



May 16, 2022

Greenville County Council Finance Committee
Greenville County Council
301 University Ridge
Greenville, SC 29601

Re: FY2022/2023 Accommodations Tax Recommendations

Honorable Members of Council:

I am pleased to report that projected Accommodations Tax Revenue from our County hotels is nearly that of pre-pandemic amounts. However, we remain cautious and have budgeted a total projected revenue for FY 2022/2023 in the amount of \$1,000,000.

The budget is as follows:

Projected Budget	\$ 1,000,000
County	<u>\$ 25,000</u>
	\$ 975,000
County 5%	\$ 48,750
VGSC 30%	<u>\$ 292,500</u>
	\$ 633,750
County Council Approved:	
Recreation	<u>\$ 50,000</u>
	\$ 583,750
VGSC 40%	<u>\$ 233,500</u>
Remaining for Grants	\$ 350,250

As always, we reviewed State and County rules and guidelines for funding, studied the applications submitted, and on May 2, interviewed all applicants. The committee met the following day to deliberate grading and proposed funding. As mandated, applicants are graded with an A, B or C. Those graded with a C receive a total of 10% of the net revenue, while the Bs and Cs receive the balance. Those graded with an A represent events and organizations that have the greatest impact on hotel revenue outside the city limits. Those graded with a B have less proven direct, but significant, impact on County hotels. The Cs generally represent organizations and events that are vital to maintaining Greenville's image as a cultural destination.

The two highest recommendations are the BMW ProAm, which had requested \$110,000, but we are proposing \$62,500, and the 2023 Greenville Scottish Games, who requested \$85,000, and we are recommending \$60,000. All

others in that category were recommended at 100% of their request. Those graded with a B are recommended at 60% of their requests. The remaining 10% (\$35,025) was divided among the Cs in a range of \$3,000 - \$10,000. Please see the attached worksheet for details.

Those graded with a D have either not shown sufficient tourism impact or do not qualify under the rules of the State or County. JBM & Associates, Everything Outdoor Fest was given a D because it is a for-profit corporation, and therefore not eligible for funding. The City of Fountain Inn requested funding to support their Christmas celebration, but stated that they are actually at capacity with regards to the tourists they can accommodate for their primary attraction...the carriage rides. Conestee Nature Preserve had requested funding for building a Nature Playscape. In the interview, they stated that they had the money to build it without accommodations tax funding.

As you may recall, a new State rule requires that Accommodations Tax Committees review and approve the budgets for local tourism offices that are recipients of the 30% and 40% automatic funding allocation. In a separate vote, our committee voted to approve the budget submitted by VisitGreenville SC.

The committee relies heavily on information from our County hotels and VGSC to determine impact on our county hotels, since the tax revenue is derived directly from them. In spite of the proliferation of downtown hotels, County hotels are still seeing good numbers because of – among other things – price point and compression. Also, we are seeing the results of an increase in business travel. So, the prospects for 2022/2023 are good, depending, of course, on what COVID might do this year.

On behalf of the Advisory Committee, I wish to thank Council for the opportunity to serve on this important committee. We appreciate the work of each applicant and consider each of them to be of value to Greenville County and its citizens. We understand that Council may have questions regarding these recommendations and welcome the opportunity to address them.

Yours truly,



BJ Koonce, Chair

cc: Nicole B. Wood, Assistant County Administrator, Greenville County

Committee:

Dave Edwards, GSP; Brian Crowe, Airport Marriott; Penny Cooper and Joyce McCarrell

Accommodations Tax Requests

FY2022-2023

Applicant Organization	Project	Request Amount	Grade	Funding Amount
Bob Jones University	Living Gallery	\$30,000.00	B	\$ 18,000.00
City of Fountain Inn	Christmas "Inn" Our Town	\$10,000.00	D	\$ -
Conestee Nature Preserve	Nature Playscape	\$38,000.00	D	\$ -
Discover Upcountry	Upcountry Advertising and Marketing	\$60,000.00	B/A	\$ 36,000.00
Fall for Greenville	Promotion Campaign	\$15,000.00	A	\$ 15,000.00
Greenville Arts Festival/Artisphere	Artisphere 2023	\$35,000.00	B	\$ 21,000.00
Greenville Center for Creative Arts	Targeted Digital Regional Marketing	\$5,000.00	C	\$ 3,000.00
Greenville Chorale	Cultural Tourist Marketing Campaign	\$5,000.00	C	\$ 3,000.00
Greenville Scottish Games & Highland Festival	2023 Scottish Games	\$85,000.00	A	\$ 60,000.00
Greenville Theatre	2023 Marketing	\$5,000.00	C	\$ 3,000.00
JBM & Associates - Everything Outdoor Fest	Everything Outdoor Fest	\$25,000.00	D	\$ -
Local Boys Do Good dba euphoria	euphoria	\$45,000.00	A	\$ 45,000.00
Maker's Collective	Indie Craft Parade	\$15,000.00	C	\$ 3,500.00
Metropolitan Arts Council	Greenville Open Studios	\$25,000.00	C	\$ 5,000.00
NOTUS Sports	2022 Gran Fondo Hincapie Event	\$40,000.00	C	\$ 7,500.00
Sigal Music Museum	"Sounds of America" Marketing	\$19,287.00	B	\$ 11,575.00
South Carolina Charities/BMW Pro-Am	BMW Pro-Am	\$110,000.00	A	\$ 62,075.00
The Children's Musuem of the Upstate	Strategic Marketing	\$41,000.00	B	\$ 24,600.00
Upcountry History Museum	Nutcracker: The Exhibition	\$20,000.00	B	\$ 12,000.00
Ville to Ville Foundation	Ville to Ville Relay Race	\$10,000.00	A	\$ 10,000.00
Younts Center for the Performing Arts	Stage Production and Advertising	\$62,500.00	C	\$ 10,000.00
		\$700,787.00		\$ 350,250.00

Amount Available	\$350,250.00
"As and Bs" - 90% of funding	\$315,225.00
"Cs" - 10% of funding	\$35,025.00

A's funded at 100% except BMW and Scottish Games

B's funded at 60%

C's funded from \$3,000 to \$10,000

Budget Proposal for 2022/2023

Category

Budget \$1,000,000

Mandated:

County \$25,000
\$975,000

County 5% \$48,750
VisitGreenvilleSC 30% \$292,500
\$633,750

County Council Approved:

Recreation \$50,000
\$583,750

VisitGreenvilleSC 40% \$233,500

*** Remaining For Grants** **\$350,250**

A&B's **\$315,225**

C's **\$35,025**

\$350,250

2022 MARKETING OVERVIEW



A scenic view of a park at dusk. In the foreground, a rocky stream flows over large boulders. A suspension bridge with a metal railing spans across the middle ground. The background features a range of mountains under a sky with soft, colorful clouds. The overall atmosphere is peaceful and natural.

TRAVEL TRENDS & RECOVERY

Industry Outlook & COVID Recovery

LEISURE

“Destinations with less restrictive health regulations, **warmer weather**, greater accessibility have recovered more quickly.”

–U.S. Travel Assoc., March 2022

“After years of pandemic cancellations, Americans are splurging on **‘revenge travel’** to make up for lost time.”

–Axios, April 2022

“Leisure travelers eased back into traveling in ‘21 with **local trips**, and that **trend continues into ‘22.**”

–AHLA, Jan 2022

“U.S. Tourism will outpace pre-pandemic levels in ‘22, with the sector projected to **generate 6% more than ‘19.**”

– Forbes, Feb 2022

Industry Outlook & COVID Recovery

BUSINESS

“Based on the latest U.S. Travel forecast, **business travel recovery is not expected until ‘24.** We are just now reaching the halfway point.”

—U.S. Travel Assoc. March 2022

“For the first time since the start of the pandemic, hotel room nights contracted in February were **8% above ‘19 levels.**”

—U.S. Travel Assoc. March 2022

“Group business travel, such as mtgs/conventions, has been **slower to recover,** however, the level of bookings for spring is **looking stronger** than recent quarters.”

