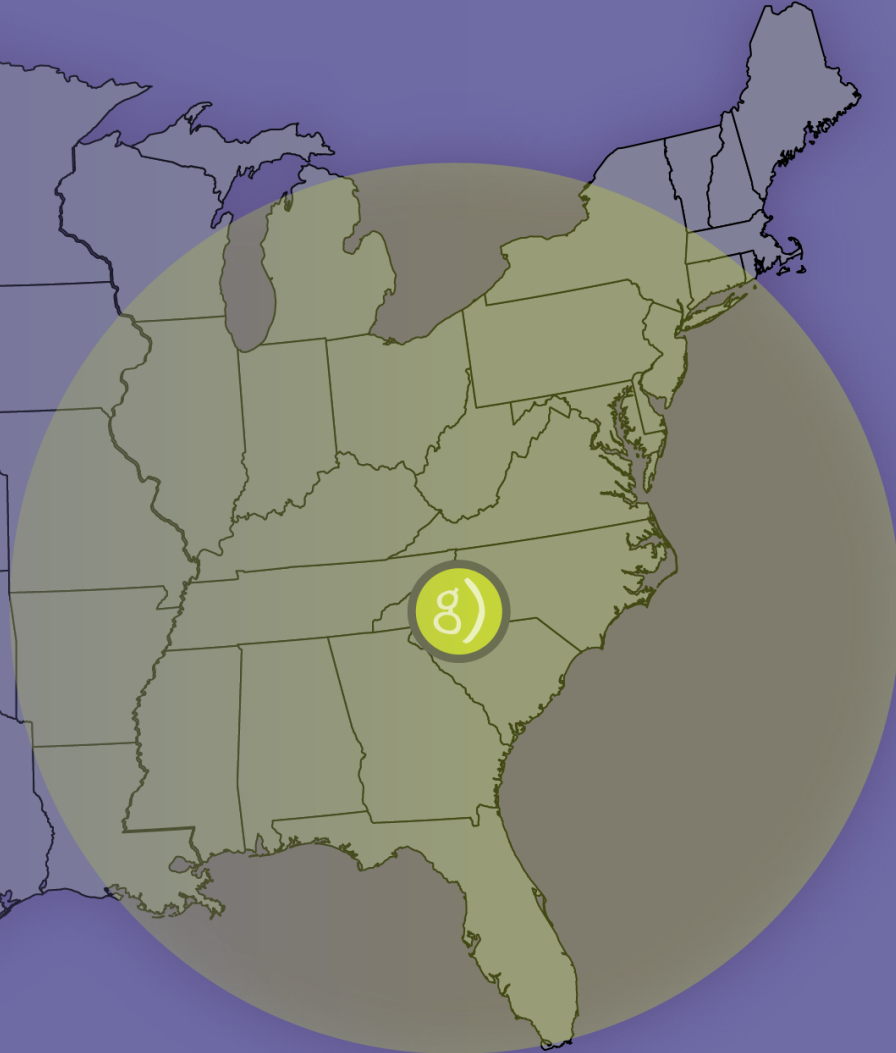


May 15 2023

VISION

To be one of the most visited
– *and talked about* –
travel destinations in the
Southeast.

