arena for Major Events
- 100+ Unique Venues to Choose From

SO MUCH TO DO

- 30-Acre Falls Park on the Roanoke, featuring a 345-Foot Pedestrian Suspension Bridge
- 1,000+ Dining Options Representing Culinary from 34 Countries
- 300+ Event Days a Year

WHAT OTHERS ARE SAYING

"The South's Best Cities on the Rise"
—Southern Living

"#1 Friendliest City in the U.S."
—Condé Nast Traveler's Readers' Choice Awards

"The 50 Best Places to Travel"
—Travel & Leisure

READY TO HOST YOUR MEETING OR CONVENTION?

visitgreenvillesc.com

MAKE YOUR EVENT ONE THEY WON'T FORGET.

LEARN MORE

visitgreenvillesc.com

MEET IN GREENVILLE, SC

Rated #1 Friendliest City in the U.S. in the Condé Nast Traveler Reader's Choice Awards

IN GREENVILLE, SC, SPIRITUALITY MEETS NATURAL BEAUTY.

LEARN MORE

GREENVILLE SOUTH CAROLINA

GETTING TO GREENVILLE, SC IS EASY. LEAVING, WELL...

Easy by Car

- Convenient central Southeast location
- Midway between Atlanta and Charlotte on I-85
- Effortless travel throughout destination

Convenient by Air

- 15 min. from GSP International Airport to Downtown
- Nonstop air to 20+ cities, with over 100+ nonstop flights daily
- Most Enjoyable Airport in North America by Airports Council International (ACI)

Want to learn more about getting to Greenville, SC?

LEARN MORE

GREENVILLE SOUTH CAROLINA

meetgreenvillesc.com | meet@visitgreenvillesc.com

A DESTINATION DESTINED TO WOW

LEARN MORE

GREENVILLE SOUTH CAROLINA

2023 → 2024

EMAIL EXAMPLES



Indulge Your Outdoor Passions in Greenville

Gear up and get out this month! Dive into our [Ultimate Guide to the Outdoors](#) and immerse yourself in the natural beauty of the Upstate, or add some bucket list-worthy activities to your upcoming getaway.

[READ THE GUIDE](#)

SUMMER DAYS WORTH CELEBRATING

JULY 1-31 COOL OFF ALL MONTH LONG!
NATIONAL ICE CREAM MONTH
[Scoops: The Ice Cream Scene](#)

JULY 22 NATIONAL HAMMOCK DAY
[Kick Your Feet Up at These State Parks](#)

JULY 28 NATIONAL WATERPARK DAY
[Where to Keep Cool & Float On](#)



Summer plans bringing you to Greenville? Get ready for adventures at every pace: heart-pumping ropes courses, leisurely bike tours & more!

[BOOK YOUR ADVENTURE](#)

13 GORGEOUS IMAGES: WHAT PUTS THE "GREEN" IN GREENVILLE

[BROWSE THE GALLERY](#)

SHARE YOUR EXPERIENCES IN GREENVILLE WITH US!
[@visitgreenvillesc](#)



Experience Autumn in Greenville, SC

Whether you're a pumpkin spice enthusiast or an avid seeker of panoramic mountaintop views, our [Fall Bucket List](#) has something for every traveler. Share the list with a fellow fall admirer, and start planning your autumn getaway.

[GET THE BUCKET LIST](#)



[BOOK NOW](#)



[READ MORE](#)

[READ MORE](#)

Explore Landrum
Read up on Landrum, a hidden gem tucked away in the Blue Ridge Mountains. Named one of the "South's Best Small Towns" by Southern Living, it's known for abundant antiques, outdoor recreation, and the iconic Campbell's Covered Bridge.



Wanderlust is just a photo away. Find your next Instagram-worthy spot in our gallery of photos that put the "Green" in Greenville.

[BROWSE THE GALLERY](#)

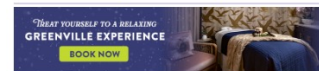
SHARE YOUR EXPERIENCES IN GREENVILLE!
[@visitgreenvillesc](#)



Embrace Sweater Weather in Greenville

Let your inner traveler experience the magic of Greenville as it transforms into a wintery wonderland. From ice skating on Main Street to cozy indoor activities, our events calendar has plenty of exciting happenings this month.