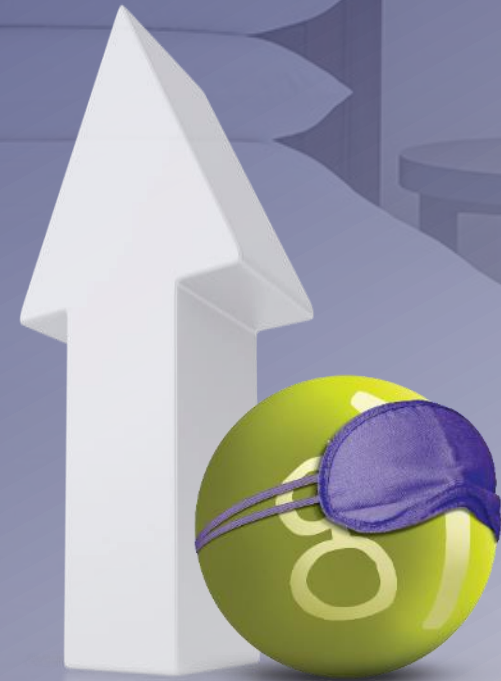
—U.S. Travel Assoc. March 2022

GREENVILLE Q1 '22 vs '21

Occupancy: **UP 14%**

ADR: **UP \$21**

RevPAR: **UP \$28**





is a Proven Driver of Economic Impact

Major catalyst to bringing

5.5 million visitors

to the area.

Paid Marketing Campaigns driving

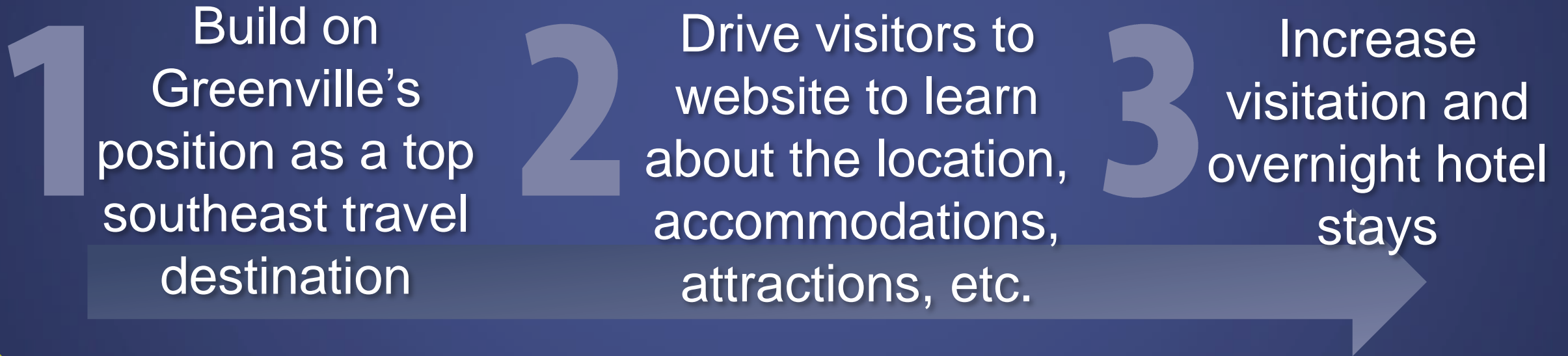
\$74 million

in ad influenced travel revenue.

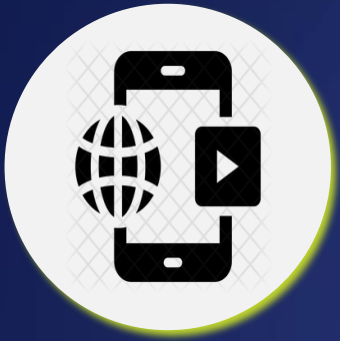


LEISURE MEDIA PLAN

Paid Media Goals



Paid Media Strategy



Tactics

Heavy Digital

OLV, YouTube, SEM, Display, Trip Advisor

Occasional Print

Southern Living, Conde Nast Traveler



Geography

Drive markets within a 500mi radius and select non-stop flight markets



Target Audience

Adults 25-64 with an annual HHI of \$100k+. Outdoor enthusiasts, families, overall curious travelers seeking new experiences.



Reporting

Utilizing digital tactics allows for quick, trackable results and adjustments to be made in real time

Media: Targeting

Leverage audiences and targeting tactics that have previously driven strong performance for VisitGreenvilleSC initiatives.



Behavioral Targeting

Leverage interest, affinity, and intent targeting segments to reach prospective customers. Sample Audiences:

- + **Frequent Travelers:** Users who frequently fly or stay in hotels
- + **Outdoor Enthusiasts:** Users who like outdoor activities like sightseeing, hiking, and biking
- + **In-Market and Previous Visitation:** Leverage Adara and Factual data to reach users who are planning or have previously taken related trips (to Greenville, SC or competitive locations)



Contextual

Reach users who are researching or dreaming their next getaway by aligning the VisitGreenvilleSC message with the right content through contextual targeting

Sample categories include:

- + Adventure Travel
- + Travel Guides & Travelogues
- + Tourist Destinations
- + Localities > USA > South Carolina



Retargeting

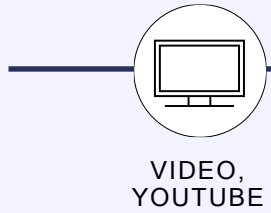
Capture users who visit the site but have not yet acted. Serve them ads later while they are browsing other sites online to keep Greenville top of mind.

Media: Multi-Channel Media Strategy

	Video	Partnerships	Display	Social	Search
Overview	Reach an engaged audience of video viewers watching premium content	Reach travelers while they are researching on popular travel-oriented sites and leverage data targeting those actively looking to travel to Greenville	Reach users across the web as they browse. Leverage targeting to reach individuals based on their travel planning behaviors and reach users as they interact with travel-related content.	Reach target audiences within their social feeds, alongside their curated content from trusted family, friends, brands, and influencers.	Reach prospective customers who are actively searching for terms related to travel destinations, accommodations, events and outdoor activities
Placements	Online Video, YouTube	Tripadvisor & Adara	Standard Display	Facebook & Instagram	Promoted Search Results
Success Metrics	Video Completion	CTR, Bookings, Engagement	Site Engagement	Site Engagement	Site Engagement
Targeting	Behavioral	Behavioral, Competitive, Location-based, Interest	Behavioral, Contextual, Site, Video Event Retargeting, Retargeting	Interest, Look-alike, Retargeting	Brand and Non-Brand Keywords

Media: Multi-Channel Media Strategy

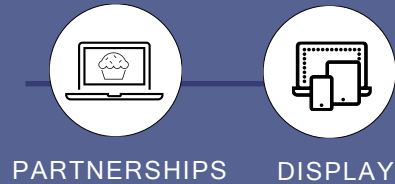
AWARENESS



Leverage actionable insights from previous campaigns to extend into 2022 campaign



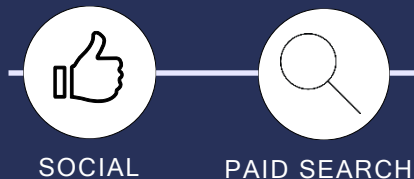
CONSIDERATION



Effective messaging and channel mix to attract consumers to explore “Yeah that Greenville” by engaging with high-impact executions



CONVERSION



Lower-funnel efforts to complete the conversation by driving consumers to request the visitors guide and book now

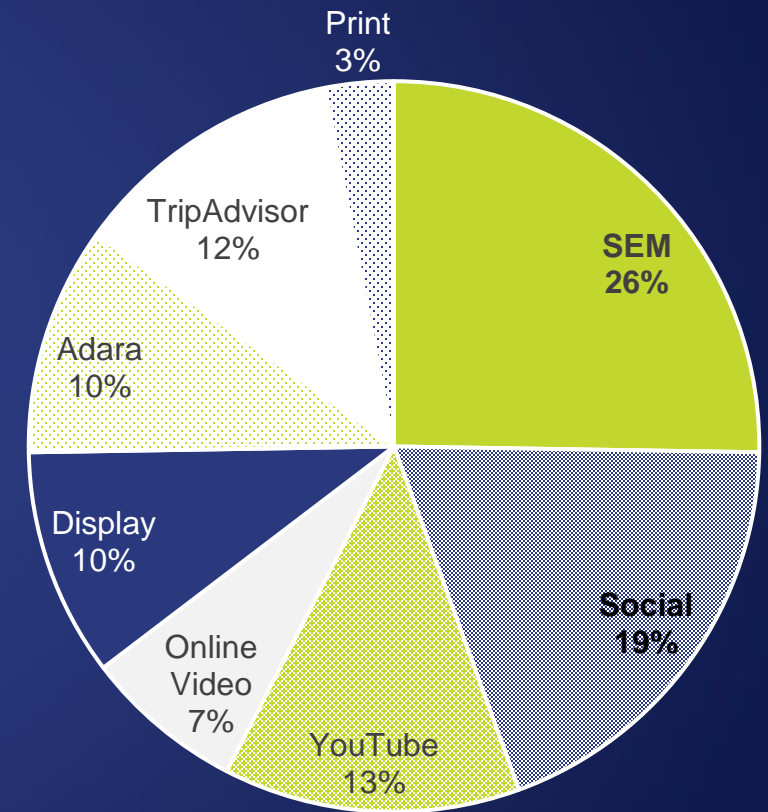


Media: Flighting

- **Heavy-up in awareness efforts leading into key travel seasons** to drive visitors to enjoy vacations in Greenville; support key events: BASS, NCAA and Signature Events
- **Remain nimble** and adjust flighting accordingly based on performance and market needs
- **Keep consumers engaged and reinforce messaging** via standard display, video and partnerships
- **Consistent, always-on presence** with SEM and Social to convert interested consumers into visitors

