

2022 MARKETING OVERVIEW





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.”

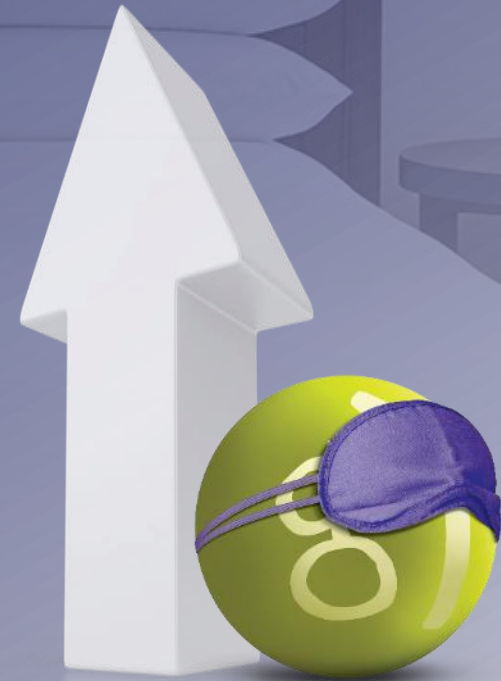
—U.S. Travel Assoc. March 2022

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

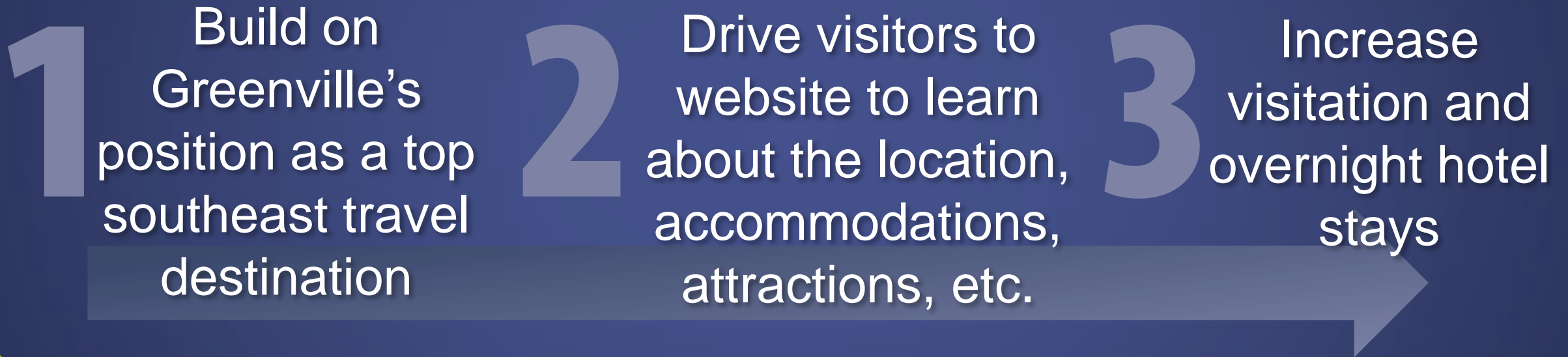
\$74 million

in ad influenced travel revenue.

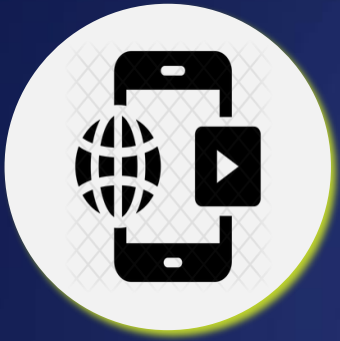


LEISURE MEDIA PLAN

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

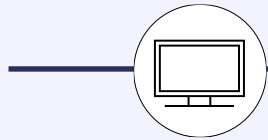
Capture users who visit the site but have not yet acted. Serve them ads later while they are browsing other sites online to keep Greenville top of mind.

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



VIDEO,
YOUTUBE

Leverage actionable insights from previous campaigns to extend into 2022 campaign



CONSIDERATION



PARTNERSHIPS



DISPLAY

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



CONVERSION



SOCIAL



PAID SEARCH

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

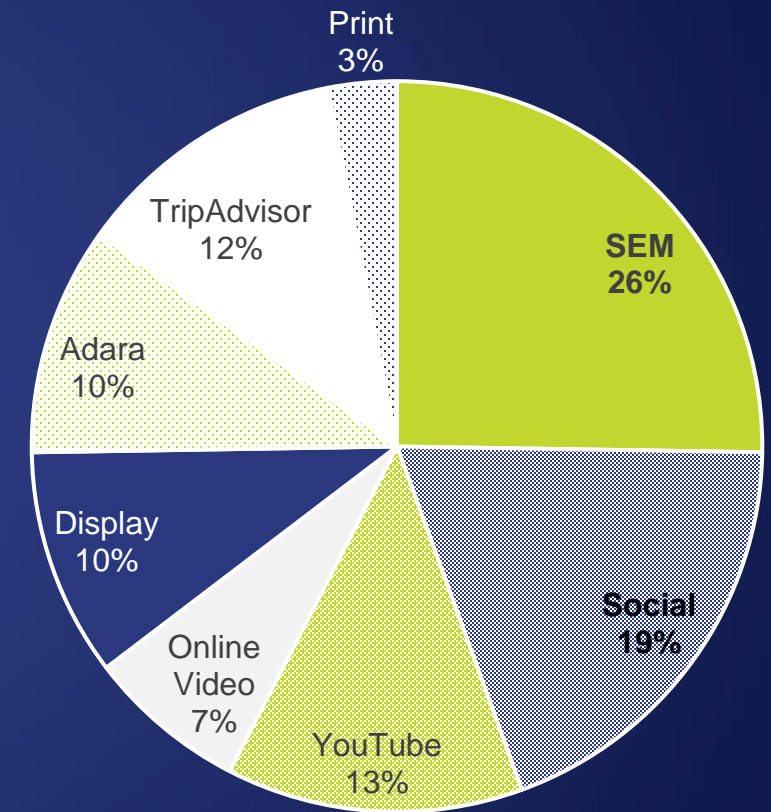


Media: Flighting

- **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)



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



A BREATH OF FRESH AIR. IN SO MANY WAYS.