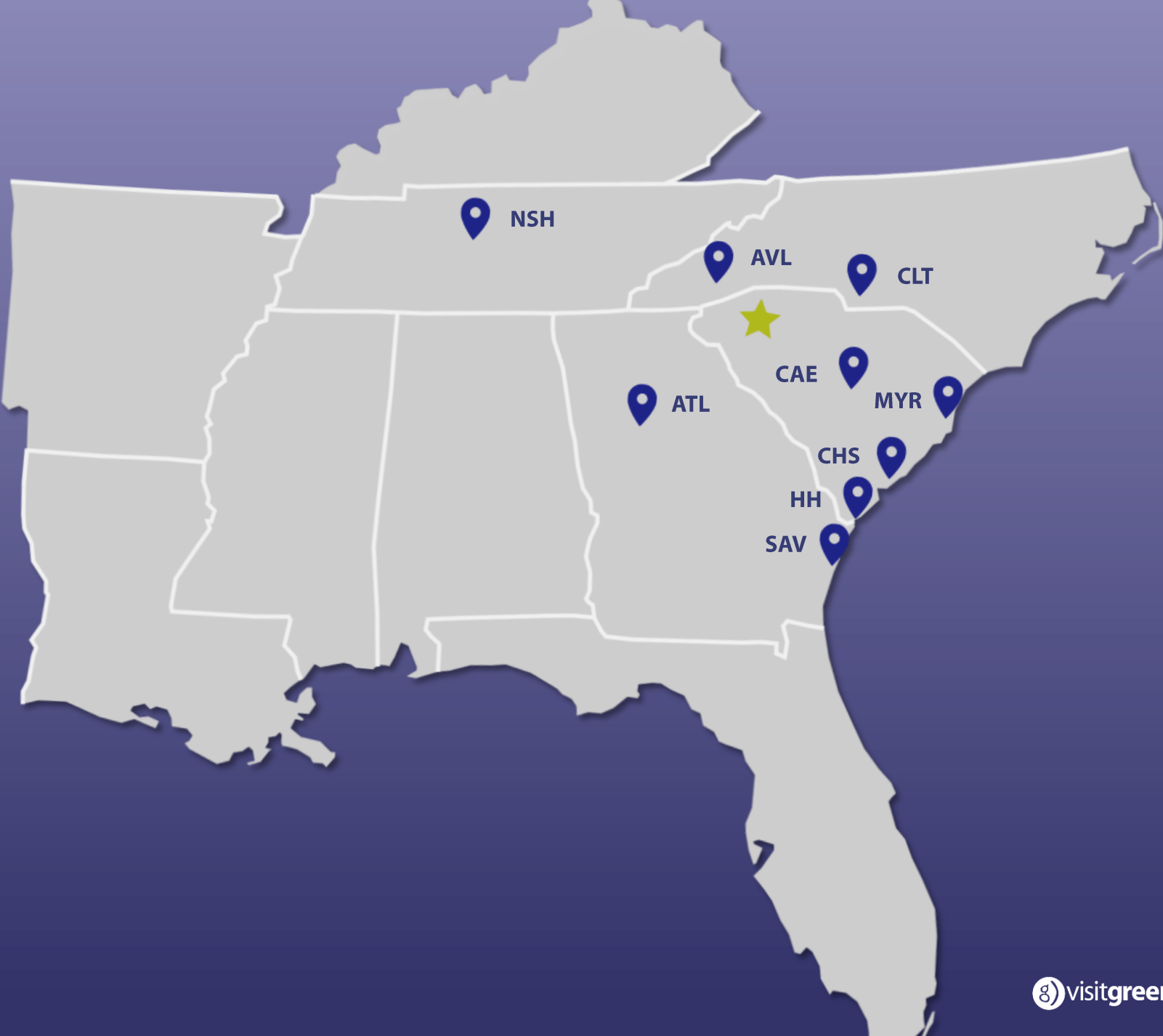


MISSION

Maximize Greenville's Visitor Economy
by developing and promoting
exceptional visitor experiences to
elevate the quality of life and
prosperity for our community.