MEDIA INVESTMENT OVERVIEW

JAN - JUNE 2022 MEDIA SPEND		
TACTIC	BUDGET	% of Budget
SEM	\$262,000	26%
Social	\$200,000	19%
YouTube	\$138,000	13%
Online Video	\$75,000	7%
Display	\$100,000	10%
Adara	\$100,000	10%
TripAdvisor	\$125,000	12%
Print	\$30,000	3%
TOTAL	\$1,030,000	



				CY2022																								FY2022						
Media Partner	Start Date	End Date	Details	Jan '22					Feb '22					Mar '22					Apr '22					May '22					June '22					TOTAL COST \$
				3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27					
GOODWAY DIGITAL MEDIA:																												\$ 1,000,000.00						
Facebook/Instagram	01-Jan-22	30-Jun-22	13,333,332 Impressions																															
Facebook/Instagram	01-Jan-22	30-Jun-22	Video & Posts	Winter Campaign					Spring Campaign										Evergreen Campaign															
Social Totals:				\$33,333.00					\$33,333.00					\$33,333.00					\$33,333.00					\$33,334.00					\$33,334.00					\$200,000.00
YouTube	01-Jan-22	30-Jun-22	4,599,999 impressions																															
YouTube				Winter Campaign					Spring Campaign										Evergreen Campaign															
Youtube Totals:				\$29,600.00					\$29,600.00					\$23,600.00					\$18,400.00					\$18,400.00					\$18,400.00					\$138,000.00
SEM	01-Jan-22	30-Jun-22	130,998 impressions																															
SEM Campaigns	01-Jan-22	30-Jun-22		Winter Campaign					Spring Campaign										Evergreen Campaign															
SEM Totals:				\$43,666.67					\$45,666.67					\$43,666.67					\$43,666.67					\$43,666.66					\$43,666.66					\$264,000.00
Adara	01-Jan-22	30-Jun-22	5,333,333 impressions																															
Adara Display	01-Jan-22	30-Jun-22	Cross Device Display Ads 300x250, 728x90, 300x600, 160x600, 320x50	Winter Campaign					Spring Campaign										Evergreen Campaign															
Adara	01-Jan-22	30-Jun-22	800000 impressions																															
Adara Pre-roll	01-Jan-22	30-Jun-22	Pre-roll Video :15	Winter Campaign					Spring Campaign										Evergreen Campaign															
Adara Totals:				\$16,666.67					\$16,666.67					\$16,666.67					\$16,666.67					\$16,666.66					\$16,666.66					\$100,000.00
TripAdvisor	26-Jan-22	30-Jun-22	Annual Destination Sponsorship																															
TripAdvisor Annual Destination Sponsorship	26-Jan-22	30-Jun-22	Annual Destination Sponsorship																															
TripAdvisor	26-Jan-22	30-Jun-22	Display 320x50, 300x600, 728x90, 300x250																															
TripAdvisor Display/Boost/Native	26-Jan-22	30-Jun-22	Display 320x50, 300x600, 728x90, 300x250																															
TripAdvisor Totals:				\$20,833.00					\$20,833.00					\$20,833.00					\$20,834.00					\$20,834.00					\$20,833.00					\$125,000.00
Online Video (OLV)	24-Jan-22	30-Jun-22	3,260,514 impressions																															
Online Video (OLV)	24-Jan-22	30-Jun-22	Cross Device :15 & :30	Winter Campaign					Spring Campaign										Evergreen Campaign															
OLV Totals:				\$17,000.00					\$17,000.00					\$11,000.00					\$10,000.00					\$10,000.00					\$10,000.00					\$75,000.00
Display	24-Jan-22	30-Jun-22	16,666,667 impressions																															
Display	24-Jan-22	30-Jun-22	Cross Device Display, Retargeting, Event Retargeting, Behavioral Targeting	Winter Campaign					Spring Campaign										Evergreen Campaign															
Display Totals:				\$20,000.00					\$22,000.00					\$16,000.00					\$13,333.34					\$13,333.33					\$13,333.33					\$98,000.00
PRINT:																												\$30,000.00						
Southern Living	01-Apr-22	01-May-22	FP4C- Regional (SC, NC, GA, TN)											South's Best																				
Print Totals:														\$30,000.00															\$30,000.00					
Monthly Totals				\$181,099.34					\$185,099.34					\$165,099.34					\$186,233.68					\$156,234.65					\$156,233.65					
GRAND TOTAL																												\$ 1,030,000.00						

MEDIA PLANNING & BUDGET 2H

- Currently in process of finalizing media plans for 2H of 2022 with 1.5 Million Budget
- Media Plans expected to stay similar to 1H with the following considerations
 - Adding CTV (Connected TV) to the Media Mix for video assets
 - Testing streaming audio services as appropriate with creative messaging
 - With the recent earned media received as a culinary destination
 - Add targeting to digital tactics to specifically hit on foodie audience
 - Consider Print Ads in food focused editorial issues where Greenville has previously seen coverage (Garden & Gun, Conde Nast Traveler)
 - Tighten drive radius targeting from 500 miles to 350. (Continue to target nonstop flight markets)

A scenic view of a river with a suspension bridge at sunset. The sky is filled with colorful clouds in shades of orange, yellow, and blue. The bridge is a modern suspension bridge with a central pylon and cables. The river flows through a rocky landscape with lush green trees and a paved walkway on the right side. The overall atmosphere is peaceful and natural.

