



the **1**  
OUT OF  
**36**



yeah, that  
greenville

we are the

yeah

team



visitgreenvillesc®

VisitGreenvilleSC is an economic development organization and the official sales and marketing team of the City and County of Greenville.



Our passion is  
getting more  
people to say,

yeah

to  
Greenville, SC.

We proudly represent and serve the City and County of Greenville,  
the hospitality industry, and hundreds of small businesses.



yeah

...let's meet there  
...let's stay there  
...let's eat there  
...let's play there  
...let's shop there  
...let's live there

# yeah, we've got our reasons to be smiling

**Top Ten  
America's Greatest  
Main Streets**

- *Travel+Leisure*

**Top 10  
Best in  
the U.S.**

- *Lonely Planet*

**Top 10 Places in the  
U.S. You Absolutely  
Have to Visit**

- *MSN Travel*

**Top Six Hot  
Spots for Travel  
(in the World)**

- *CBS This Morning*

**Top 10 Underrated  
Cities for Art Lovers**

- *U.S. News & World Report*

**52 Places  
to Go  
(in the World)  
in 2017**

- *The New York Times*

**Top 10 Buzzy,  
Unpredictable  
Travel Destinations  
to Visit Next Year**

- *The Wall Street Journal*

**Top 18  
Coolest  
Towns in  
America**

- *Men's Journal*

**#1  
Under-the-Radar  
Southern Food  
Destination**

- *Zagat*

2016 PR Value:

**\$4.6 million**

**185+ media stories**

**Yeah, THAT Greenville  
is a tourist destination!**

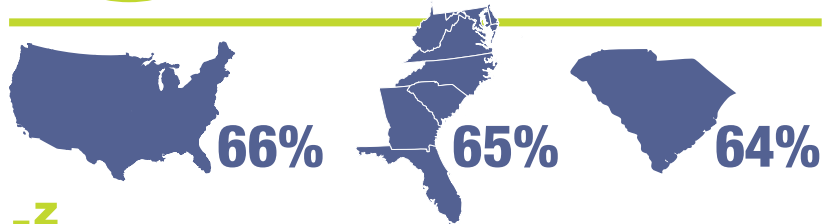
Travel promotion is  
an essential strategy  
for encouraging  
economic  
growth.

yeah.that  
greenville

**This is us.**

**Greenville, SC hits highest  
hotel occupancy rate EVER.**

 **73%**



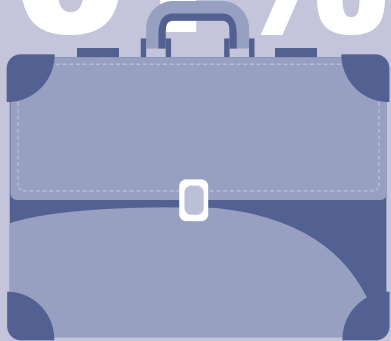
**Greenville, SC outperformed the Nation, the Southeast  
and the State in hotel occupancy. CALENDAR YEAR-END 2016**

Source: Smith Travel Research

# Oh my, how we've grown.

2011

61%



WEEKDAY



59%



WEEKEND

Weekend hotel occupancy exceeds weekday occupancy –  
indicating Greenville is THAT place for *both* business and pleasure.

2016

73%



WEEKDAY



74%



WEEKEND



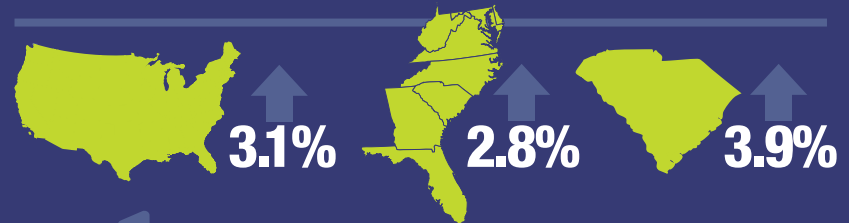
In 2016,  
**Greenville's  
RevPAR**  
(revenue per  
available room)  
**reached  
its highest  
rate ever.**

up **8.4%**

Source: Smith Travel Research

**Greenville, SC hits highest  
average daily rate EVER.**

up **6.7%**



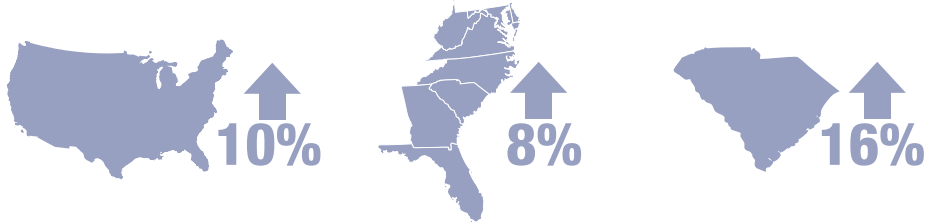
**Greenville, SC outpaced the Nation, the Southeast and  
the State in hotel average daily rate of growth in 2016.**