COMPETITION

Top Alternate Searched Destinations



Source: ADARA

Comprehensive Marketing Plan



Awareness



Digital Ad Impressions



Video Views



Streaming Audio



Earned Media



Awards & Accolades



Social Reach



Print



Consideration



Digital Ad Clicks



Interactive Media



Video Completion



Social Engagement



3rd Party eNewsletter



Conversion



Dynamic Search Keywords



Digital Ad Retargeting



Social Conversion

FY22/23 YTD Marketing Results

Awareness

DIGITAL ADS

115,697,073 Impressions

Consideration

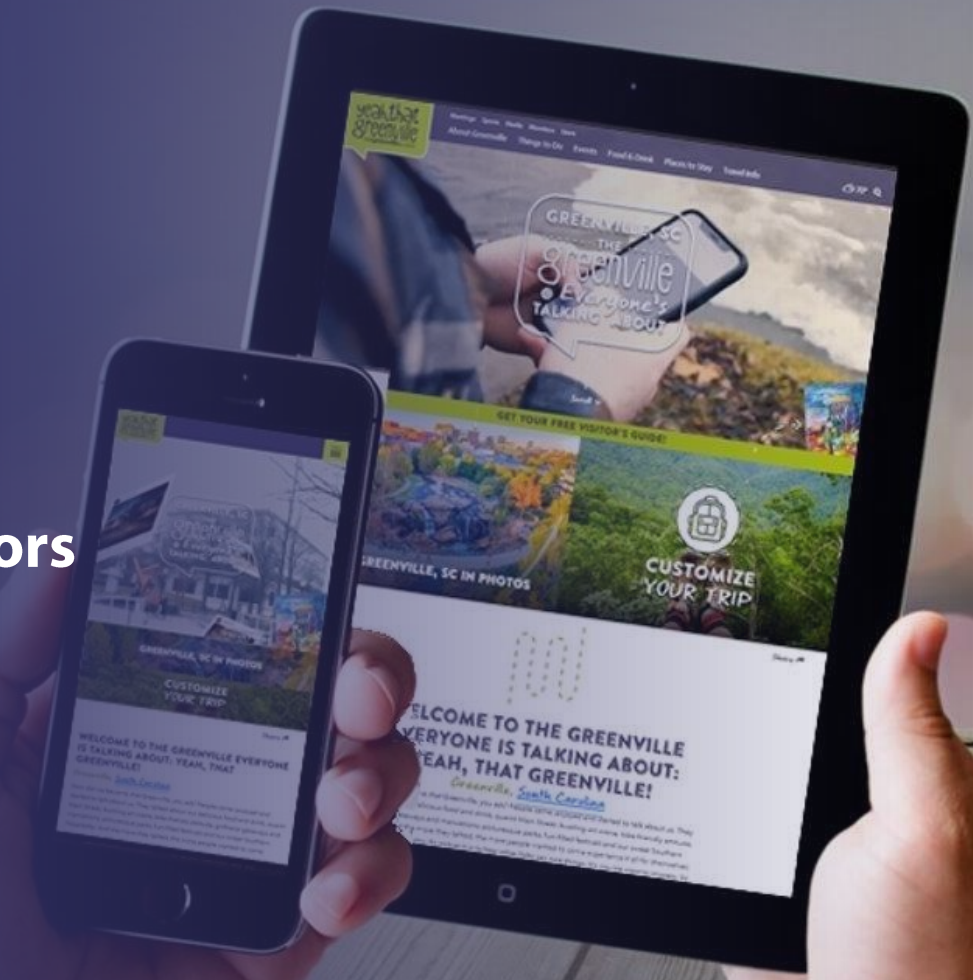
SITE TRAFFIC

1.6M+ Site Users, 85% New Site Visitors

Conversion

LODGING REFERRALS

29,390 Clicks to Booking Page



FY22/23 (as of 3/31/23)
Source: Google Analytics & MUCKRACK

FY22/23 YTD Media Attribution



\$22.2M

**EST. HOTEL REVENUE
GENERATED**

1,827,987