CREATIVE MESSAGING

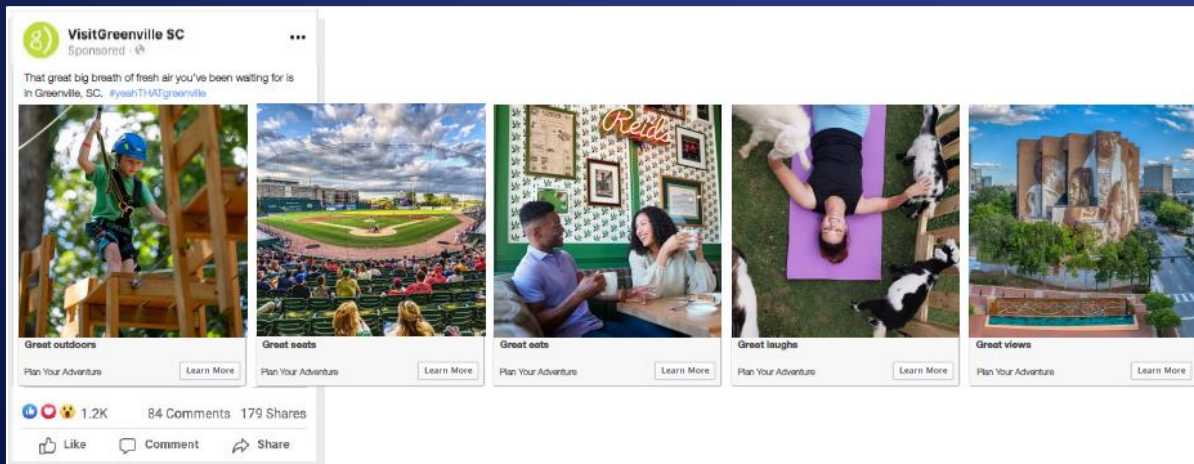
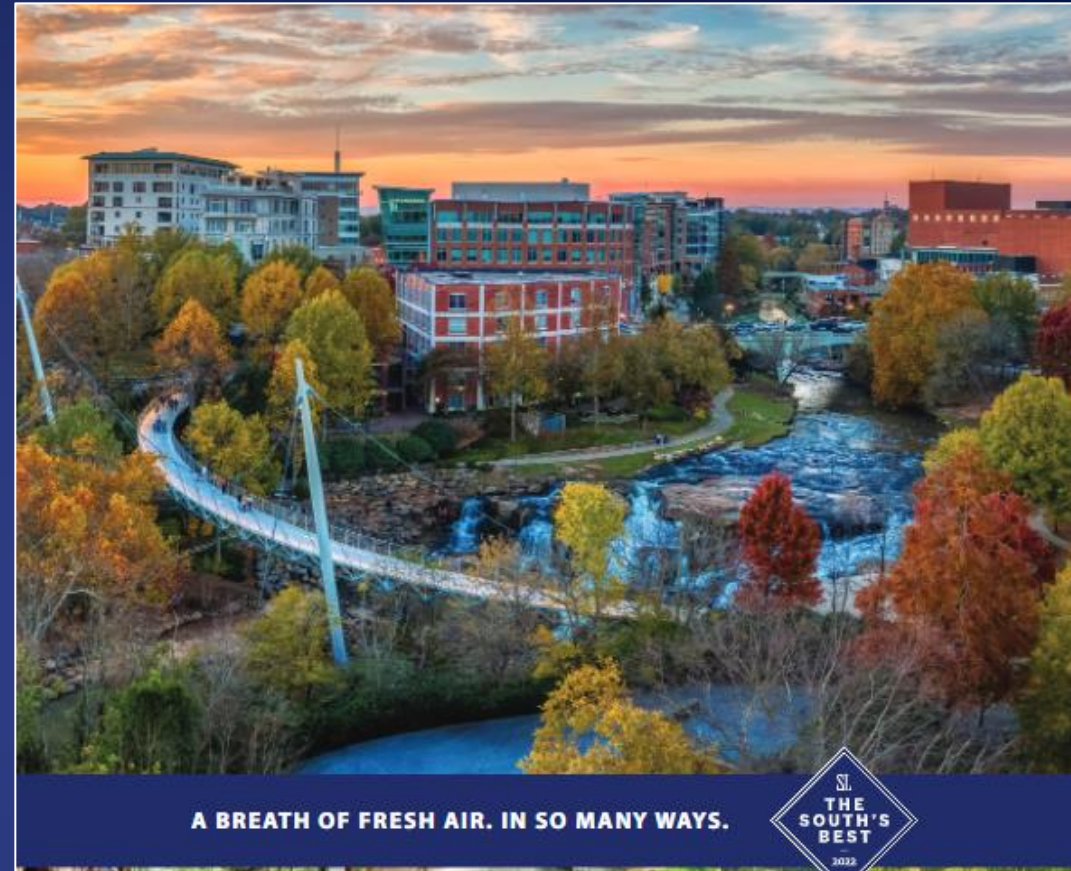
Creative Messaging

Greenville offers more of a refreshing getaway than just about any place else in America. With people frustrated over the difficulties of travel the past few years, our messaging platform is to position Greenville as a **'Breath of Fresh Air'**. This is intended to have a double meaning by highlighting our amazing outdoor opportunities and communicate a sense of escape to the frustrations that came with the pandemic.

Activity Pillars to Highlight

- Outdoor Adventure
- Food & Drink
- Festivals & Events
- Attractions
- Experiences
- The Arts
- Holidays

Spring Leisure Creative Samples



Summer Leisure Creative Samples

2022 "SOUTH'S BEST CITY ON THE RISE" -Southern Living

PLAN YOUR TRIP

yeah.that
greenville
SOUTH CAROLINA

"50 BEST PLACES TO TRAVEL" IN 2022 -TRAVEL + LEISURE

yeah.that
greenville
SOUTH CAROLINA



Visit Greenville SC Sponsored · 🌐

Trade traffic for a breath of fresh air. #yeahTHATgreenville

Find fresh new adventures.

Plan your getaway. [Learn More](#)

Hit up bold new eats.

Plan your getaway. [Learn More](#)

Browse hot new boutiques.

Plan your getaway. [Learn More](#)

All closer than you think.

Plan your getaway. [Learn More](#)

👍👍👍 1.2K 84 Comments 179 Shares

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Where the welcome is as warm as the weather. #yeahTHATgreenville

Visit Greenville, SC
#1 Friendliest City in the U.S.

👍👍👍 550 20 Comments 25 Shares

Like Comment Share

Visit Greenville SC Sponsored

Trade traffic for a breath of fresh air. #yeahTHATgreenville

Visit Greenville, SC
Fodor's 2022 Go List

👍👍👍 550 20 Comments 25 Shares

Like Comment Share

Visit Greenville SC Sponsored

Hit the open road—and hit refresh here. #yeahTHATgreenville

Visit Greenville, SC
A "50 Best Places to Travel"

👍👍👍 550 20 Comments 25 Shares

Like Comment Share

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[Learn More](#)

👍👍👍 416 likes

Visit Greenville SC Still winning awards. And still easy to love. From 5-star outdoor dining to the great outdoors, see why Southern Living has named Greenville, SC the "South's Best City on the Rise" of 2022. #yeahTHATgreenville



OTHER NOTABLE Q1 INITIATIVES

Public Relations: Q1 Overview

38

Pieces of Coverage

\$6.1 million

AVE Publicity Value

663 million

UVM/Circulation

195

Member Mentions



Public Relations: Q1 Earned Media Coverage

23 Pieces of National/Regional Coverage

Jan	AAA Carolinas	Go Explore Greenville
Jan	US News & World Report	The 30 Top Couples Vacations
Jan	FodorsTravel Guide	Is Your Hometown one of the Best Coffee Destinations in America
Jan	Eater Carolina	The 14 Most Anticipated Restaurants Across the Carolinas for 2022
Jan	New York Times	Vegan Travel: It's Not Fringe Anymore
Jan	Robb Report	The 45 Best New Luxury Hotels to Visit in 2022
Jan	Conde Nast Traveler	These Small US Cities Have Big-Time Art Scenes
Feb	Men's Journal	Best New Hotels in America
Feb	Eating Well	Reservation: Greenville
Feb	Blue Ridge Country Magazine	
Feb	HGTV.com	30 Most Charming Small Town Downtowns in America
Feb	TimeOut	Most Romantic Cities in the US
Feb	Fodor's	Best Places for Plane Spotting
March	Southern Flavor Magazine	Where to Eat, Drink and Pedal in Greenville
March	Franklin Lifestyles	The Splendor of Greenville, SC
March	Atlanta Magazine	Road Trips from Atlanta
March	Travel + Leisure	Best Places to Travel in May
March	Lonely Planet	Unexpected Food Destinations
March	Men's Journal	21 Best Urban Parks
March	Luxe Beat	Greenville is More Than Just a Pretty Face
March	Cape Fear Living	Greenville, SC Stepping Up to the Plate as a Foodie Destination
March	Conde Nast Traveler	Where to Go in May
March	Big Blend TV & Radio Mag	Greenville is More Than Just a Pretty Face

15 Pieces of Local Coverage (Bassmaster, NCAA, Local FAM trip, etc)

2022 Visitors Guide Launch

Launched 2.28.22 with over 35% distributed as of 5.10.22

- Increased to 156 pages, vs 138 from previous issue
- Distributed to state Welcome Centers, DMF Partners and Airport
- eBlast to membership for bulk pickup
- eBlast to leisure travelers
- Promoted on social media channels and will continue regularly
- Targeted ad campaign to 6 neighboring markets to drive requests



[Click Here to View Online](#)

Website Metrics: Q1 2022 (Jan-Mar)



- **TRAFFIC | UP 62% YoY**
 - 474,249 total visits
 - Nationally, DMO web traffic is UP +30% YoY
- **AVG TIME ON SITE | DOWN 16% YoY**
 - 1:49, National DMO Avg 1:50
- **VISITORS GUIDE REQUESTS | UP 421%**
- **LOGGING SEARCHES | UP 82% YoY**
- **LODGING REFERRALS | UP 83% YoY**
 - Direct into Hotels' Reservation System: 6,539
- **Website Improvement Projects in Progress**
 - Search Engine Optimization
 - Navigation Simplification


Social Media: Q1 2022 Metrics

Q1 2022 Compared to Q4 2021


REACH	UP	184%
IMPRESSIONS	UP	61%
ENGAGEMENT	UP	22%
LINK CLICKS	UP	127%
MEMBER MENTIONS*		68

*Not tracked previously. Does not include IG Stories.