[VIEW EVENTS](#)



[BOOK NOW](#)



Catch a performance fresh off Broadway or a familiar seasonal favorite at one of Greenville's 15 theaters or theater companies. Our [Insider's Guide](#) has all the details on what to see and where!

[LEARN MORE](#)

[VIEW GALLERY](#)



SHARE YOUR EXPERIENCES IN GREENVILLE!
[@visitgreenvillesc](#)

Seize Your Stay Today in Greenville, SC. [View in browser](#)



To make the most of every minute you're visiting Greenville, steal a few things from our 4-day itinerary! From underrated travel ideas to top-rated restaurants, read the full feature in our 2024 Destination Guide.

[Get The Itinerary](#)



This is your reminder that Mother's Day is on May 12th, so don't wait to book a table at her favorite spot. Click below to snag a reservation.

[Book A Table](#)



[See What's Coming Up](#)



[f](#) [i](#) [p](#) [t](#)

Seize Your Stay Today in Greenville, SC. [View in browser](#)



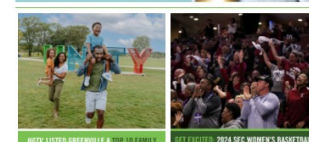
Spring is on the Horizon

Greenville's spring forecast calls for outdoor festivals, downtown art crawls and more. Check out what's happening this season on our [Events Calendar](#)!

[View Events](#)



[Read More](#)



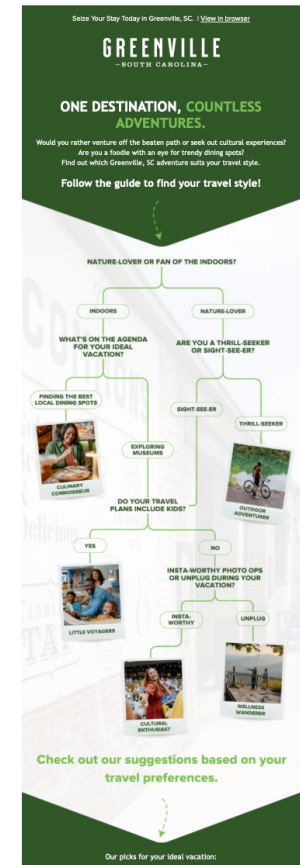
In Greenville, family fun and unexpected adventures await you. Learn what makes the SEC Women's Basketball Tournament a downtown highlight and our destination a top spring break spot for families.

[Read More](#)



[Learn More](#)

[f](#) [i](#) [p](#) [t](#)



2023



2024

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A white outline of the state of South Carolina is centered on a solid green background. The text "MEETINGS, CONVENTIONS & EVENTS PERFORMANCE" is written in large, white, bold, sans-serif capital letters across the middle of the map.

MEETINGS, CONVENTIONS & EVENTS PERFORMANCE

GROUP SALES OVERVIEW



38 Tradeshows



40 Site Visits



2 FAM Trips



GROUP SALES – FY24 EVENTS

In FY24, **214 Events** were hosted with over **125K attendees**, resulting in more than **80K Room Nights**.

TOP 5 GROUP SEGMENTS:

1. Athletic & Sports/ Recreation
2. Religious
3. Corporate
4. Trade Association
5. Fraternal



FUTURE GROUPS BOOKED IN FY24

233 EVENTS BOOKED

193K+ Attendees | 155K+ Room Nights

\$100.7M ECONOMIC IMPACT

Of Future Booked Group Business

Source: Simpleview



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VISITOR EXPERIENCES

136 EVENTS

Fully Serviced by the VisitGreenvilleSC Events Experiences Team

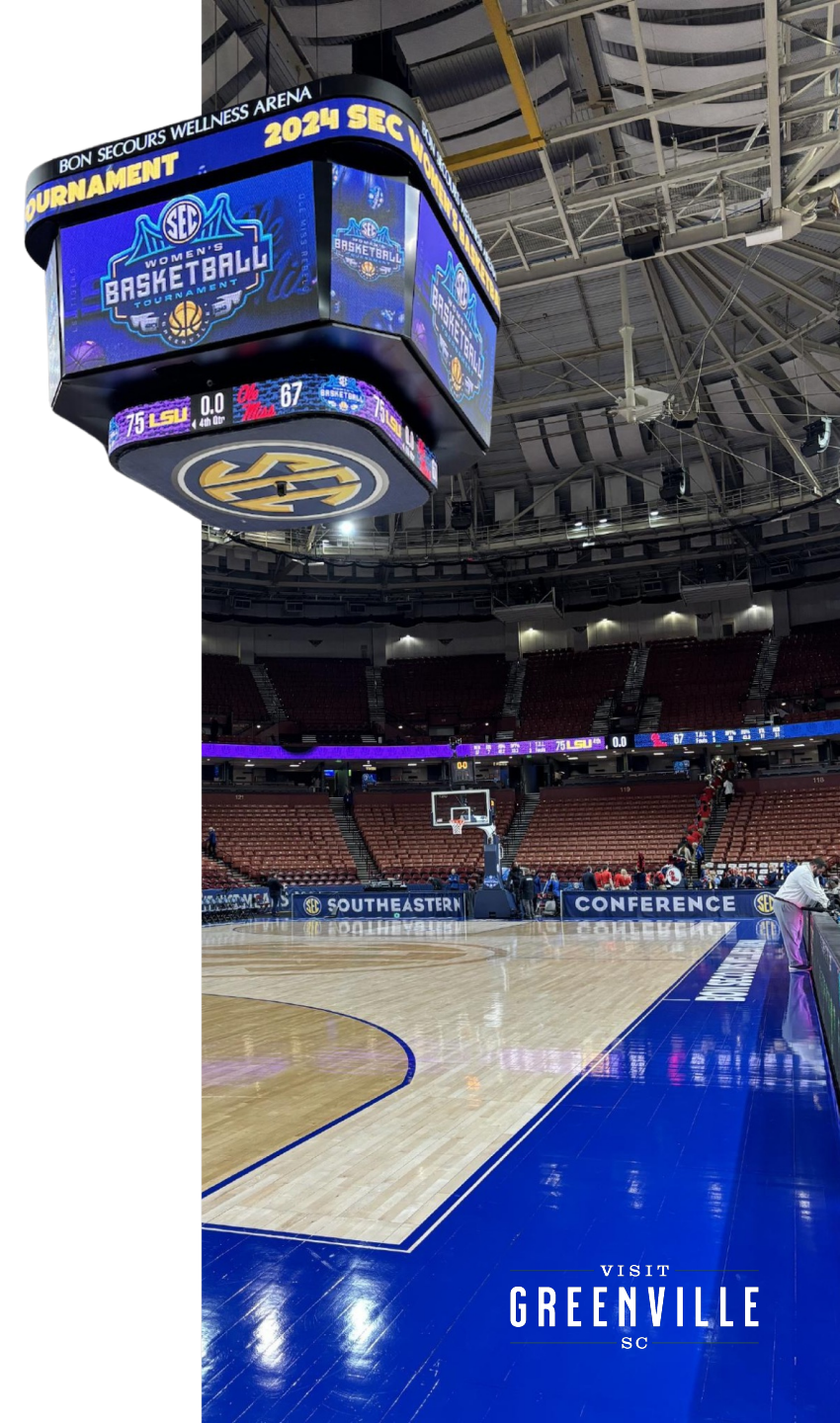
10K GUESTS

Welcomed at the Visitor Information Center

85.6%

Destination Sentiment Score

Source: Simpleview, Data Appeal



CERTIFIED TOURISM AMBASSADOR PROGRAM

New comprehensive certification program launch in 2024, designed to educate residents and empower the local hospitality industry.

126 LOCALS
CERTIFIED IN FY24

With an average of 20 participants per class every month



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