HOTEL SEARCHES

64,386

**HOTEL
BOOKINGS**



47,674

**FLIGHT
SEARCHES**

2,621

**FLIGHT
BOOKINGS**



2.3M

**TOTAL MEDIA
INVESTMENT**

\$1 = \$9.35

HOTEL ROI

FY22/23 Website Performance

July 22 - March 23

Site Traffic

1,599,477 Users

UP +51% FY22

85% New Visitors

Lodging Referrals

29,390 Referrals

UP +81% FY22

Meetings / Traffic

11,054 Pageviews

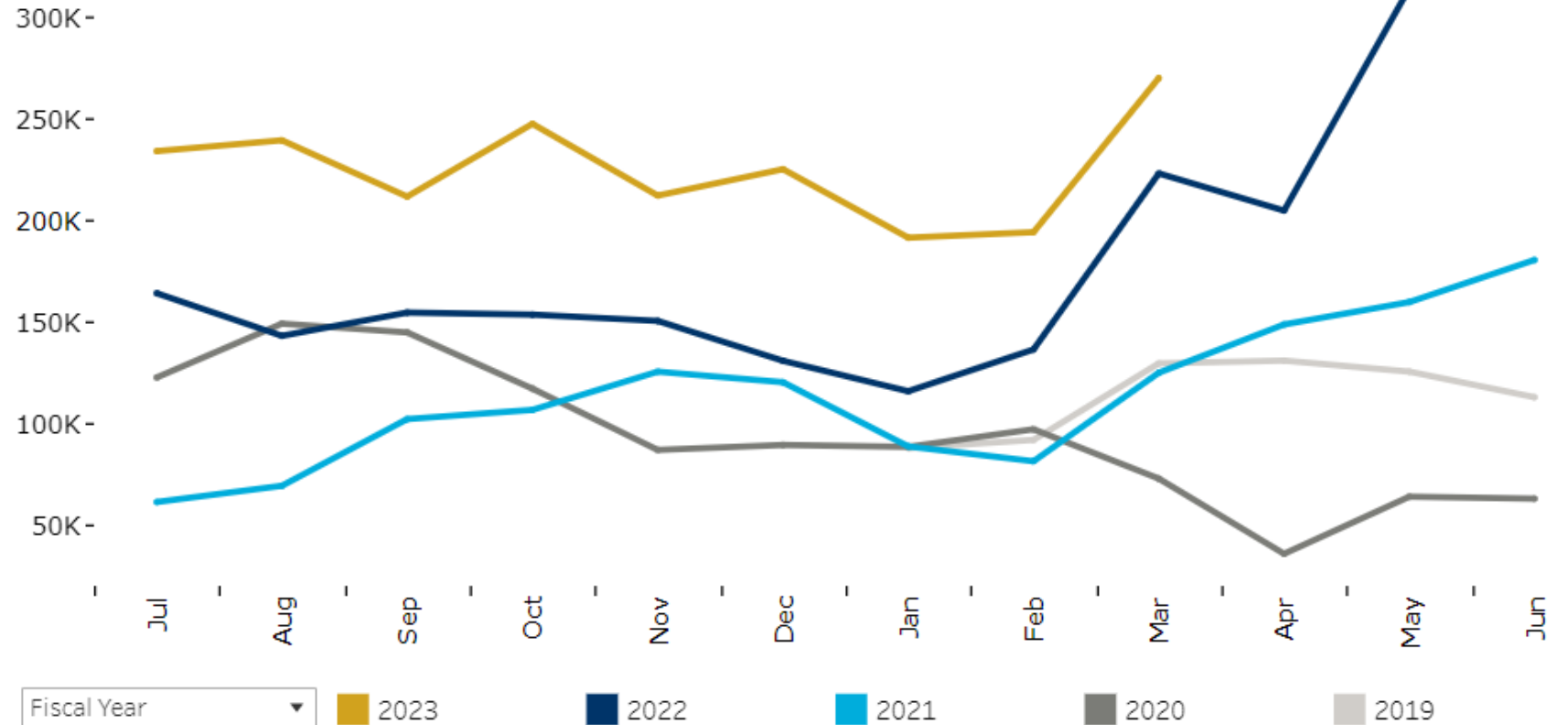
UP +388% FY22

Visitor Guide Requests

24,769 requests

UP +48% FY22

Web Sessions by FY



Source: Google Analytics

Paid Media Samples - Leisure

BEST FAMILY TRAVEL AWARDS
2023
GOOD HOUSEKEEPING

FIND YOUR BALANCE IN GREENVILLE, SOUTH CAROLINA

Greenville, SC is the perfect balance of lively fun and peaceful relaxation. From kid-approved museums and attractions to stunning outdoor views, you'll find the perfect balance during your visit.