Top Performing FACEBOOK Posts Q1

 **Visit Greenville ...**
Thu 1/6/2022 12:54 pm ...


There are few places as appropriately named as Pretty Place. Officially called the Fr...




Total Engagements 32,064

 **Visit Greenville ...**
Sun 2/20/2022 6:20 am ...


French countryside or Upstate South Carolina? A bit of both. Hotel Domestique, nestled i...



Total Engagements 10,076


 **Visit Greenville ...**
Tue 3/1/2022 5:41 am PST

Ready for a night of free, family-friendly fun? Bassmaster Classic weeken...




Total Engagements 8,447


Top Performing INSTAGRAM Posts Q1

 **visitgreenillesc**
Thu 1/6/2022 1:38 pm PST


Pretty Place at @ymcacampgreenville is giving us all the sunset feel...




Total Engagements 5,283

 **visitgreenillesc**
Sat 1/15/2022 3:07 pm ...


The city's abuzz about our snowy forecast! ❄️ Children are sleeping with their...



Total Engagements 4,713

 **visitgreenillesc**
Tue 2/8/2022 9:10 am PST

Yes, this stunning shot was snapped in Sunset, South Carolina. 📸 No, we're not...



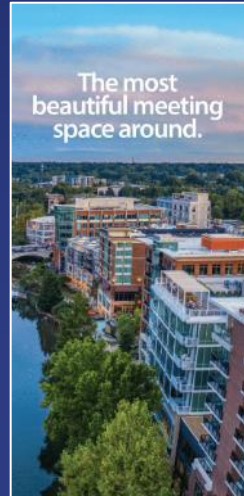
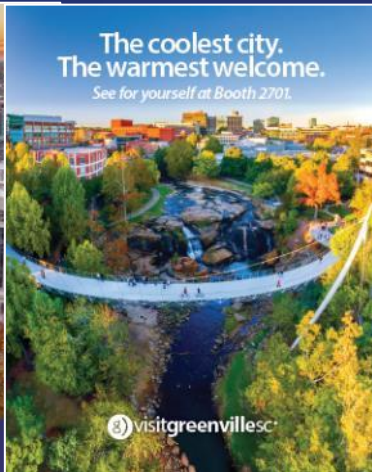
Total Engagements 3,209

Commercial Strategy Creative Samples Q1



A BREATH OF FRESH AIR FOR YOUR NEXT CONVENTION.

There's something about Greenville, SC that just makes you feel more at ease. With extraordinary accessibility, a variety of wonderful hotels, beautiful outdoor surroundings and one of the largest convention facilities in the Southeast, your event is destined to be a success.



A Breath of Fresh Air For Your Next Convention



You'll know it as soon as you get here. Greenville, S.C. just feels different. Maybe it's the warmth of the people. Maybe it's the beauty of the region. Perhaps it's the abundance of wonderful things to do here. But, quite simply, there's no place like Greenville, S.C. for your convention, meeting, or event.

Accessibility and Accommodations

Let's start with the basics: Greenville, S.C. is centrally located between Atlanta, G.A. and Charlotte, N.C., making it so easy to get here. The Greenville-Spartanburg International Airport is just 15 minutes from downtown and is served by major carriers with over 100 flights daily. Easy interstate access via I-85 makes driving here a snap. With over 100 hotel rooms throughout the downtown area, the range of accommodations offers something for everyone. Whether you're looking for select-service hotels, full-service hotels, or the perfect location to host a meeting, whether it be a small or large citywide event.

enormously flexible and can serve an event ranging from 25 to 25,000 people.

Greenville, S.C. also offers many unique and inspiring venues that serve wonderfully as meeting and event spaces such as the Huguenot Mill, Greenville ONE Center, Wyche Pavilion, and Bon Secours Wellness Arena. Greenville, S.C. knows and appreciates its history and its architecture and has preserved its distinctive heritage in many of the meeting spaces available to event planners.

Food and Activities

Hailed as one of "The South's Most 'Tasteful' Small Towns" by *Forbes*, the food scene in Greenville is deliciously dynamic. The city and the surrounding areas offer hundreds of delectable restaurants in every price range and virtually every type of cuisine. Whether you're fine dining on the river, at a sidewalk café, or in one of many hidden culinary gems, your group won't leave Greenville hungry or unimpressed.

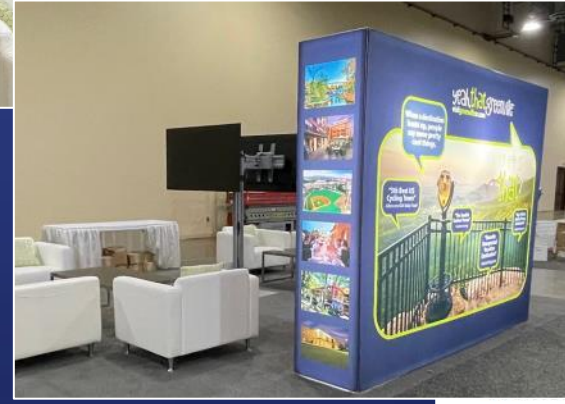
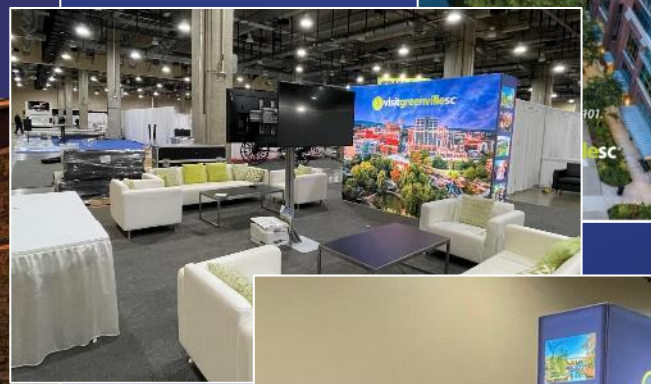
If adventure-seeking and teambuilding are on your agenda, Greenville's got a lineup of unique experiences to offer. Get behind the wheel of the "Ultimate Driving Machine" at the BMW Performance Center or catch a minor league soccer, baseball, or hockey game. Take a custom group tour with Greenville History Tours, or tour by taste buds with Foothill Foodie Tours or The Brewery Experience.



Other options include heading out to the nearby Blue Ridge Mountains to enjoy ziplining, kayaking, hiking and more.

We're Ready For You

Greenville, S.C. is a breath of fresh air for meeting and event planners. The VisitGreenvilleSC team can connect you with venue and accommodation partners who will make your life easier and are eager to deliver memorable, unique, and refreshing convention experiences that last long after the lanyard comes off.



SCAN FOR EXCLUSIVE INCENTIVES.



visitgreenvillesc.com/meetings



visitgreenvillesc.com

VisitGreenvilleSC

Jonathan Brasher, Vice President, Commercial Strategy
 Jonathan Brasher, VP Commercial Strategy, leads the direct sales and commercial efforts for VisitGreenvilleSC. A Greenville native with more than 25 years of hotel management and operations experience, Brasher works passionately to deliver a top-notch customer experience.

(864) 991-6556
 jbrasher@visitgreenvillesc.com
 visitgreenville.com/meetings

Commercial Strategy - PRSA RFP Response

#1 Friendliest City in the U.S.

— Condé Nast Traveler Readers' Choice Awards

DEAR PRSA TEAM,

Twenty-five years ago, we were, "Greenville, Where?"

Now, we're, "Yeah, THAT Greenville."

Historically, over 5 million people visit us for leisure and business travel annually, experiencing what this city has become and discovering that Greenville, South Carolina just feels special.

Maybe it's our food scene which has garnered so many accolades. Maybe it's the breathtaking beauty of the city and its surrounding areas. Maybe it's our rich history to which we pay proper respect, even as we merge that history with so many modern conveniences and innovations.

Greenville, SC was just named the **South's Best City on the Rise**. That didn't happen by accident. And public relations has played a big part in our rise. Our destination marketing has been underpinned with an aggressive PR effort, advertising and a social strategy that has commanded headlines and social media feeds. Our hashtag, #yeahTHATGreenville has been used over 2.5 million times on Instagram alone since 2013.