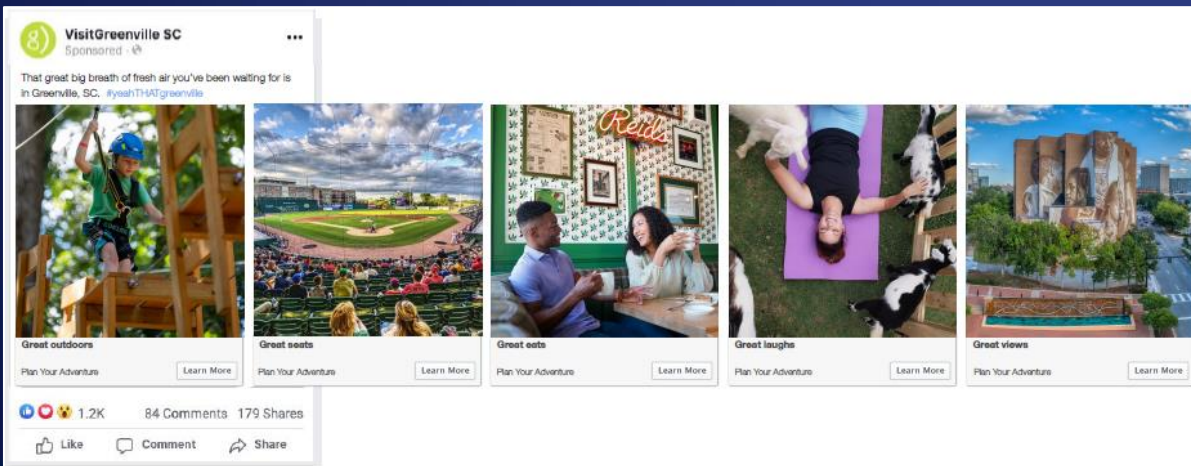


From outdoor activities to dining, shopping, galleries and more, a few days in Greenville, SC is that refreshing break we all can use right about now.

visitgreenillesc.com

DISCOVER South Carolina

yeah.that greenville SOUTH CAROLINA



Summer Leisure Creative Samples

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

PLAN YOUR TRIP



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



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

Visit Greenville SC Sponsored

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

Visit Greenville SC Sponsored

[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...



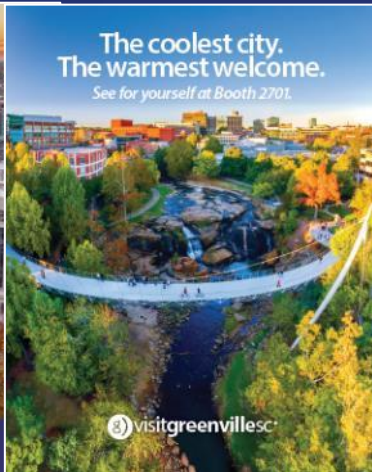
Total Engagements **3,209**

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. and is 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 offer 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.



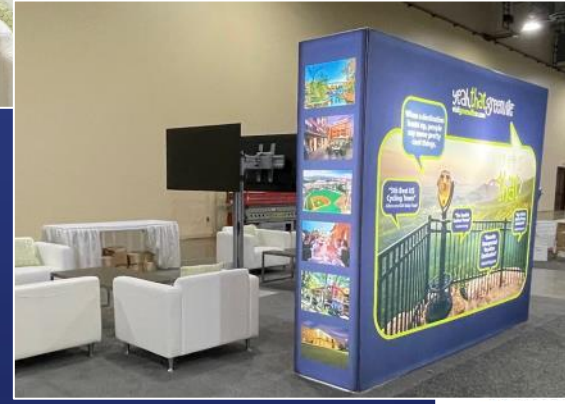
Other options include heading out to the nearby Blue Ridge Mountains to enjoy ziplining, kayaking, hiking and more.

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.



GREENVILLE CONVENTION CENTER
340,000 SQ. FT. OF EXHIBIT AND EVENT SPACE



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

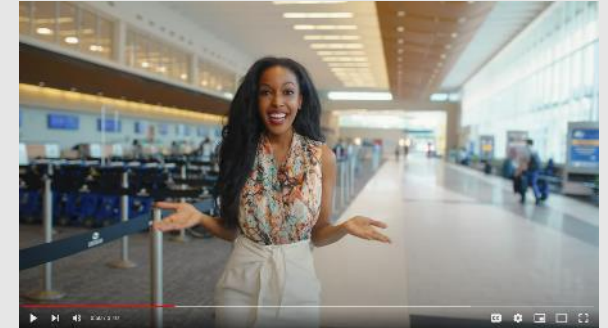
50 Best Places to Travel in 2022

— 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