visitgreenillesc.com | DISCOVER South Carolina

yeah.that greenville SOUTH CAROLINA

CHOOSE YOUR OWN ADVENTURE IN GREENVILLE, SOUTH CAROLINA

Greenville, SC is a welcoming retreat for explorers of every type. Tour the eclectic food scene, traverse the great outdoors, and discover the arts community during your visit.

visitgreenillesc.com | DISCOVER South Carolina

yeah.that greenville SOUTH CAROLINA

Explore new heights this summer.

PLAN YOUR TRIP

yeah.that greenville SOUTH CAROLINA

Visit Greenville SC Sponsored

Experience breathtaking views and local brews in the same day. #yeahTHATgreenville #DiscoverSC

visitgreenillesc.com/winter

A New Winter Wonderland Plan Your Getaway Learn More

45 Comments 62 Shares

Like Comment Share

2022 "BEST CHRISTMAS TOWNS FOR A WINTER GETAWAY" - TODAY.COM

yeah.that greenville SOUTH CAROLINA

LET'S GO

"52 PLACES TO GO IN 2023" The New York Times

greenillesc THE OFFICIAL TOURIST GUIDE TO GREENVILLE, SC

ORDER A GUIDE

yeah.that greenville SOUTH CAROLINA

Visit Greenville SC Sponsored

Escape the winter blues to somewhere new. Choose your next adventure in Greenville, SC. #yeahTHATgreenville #DiscoverSC

- A Hiker's Heaven Explore Trails Learn More
- A Foodie's Paradise Discover Dishes Learn More
- A Shopper's Refuge Find Gifts Learn More
- An Art Enthusiast's Dream Tour Museums Learn More
- A Music Lover's Haven Uncover Tunes Learn More