Greenville, SC is simply a joyous place. People are nice here. Everyone feels welcome here. You certainly will. We are a business-savvy city that is grateful for our influx of visitors, especially those like you who are in an industry that has helped enable us to achieve what we have achieved.

As a PR professional and on behalf of Greenville, SC, we'd be honored to share our city with you, to share the joy of being in "America's friendliest city" with your members for the 2024 PRSA Annual Travel & Tourism Section Conference.

Thank you so much for your consideration.

Taryn Scher

Owner, TK PR
2024 PRSA Conference Host Chair

Jonathan Brashier

Vice President, Commercial Strategy and Interim CEO
VisitGreenvilleSC

South's Best City on the Rise

— Southern Living

Next Great Food Cities

— Food & Wine

Top 10 America's Best Downtowns

— Forbes

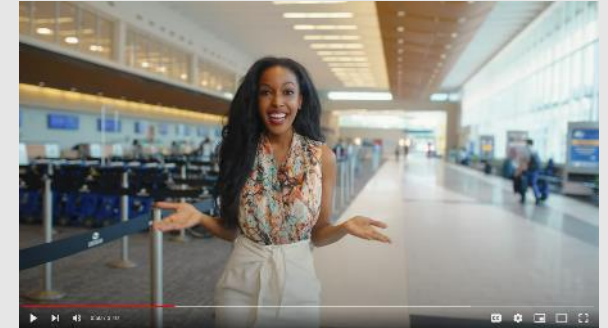
50 Best Places to Travel in 2022

— TRAVEL + LEISURE



Custom Video Submission

[Click Here to Watch Video](#)



Destination Experiences - Q1

EVENTS

Successfully supported

29 events

including US Grains Council, Southeast Homeschool Convention, GovCon, NCAA March Madness, and Bassmaster Classic.



PRESENTED BY HUK

VISITOR CENTER

Welcomed and assisted

1,302 guests

in the Visitor Center

MEMBERSHIP

25 New Members

257% increase YOY

Hosted a PR seminar with 100+ member attendance





THANK YOU

An aerial photograph of a scenic river in Greenville, South Carolina. The river flows through a lush, green landscape with many trees showing vibrant autumn colors in shades of yellow and orange. A large, white suspension bridge with a metal frame spans across the river, with several people walking and two people riding bicycles on it. In the background, a city skyline is visible under a clear blue sky. A large, dark blue speech bubble with a yellow border is overlaid on the top center of the image, containing the text 'yeah, that greenville SOUTH CAROLINA'.

yeah, that
greenville[®]
SOUTH CAROLINA

 visitgreenvillesc[®]

2022 DESTINATION COMMUNICATIONS PLAN

COMMUNICATIONS OBJECTIVE

INCREASE VISITATION

- INCLUSIVE OF LEISURE TRAVELERS,
GROUP & BUSINESS TRAVEL -

allowing us to introduce Greenville's unique combination of enjoyable activities and welcoming people, that will ultimately position us among the top Southeast travel destinations in the minds of media, meeting planners and prospective visitors



Focused on community shared values and resident quality of life, the VGSC communications strategy is designed to bolster our overall organizational priorities. The resident experience will be lifted and celebrated. Successful business operators (many of whom are members) will be supported. An innate understanding of community needs and wants, coupled with partnerships with economic development organizations throughout Greenville will ensure a cohesive communications plan that supports the whole community.



COMMUNICATIONS STRATEGIES

IN ORDER TO EFFECTIVELY POSITION GREENVILLE AS A LEADING DESTINATION AMONG COMPETITOR MARKETS LIKE ASHEVILLE, NASHVILLE, KNOXVILLE, BIRMINGHAM, AND CHARLOTTE,


WE MUST:



Support promotion of signature events to out-of-market attendees



Host media for in-market visits that exceed expectations



Earn accolades that elevate our unique experiences



Integrate marketing channels for maximum reach and efficiency



Include diversity, equity & inclusion programs in our efforts



Position Greenville as the perfect fit for meetings & conventions under 200 rooms on peak

DESTINATION OVERVIEW

GREENVILLE HAS A LOT GOING FOR IT.

The visionaries who developed the community over the last two decades have created a dynamic atmosphere with broad appeal. While many destinations claim greatness and cite facts & figures, few destinations of our size can combine the quantity and quality of our restaurants and hotels, entertainment and recreational values, our natural beauty and authentic charm, with the kindness and welcoming spirit of our people. First-time visitors are surprised by how much we have to offer when they experience Greenville. And they plan to come back again. And a proof point we are most proud of is that many of those visitors even decide to live and work here.

While our recovery from the impact of Covid-limiting travel and events has been positive, we can build on the strong momentum to drive even more visitation in 2022.

GVL has 60+ hotels and 1 million square feet of event, function and meeting space to offer convention and meeting planners. While the convention center package is dissimilar to many in the competitive set, the fact is that the facility boasts the largest expo space in the southeast and deserves focus to drive economic impact. Positioning Greenville more competitively in the meetings, conventions & events space is critical for creating compression that will positively impact the substantial supply of inventory in the market.

We're proud to earn hundreds of media placements each year, including accolades for everything from fall foliage to coolest weekend city to holiday happenings. Accolades related to both visiting and living in Greenville make our residents proud, boost VGSC website visits and social media engagement, and ultimately generate more business for our members.

We are a community of shared values. Tourism supports the hospitality industry and businesses of all types operating across the city and county. Their success is critical to the overall quality of life of our residents. Collaboration with our partners will be critical to fostering growth for all of us in 2022.

South's Best City on the Rise
- Southern Living

CONTENTS

COMMERCIAL STRATEGY	4-6
MEETINGS & CONVENTIONS	4
SPORTS	5
TRANSIENT	6
VISITOR TARGETING	7
MARKETING OVERVIEW	8
EARNED MEDIA	9-10
NATIONAL	9
LOCAL	10
PAID MEDIA	11-12
OWNED MEDIA	13-16
SOCIAL	13-14
WEBSITE	15
VISITORS GUIDE	16

COMMERCIAL STRATEGY

GROUP: MEETINGS & CONVENTIONS

Aggressively position Greenville as a premier meeting destination across all segments (Corporate, Association, SMERF):

- Utilization of MINT platform to strategically target new opportunities
- Deployment of marketing dollars to Meetings & Conventions segment using QR codes to track effectiveness
- Elevated CVENT presence
- Expanded Meeting & Convention resources on the VGSC website
- Active solicitation of competitive sets to identify new business opportunities
- Modify deployment to focus on capturing larger programs with multi-facility needs and one seller focused solely on closing small, single hotel opportunities

Strategic partnerships with third party intermediaries, professional associations & AMCs :

- Increase destination visibility & qualified lead capture
- Helms Briscoe, Conference Direct, HPN & Maritz Global Solutions
- RCMA, ABA, CONNECT, SCSAE, AENC
- Destinations Southeast, NorthSTAR Media, MPI, IMEX, Cvent
- Tradeshow attendance, digital marketing, email marketing (consumer/planner direct), hosted buyer opportunities

Define Greenville's unique value proposition for this audience:

- Ample inventory across a variety of full service & select service hotels
- Greenville Convention Center positioning
- GSP International Airport - #1 Small Airport in the US (2021) – cost effective lift, superior customer experience
- Strong funding support for closing business, including compelling incentives

GOALS

Annual room night contract and consumption targets

- 2022 - 42k room nights contracted and 60k consumed
- 2023 - 52k room nights contracted and 64k consumed
- 2024 - 65k room nights contracted and 70k consumed

Increase meetings & conventions lead volume

- 2019 - 368 leads, 187K room nights
- 2020 - 169 leads, 110K room nights
- 2021 - 260 leads, 132K room nights
- 2022 - 294 leads, 149K room nights

Commercial strategy definite conversion goal

- 2022 - 35% of total leads received
- 2023 - 38% of total leads received

Client engagement & FAM trips

- Host a minimum of 24 qualified fam trips and site visits in Greenville
- Closing ratio is 66% when clients visit Greenville in person

COMMERCIAL STRATEGY

GROUP: SPORTS

Position Greenville as a regional location of choice for Amateur & Youth Sports events

- Focus on Championship Sports that create strong visibility for Greenville nationally
 - NCAA (all divisions & conferences)
 - Team USA/USOC Sanctioned Events
 - AAU sports (all east/southeast divisions)
 - Sports Rights Holders (example – Adidas Gauntlet)
- Leverage relationships within the Upstate to win super regional opportunities utilizing facilities across Spartanburg, Pickens & Anderson counties
- Strong funding support for closing business
- Active engagement of local business community creating strong value proposition for event attendees
- Commitment to creating opportunity for underserved youth to gain access to participation in events

Strategic Partnerships with Professional Associations & Universities

- Professional: Greenville Drive, Greenville Triumph, Greenville Swamp Rabbits
- South Carolina Sports Authority
- Universities & Colleges: Furman University, Clemson University, Legacy Early College
- TEAMS, Sports ETA
 - Tradeshow attendance, Digital Marketing, Email Marketing (consumer/planner direct)

Active advocacy for the development of new or enhanced venues and facilities in Greenville and the Upstate

GOALS

Increase economic impact by 10% over 2021

Maintain legacy tournaments

- ProspectSelectBaseball
- SEC Women's Basketball Tournament (rotates)
- NCAA Men's Basketball Tournament (rotates)
- Adidas Gauntlet Men & Women



COMMERCIAL STRATEGY

GROUP: TRANSIENT

Greenville segmentation shows nearly 75% of demand is driven by the transient segment and VGSC is deploying resources and expertise to advise the partner community in this segment.

