

MASSACHUSETTS | WISCONSIN | KENTUCKY | GREATER LOS ANGELES

meetings

PEOPLE + PLACES TODAY[®] 09.24

The Right Note!



The Party Scientist turns to science and music to help people rediscover natural joy and connection



IMEX 2024

Preview

3, 2, 1, IMPACT!

Shifting Sands

Incentive travel trends

Wheels-Up

Be well on the go

JACQUES W.
MARTIQUET

JACQUES W. MARTIQUET
THE PARTY SCIENTIST

MEETINGSTODAY.COM

THE PARTY SCIENTIST



From Danielle's desk, the destinations you haven't thought of for meetings and events, from under-the-radar locales to new neighborhoods you should know about.

By Danielle LeBreck

"It's time to get hip to this Southern town that is anything but small in terms of its civic ambition and international appeal," said my colleague, Tyler Davidson, upon his return from Greenville, South Carolina, this past winter.

Travel to Greenville for a meeting and you'll be immersed in a culturally rich community of roughly 70,000 residents,



FALLS PARK ON THE REEDY

many of whom hail from international locations thanks to Michelin North America HQ and nearby Greer, South Carolina's massive BMW plant—the largest BMW production facility in the world.

The result of this melding of cultures is more than 200 restaurants serving cuisine from all over the globe, a walkable downtown bursting with boutique shops and a concerted effort by the city to make Greenville an attractive place to work and live.




Meetings stand to greatly benefit from such advantages, too, and luckily, this Southeastern gem is easy to get to—Greenville-Spartanburg International Airport (GSP) offers 100-plus daily nonstop flights to 20-plus airports and is just 15 minutes from downtown. Driving is easy, too. Greenville is halfway between Atlanta and Charlotte, North Carolina, providing excellent highway access.

The destination is surrounded by natural beauty as well, at the foothills of the famed Blue Ridge Mountains and containing city parks that inspire, like the 32-acre Falls Park on the Reedy in the heart of Green-

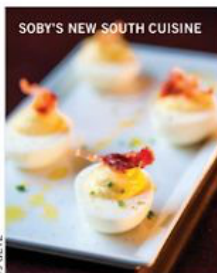
ville providing scenic gardens, waterfall and river views and trails.

Key for meeting planners, of course, is not only finding an accessible location with a unique culture

and alluring environment, but also one that provides the space they need for their programs. Living up to the small-town charm with big-city amenities description, Greenville delivers space in spades. It has more than 10,000 hotel rooms from 100 properties county-wide, and the Greenville Convention Center boasts 280,000 square feet of space, with room to accommodate large groups in the thousands.

Discover Greenville now—before everyone else does! 

Danielle LeBreck



TI GETZ

STAY

Of the many lodging options in town, **Grand Bohemian Lodge Greenville** stands out. Its architecture is a nod to South Carolina's national parks, and the boutique hotel—complete with 187 rooms and 4,000-plus square feet of elegant meeting space—offers small groups a natural oasis overlooking Falls Park on the Reedy. www.meetingvenuesgreenville.com

EAT

Often credited with sparking Greenville's culinary revolution 25 years ago, **Soby's New South Cuisine** puts a modern twist on classic Southern dishes. The Loft at Soby's is the restaurant's private event space and can host boardroom meetings, plated dinners and receptions in conjunction with the rooftop and lounge. <https://sobys.com>

PLAY

Rent a bike to explore points of interest in Greenville on the 28-mile **Prisma Health Swamp Rabbit Trail** network, named No. 3 Best Urban Trail by *USA Today 10Best*. Or, utilize **Greenville Bike Taxi** for an eco-friendly way to shuttle attendees to events or book a Greenville History Pedicab Tour. www.greenvillebiketaxi.com/group-rides