EXPERIENCE FLAVORS FROM AROUND THE WORLD

yeah.that greenville SOUTH CAROLINA

EXPLORE DINING

FY22/23 Earned Media/Public Relations

July 22 - March 23

130
Articles/Stories

\$33.7M AVE
Advertising Value Equivalency

4.4B UVM
Online Readership

465
Individual Business Mentions

Source: MuckRack

21
JOURNALISTS
HOSTED

TOP OUTLETS

AARP TimeOut

The New York Times

Forbes TRAVEL+LEISURE

GARDEN&GUN



GOOD
HOUSEKEEPING



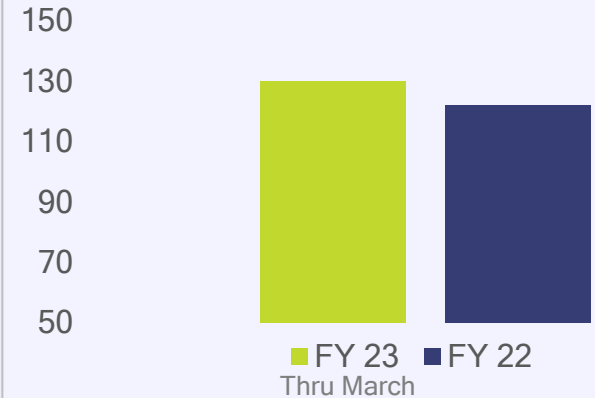
Southern Living

The Washington Post

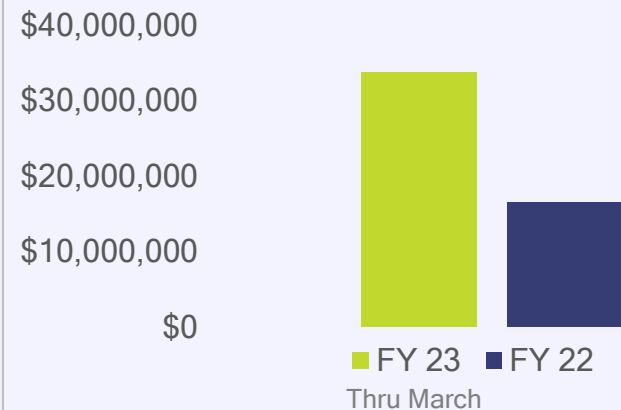
SMALL MARKET
MEETINGS



Pace on PR Coverage by Story Volume



Pace on PR Coverage by Story Value



Earned Media Headline Samples

Celebrate Hispanic Heritage Month with Art, Music and Community



Honoring a legend: Making 10,000 sandwiches with cult favorite Duke's mayo



GARDEN & GUN

My Town: Tyler Florence's Perfect Day in Greenville, South Carolina

12 Lesser-Known Southern Destinations Our Editors Can't Wait To Visit In 2023



Good Housekeeping's 2023 Family Travel Awards

SMALL MARKET MEETINGS

New and Now in the South

The Best Suburban Neighborhoods You Should Totally Move To

With more space and located just outside major metro areas, it's the best of both

19 tasty deals and freebies for National Taco Day

On October 4, restaurants and brands are rolling fi

Taco Day.



FY22/23 YTD Group Sales

157

EVENTS BOOKED

85,118 ATTENDEES | 60,575 ROOM NIGHTS

\$25.3M

ECONOMIC
IMPACT

\$791K

TOTAL EVENT
SPONSORSHIP

\$120K

CITY
SPONSORSHIP

Creative Samples – Group Sales

visitgreenvillesc
Greenville, South Carolina

visitgreenvillesc From Main Street to the mountains, choose from more than 10,000+ hotel rooms and 100+ hotels county-wide.

#yeahTHATgreenville #DiscoverSC #MeetingsAndEvents #BusinessTravel

280,000 ft² of event space

CONVENTION CENTER

SPIN & WIN
A 48-HOUR
MEETING PLANNER
EXPERIENCE IN
GREENVILLE, SC

Add adventure-worthy experiences and memorable team-building activities to your next meeting agenda. #yeahTHATgreenville #DiscoverSC

Greenville, SC Activities Your Attendees Must Experience
visitgreenvillesc.com

visitgreenvillesc

MAKE YOUR EVENT ONE THEY WON'T FORGET.

visitgreenvillesc
Greenville, South Carolina

visitgreenvillesc Greenville has earned its place as a top Southeastern destination for major regional, national, and international sporting events. Catch a game at Fluor Field during your next visit!

#yeahTHATgreenville #DiscoverSC #EventsIndustry #BusinessTravel

yeah.that destination!

FEATURED FULL-SERVICE CONVENTION HOTELS

Once you've chosen Greenville, SC as your host destination, one of the most important pieces of the puzzle is knowing where you'll rest your head - and being confident that your attendees will be as comfortable and pleased with their accommodations as they are with the service, amenities, facilities, reputation and price. From airport to downtown, it's easy to see why, you'll find Greenville is filled with passionate people delivering remarkable experiences at a great value.

| PROPERTY | GUEST ROOMS | MEETING ROOMS | TOTAL SQ. FT. |
|---------------------------|-------------|---------------|---------------|
| Four Seasons Greenville | 310 | 7 | 72,000 |
| Embassy Suites Greenville | 288 | 2 | 12,000 |
| Four Seasons Greenville | 268 | 28 | 46,000 |
| Embassy Suites Greenville | 256 | 14 | 14,000 |
| Embassy Suites Greenville | 220 | 7 | 20,000 |
| Embassy Suites Greenville | 200 | 7 | 12,000 |
| Embassy Suites Greenville | 200 | 7 | 12,000 |
| Embassy Suites Greenville | 156 | 6 | 4,250 |