Business Travel – already in decline prior to COVID and with the impact of pandemic, the reduction has dramatically impacted midweek performance

- Deploy Demand360 market data report to show day by day demand
- STR analysis to better under price positioning & segmentation (enhanced reporting)

OTA Partnerships & Strategy

- Expedia
- TripAdvisor Destination Listing

Leisure

- Short term rentals – over 8,000 keys available in Greenville which impacts the entire community (hotels, restaurants, retail, attractions) and requires attention to predict visitation but also help hotel partners understand shifts in demand
- KeyData & AirDNA - Project forward looking occupancy
- Focus on developing attractive packages that help multiple stakeholders and members



VISITOR TARGETING

PROSPECTIVE TRAVELERS

While we want to protect our interest with the 50+ traveler demo that has performed well in recent years, we want to target and message with a younger audience in mind, expanding our demo target to 25-65. Females 35+ have been a top audience in the Search campaign; we know those are key decision makers to win over. This target audience is active, financially established, suburban, tech savvy, eager to try new things, uses streaming media services. They enjoy dining out, athletic events, live music and outdoor activities. This should include families as well.

Although driving hotel overnights is a primary objective of our efforts, we also can't avoid the reality that there are 8,000 short-term rental keys in market, alongside the 10,000 hotel keys. We can't miss the opportunity to drive business for our non-hotel members by encouraging experiences among travelers using services like Airbnb and Vrbo.

Media targeting will focus on drive markets within a 500-mile radius, expanded from last year's radius of 250 miles, and testing messages in select nonstop flight markets serviced by GSP.

Retain Interest with
50+
Traveler Demographic

Target Females
25-39
with Families

Target Markets
within a
500
Mile Radius

Increase
deployment of
resources to
nonstop flight
markets

MARKETING OVERVIEW

MESSAGING

Greenville offers more of a refreshing getaway than just about anyplace else in America. With the pandemic in its third year, and people frustrated over the difficulties of long-distance travel, our messaging platform is to position Greenville and its surroundings as a breath of fresh air - an opportunity to escape those frustrations of the past few years with ease and delight. We are easy to get to. We offer an array of wonderful restaurants, hotels and entertainment venues, all in a place that is low-stress, friendly and naturally beautiful. Greenville is the place to go if you're looking to let go, relax... and simply breathe in a great experience.

Activity pillars that support that message across tactics will continue to be:

- Outdoor Adventure
- Food + Drink
- Festivals + Events
- Attractions
- Experiences
- The Arts
- Holidays

"#1 FRIENDLIEST CITY IN THE U.S." – Condé Nast Traveler

yeah.that.greenville SOUTH CAROLINA

EASY TO LOVE. EVEN EASIER TO GET TO.

REFRESH ALL YOUR SENSES.

FAR FROM EXPECTED. CLOSER THAN YOU THINK.

PLAN YOUR TRIP

yeah.that.greenville SOUTH CAROLINA

EARNED MEDIA

PUBLIC + MEDIA RELATIONS NATIONAL TACTICS

Media Relations

- Engage in targeted storytelling to generate impactful earned media coverage around key times of the year, events and current news cycles
- Focus on seasonal offerings & key signature events
- Secure highly sought-after accolades in top-tier media outlets by constantly spotlighting variety of arts, culinary, outdoors and seasonal offerings & amenities
- Develop and execute 3-4 significant large-scale initiatives that will generate multiple media placements

Partnerships + Media Opportunities

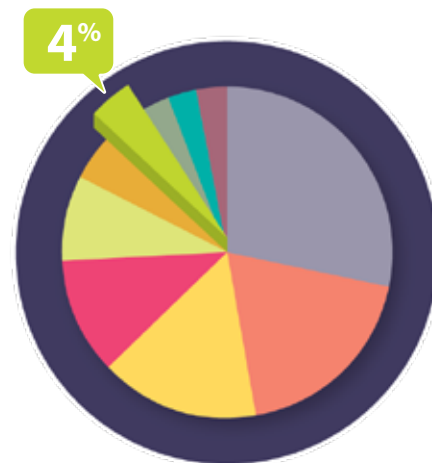
- Seek opportunities to partner with other neighboring destinations (i.e., Asheville) and plan for media to visit multiple destinations in one trip
- Leverage hometown celebrities to activate media events

GOALS

- Increase the number of earned media placements from top-tier media outlets nationally to 115 (103 in 2021)
- Increase share of voice in media coverage by 0.5% as compared to cities in 4-hour radius. VGSC current share is 4%.
- Host 25 media visits across a variety of qualified outlets (19 in 2021)

- Plan and execute 25 hosted media visits for top national and regional media
- Increase opportunities for media interest to experience the destination firsthand with 3-4 FAM trips around large scale initiatives, signature events & media activations

4-HOUR DRIVE RADIUS SHARE OF VOICE
12/1/2020-12/1/2021



- 28.4% ATLANTA (7253 ARTICLES)
- 18.8% CHARLESTON (4804 ARTICLES)
- 15.7% CHARLOTTE (4005 ARTICLES)
- 11.3% SAVANNAH (2891 ARTICLES)
- 8.3% ASHEVILLE (2114 ARTICLES)
- 4.4% KNOXVILLE (1134 ARTICLES)
- 4.0% GREENVILLE (1021 ARTICLES)
- 3.3% CHATTANOOGA (845 ARTICLES)
- 2.9% HILTON HEAD (727 ARTICLES)
- 2.8% GREENSBORO (709 ARTICLES)

*MUCK RACK

EARNED MEDIA

PUBLIC + MEDIA RELATIONS LOCAL TACTICS

Media Relations

- Invite statewide/local media + influencers for a press trip to “Fall in LOVE with Greenville,” as if they were an out-of-town visitor (Valentine’s Day)
- Partner with local influencers and media to showcase destination

Local Events/Media Activations

- Elevate National media wins through local press opportunities & social media
- Have VGSC presence/engage at 2022 Signature Events

Partnerships Opportunities

- Leverage relationships/partner with South Carolina state-based organizations for media opportunities and reach (SCPRT, SC Dept of Agriculture, HHI CVB, Charleston CVB, etc.)
- Work with VGSC Membership to better understand how they can leverage VGSC PR efforts to drive their business



PAID MEDIA

TARGET OVERVIEW

Geographic

Drive Markets within a 500mi radius and select nonstop flight markets

Target Audience

Adults 25-64 with an annual household income of \$100k+. Outdoor enthusiasts, families, overall curious travelers seeking new experiences

GOALS

- Increase awareness for Greenville as an ideal travel destination
- Drive traffic to the VisitGreenvilleSC website and use content on the site to encourage conversion/ booking
- Drive visitation & overnight hotel stays to Greenville and drive value for stakeholders (hotels, attractions, restaurants, retail, etc.)
- Other considerations include mid-week travelers, Millennials and Snowbirds

