

An aerial photograph of a scenic river in Greenville, South Carolina. A large suspension bridge with a white deck and metal railings spans across the river. People are walking and riding bicycles on the bridge. In the background, a city skyline is visible under a clear blue sky. The foreground is filled with lush green trees and a rocky riverbank. 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.

South's Best City on the Rise
- Southern Living

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.

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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

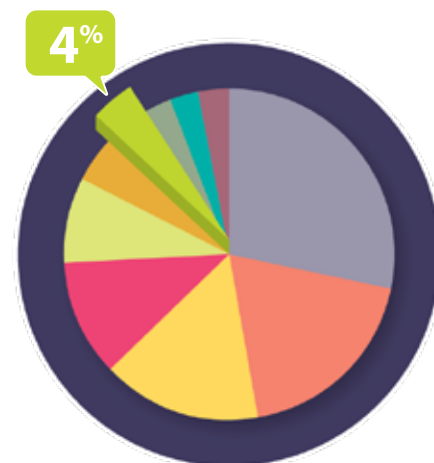
- Seek opportunities to partner with other neighboring destinations (i.e., Asheville) and plan for media to visit multiple destinations in one trip
- Leverage hometown celebrities to activate media events

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

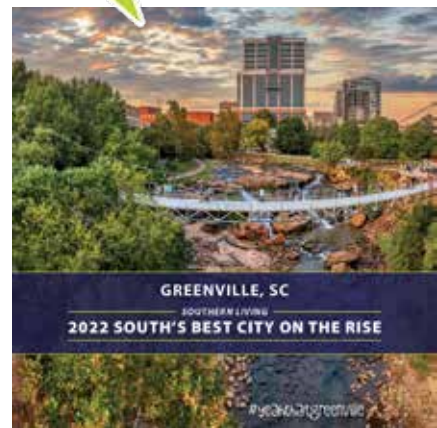
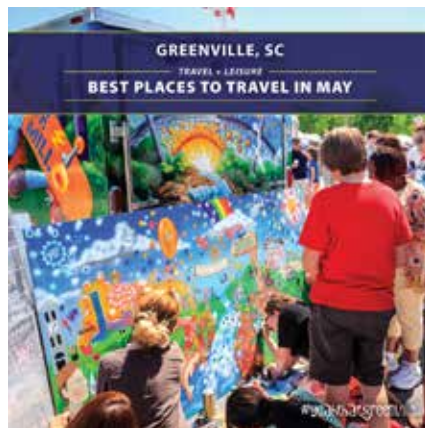
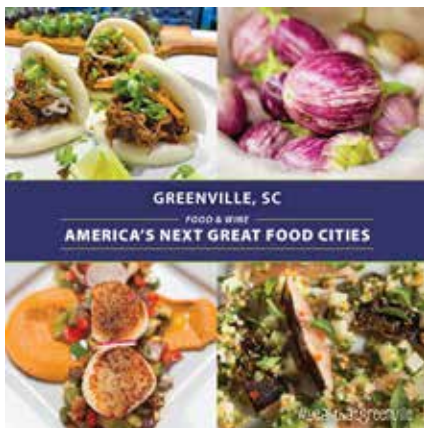
VGSC seeks to grow comprehensive follower engagement – represented by link clicks, comments, engagement with stories, shared posts and more – and ultimately build brand ambassadors who will extend the reach of VGSC content. Measurement metrics include:

- 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?



...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.