OVER 90 HOTELS

FEATURED SELECT-SERVICE HOTELS

Our select service hotels offer over 3,500 quality hotel meeting spaces and more as well as meeting and event services, including meeting rooms, audio-visual equipment and more. Our 24-hour front desk and professional support staff are available to assist with your business meetings, making sure you have a successful and memorable experience.

- Homewood Suites - Greenville Downtown, 157 Guest Rooms
- Courtyard - Greenville - Skywood Mall, 149 Guest Rooms
- Avail - Greenville Downtown, 144 Guest Rooms
- Wyndham Garden - Greenville Airport, 136 Guest Rooms
- Residence Inn Greenville, 132 Guest Rooms
- Courtyard - Greenville Airport, 126 Guest Rooms
- Courtyard Greenville Downtown, 126 Guest Rooms
- Hyatt Place Greenville Skywood, 120 Guest Rooms
- Lo Urban Inn & Suites Greenville Skywood, 120 Guest Rooms
- Hyatt Garden Inn Greenville, 120 Guest Rooms
- Candlewood Suites - Greenville Airport, 120 Guest Rooms
- Wyndham Garden Greenville Airport, 120 Guest Rooms
- Homewood Suites Greenville Downtown, 117 Guest Rooms
- Candlewood Suites Greenville, 115 Guest Rooms
- Hampton Inn & Suites Greenville Airport, 115 Guest Rooms
- Hampton Inn Greenville Airport, 115 Guest Rooms
- Homewood Suites - Greenville, 110 Guest Rooms
- Home2 Suites Greenville Airport, 102 Guest Rooms
- Fairfield Inn Greenville, Spartanburg Airport, 94 Guest Rooms
- Suburban Extended Stay Greenville Skywood Mall, 84 Guest Rooms
- Hampton Inn Greenville Skywood, 800 Hampton Mall, 80 Guest Rooms
- Holiday Inn Express & Suites GSP, 70 Guest Rooms
- Holiday Inn Express & Suites Downtown Greenville, 67 Guest Rooms
- Residence Inn - Greenville Airport, 65 Guest Rooms
- Sleep Inn at Greenville Convention Center, 60 Guest Rooms
- Hampton Inn Greenville Downtown, 60 Guest Rooms

visitgreenvillesc

IT'S NEVER JUST ANOTHER MEETING OR CONFERENCE IN GREENVILLE, SC. SEE WHY.

Click to view!

YOUR BEST MEETING EVER IS JUST AN EMAIL AWAY.

CONTACT MELISSA

Greenville, SC: The Ideal Meetings & Events Destination

Plan your next meeting in the foothills of the Blue Ridge Mountains. Greenville, SC is conveniently located halfway between Atlanta, GA and Charlotte, NC and is within a day's drive for much of the U.S. population. The Greenville-Spartanburg International Airport (GSP) offers more than 100 daily nonstop flights to 17 airports.

Greenville offers a variety of meeting venues for any occasion. Discover what makes meetings in Greenville unforgettable:

- 280,000 sq. ft. Convention Center
- 15,000 seat downtown arena
- 100+ unique meeting venues
- 10,800+ rooms and 100+ hotels county-wide
- 1,000+ restaurants throughout the county

Our team is ready to help you plan your next meeting in Greenville, South Carolina.

Contact Us Today!

864.421.0000 | meet@visitgreenvillesc.com

An aerial photograph of a suspension bridge with a blue deck crossing a river. A waterfall cascades over rocks in the middle of the river. The surrounding area is lush with green trees. In the background, a city skyline is visible under a sunset sky with orange and blue hues.

THANK YOU