MULTI-CHANNEL STRATEGY - - - - -

	Video	Partnerships	Display	Social	Search
Overview	REACH AN ENGAGED AUDIENCE OF VIDEO VIEWERS WATCHING PREMIUM CONTENT	REACH TRAVELERS WHILE THEY ARE RESEARCHING ON POPULAR TRAVEL-ORIENTED SITES AND LEVERAGE DATA TARGETING THOSE ACTIVELY LOOKING FOR TRAVEL TO GREENVILLE	REACH USERS ACROSS THE WEB AS THEY BROWSE. LEVERAGE TARGETING TO REACH INDIVIDUALS BASED ON THEIR TRAVEL PLANNING BEHAVIORS AND REACH USERS AS THEY INTERACT WITH TRAVEL-RELATED CONTENT	REACH TARGET AUDIENCE WITHIN THEIR SOCIAL FEEDS, ALONGSIDE THEIR CURATED CONTENT FROM TRUSTED FAMILY AND FRIENDS, BRANDS, AND INFLUENCERS	REACH PROSPECTIVE CUSTOMERS WHO ARE ACTIVELY SEARCHING FOR TERMS RELATED TO TRAVEL DESTINATIONS, ACCOMMODATIONS, EVENTS AND OUTDOOR ACTIVITIES
Placements	ONLINE VIDEO, YOUTUBE	TRIPADVISOR & ADARA	STANDARD DISPLAY	FACEBOOK & INSTAGRAM	PROMOTED SEARCHRESULTS
Success Metrics	VIDEO COMPLETION	CTR, BOOKINGS, ENGAGEMENT	SITE ENGAGEMENT	SITE ENGAGEMENT	SITE ENGAGEMENT
Targeting	BEHAVIORAL	BEHAVIORAL, COMPETITIVE, LOCATION BASED, INTEREST	BEHAVIORAL, CONTEXTUAL, SITE, VIDEO EVENT RETARGETING, RETARGETING	INTEREST, LOOK-ALIKE, RETARGETING	BRAND AND NON-BRAND KEYWORDS

MULTI-CHANNEL STRATEGY





OWNED MEDIA

SOCIAL

Objectives

- Make experiencing all that Greenville, SC has to offer visitors and residents appealing and aspirational, by providing a variety of viewpoints and highlighting community shared values
- Serve as a megaphone for public relations wins, community happenings, and the core values of our community
- Proactively engage with potential visitors, current residents, members, and media outlets
- Grow VGSC's social media engagement through strategic messaging and use of platform tools
- Demonstrate added value to VGSC members

Tactical Approach

VGSC will create custom content and share member, partner and user-generated content that aligns with the content pillars from our broader messaging strategy – arts, outdoor activity, food & drink, festivals & events, and attractions. In alignment with the organization's mission to support the totality of the community, our social media content will balance featuring both city and greater Greenville messages.

Since social media is such an immediacy tactic, we'll deliver appropriate seasonal and holiday content year-round, and promote member news and events. And VGSC social media platforms are ideal outlets for extending awareness of the destination's public relations wins and community accolades.

Posts will include links that drive followers to VGSC's website for access to the rich content including trip itineraries, member listings, hotel search functionality and more.

Our strategy does not begin and end with content creation and curation for VGSC's social media accounts. VGSC will also remain an active part of the Upstate online community by commenting, liking and sharing from VGSC's handles.

What VGSC strategically releases into the world via our Instagram and Facebook feeds is only part of our social media approach. Managing the comments and DMs we seek for making connections is critical to maintaining our brand voice and value to members and visitors alike. We diligently respond to queries in our comments, share links and recommendations via DM when requested, reply to automatic boosted-post and digital ad questions, and generally serve as a real-time digital voice for VGSC.

Collaboration with social influencers based in Greenville to serve as firsthand guides, introducing VGSC followers to what they each love about the city they call home, is a priority growth area for 2022. We plan to execute two local collaborations per month beginning in March, with social influencers who have active followings and align with our mission.

VGSC will also invite and host four to six out-of-town travel influencers to explore the destination and share their unique perspectives – sports enthusiast, mom/family, couples, solo travel and more. Travel-centric influencers with active followings are being considered.

OWNED MEDIA

SOCIAL GOALS

VGSC seeks to grow comprehensive follower engagement – represented by link clicks, comments, engagement with stories, shared posts and more – and ultimately build brand ambassadors who will extend the reach of VGSC content. Measurement metrics include:

- Followers
- Likes and Comments
- Shares and Saves
- Instagram Story Views
- Instagram Link in Bio Clicks
- Website traffic coming directly from social channels
- Members Mentioned in Posts & Stories
- Anecdotal Content of DMs

What does success look like?

City of Greenville SC | Simpsonville, South Carolina

January 9 at 10:55 PM

Let's kick off the 2022 edition of #Simpsonville with the Marianne beauty in Simpsonville while also recognizing one of the nearest members of #VisitGreenville, DT The Girl Greenville, a local nonprofit that works hard to recruit and empower the underrepresented small business owners of the Upstate!

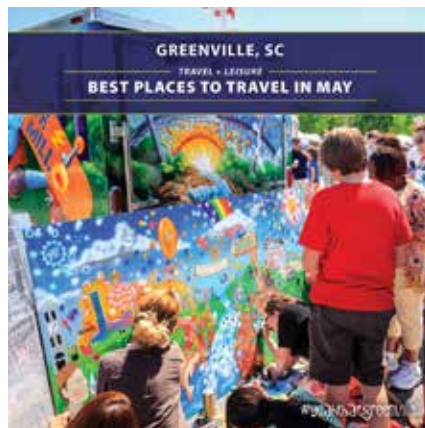
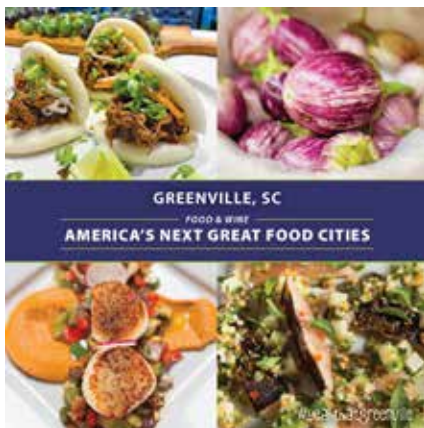
See What LACEY DOES

Post as City of Greenville | #VisitGreenville | #DiscoverSC

577 likes | 13 comments

Write a comment...

...Engaged Followers



OWNED MEDIA

WEBSITE

In alignment with the organization’s overall objectives for 2022, plans to update the website - the first touchpoint many visitors have with our destination - are focused on supporting commercial sales, extending member value, and offering travelers ample information to plan a trip they will enjoy and share. We will update the site’s commercial sales presence, including segmentation of information based on various group travel targets – sports, corporate, and association. While investing significantly in the improvement of search engine optimization to elevate existing site content to meet more relevant web user searches, we’ll also seek to raise visibility of VGSC members as site visitors explore digital guides based on their specific trip interests. We will strive to create an overall easier user experience with simplified site navigation and accessibility of content, faster site load speed and more, and will monitor site performance in real-time and adjust as we learn what works best for our site visitors.

GOALS

- Improve overall user experience by removing friction in the process and making rich content easily accessible through streamlined navigation
- Increase traffic to, and RFQ submissions from, the Meetings page
- Increase hotel searches through our site to 34,000 (31,653 in 2021) , to deliver booking referrals and ultimately improve occupancy rates and RevPAR
- Increase views of Guides to Greenville online content to over 10,000 (7,875 in 2021)

- Increase online visitor guide views to over 17,500 (15,808 in 2021)
- Increase average time on site to meet national DMO average of 2:20 (2:04 in 2021)



OWNED MEDIA

VISITORS GUIDE

The 2022 Visitors Guide will be available in February, and earned record-breaking ad sales this season. 9,505 print guides were requested through the website in 2021, and the online guide earned 15,808 page views. Increasing these metrics is likely based on improvements being made to the website in 2022, but are secondary priorities to more critical traveler intent actions like hotel bookings.

Print guides are distributed through the Visitor Center more than through online requests, and we will continue to provide that useful tool for in-market visitors.

We will continue to evaluate the demand for the printed guide, while also exploring a more robust online version of the guide, or even a mobile app, to make information access easier for visitors.

The rich content in the guide is also much appreciated, and frequently used, by residents seeking to explore things in the area that they have not yet discovered.





Tourism Expenditure Review Committee		
FY 2022/ 2023 County		
	30% Fund Allocation	40% Fund Allocation
Tradeshows	\$42,500	\$30,000
Public Relations	\$140,000	\$120,000
Photography/Videography	\$100,000	\$80,000
Sales Collateral	\$10,000	\$3,500
TOTAL	\$ 292,500	\$ 233,500