Source: Smith Travel Research

# How does Greenville compare against geographic benchmarks?

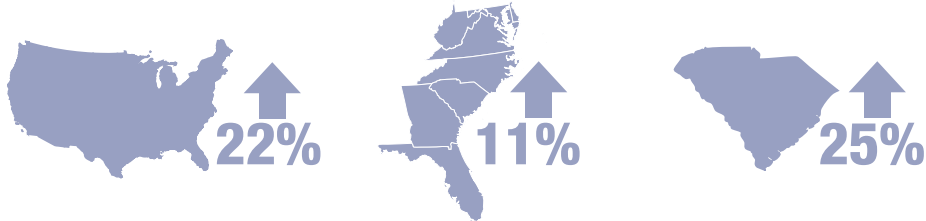
## Hotel Occupancy

2011-2016



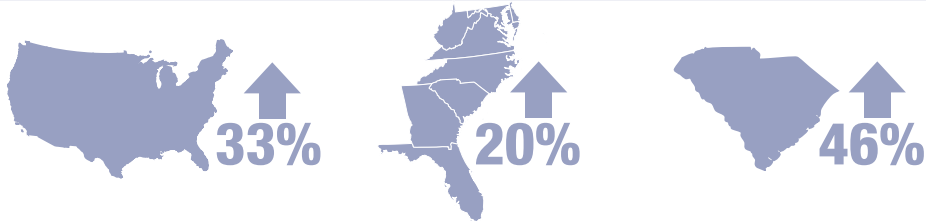
## Hotel ADR (average daily rate)

2011-2016



## Hotel RevPar (revenue per available room)

2011-2016



**The numbers speak for themselves.**

Greenville consistently outperforms the Nation, the Southeast and the State across key performance indicators.





Visitors to Greenville  
generate over **\$1.14 BILLION**  
in direct spending in our  
community and **\$67.7 million**  
in state and local taxes.

**Yeah, Cha-Ching**



*Source: US Travel Association/  
SC Department of Parks  
Recreation & Tourism*



# So, who wants some tourism?

Tourism tax dollars fund facilities, new parks and recreation amenities, museums and attractions, as well as festivals and events.



Tourism annually  
helps lift Greenville households'  
tax burden by

**\$826.00**

in local and state taxes.



Source: US Travel Association/  
SC Department of Parks  
Recreation & Tourism

Tourism creates



**10,000 JOBS**

Visitor spending benefits Greenville County residents with  
**\$254 million in wages and salaries.**



# 225,000

**leisure trips to  
Greenville are directly  
attributed to the Yeah THAT  
Greenville ad campaign.**

*Source: SMARInsights Ad Effectiveness & Conversion Study 2016*



Ad influenced  
travel revenue hit

**\$205**



**MILLION**

in direct visitor spending  
that would *not* happen without  
tourism advertising.



**ROI**

Greenville earns

**\$117**

in visitor spending for each dollar  
VisitGreenvilleSC invests in advertising.

A close-up, monochromatic image of a human eye. A speech bubble is overlaid on the eye, containing the text "yeah.that greenville".

yeah.that  
greenville



**234,700,000**  
**PAID MEDIA**  
**IMPRESSIONS**

In 2016, there were almost 235M opportunities for people to be exposed (think eyeballs) to the Yeah, THAT Greenville message.



In 2016, the  
**yeah,thatgreenville**<sup>®</sup>  
message had a reach  
of more than

**295,700,000**



shared media impressions.





**#yeahTHATgreenville**  
is the most used  
hashtag in Greenville...

...with more than  
**500,000**  
posts on  
 **Instagram**  
alone.

#yeahTHATmany #saycheese #nofilter

travel promotion  
search engine marketing prospecting  
lead fulfillment DIRECT MARKETING  
**destination awareness**  
JOURNALIST HOSTING partnership development  
tour promotion & bookings visitor services  
**convention services** visitor services  
COMMUNITY RELATIONS SALES INQUIRIES publicity  
website product awareness TOOLS **site visits**  
content generation account development SOCIAL MEDIA  
information sharing  
account development  
media outreach MEMBERSHIP collateral  
**marketing**  
booking production analytics  
**RESEARCH & STATISTICS**  
lead distribution visual assets  
e-marketing

advertising  
client relationships  
site inspections  
**direct sales**  
**brand awareness**  
convention sales  
public relations  
content curation  
custom proposals  
sales missions  
LEAD GENERATION  
business broker referrals  
STRATEGIC TARGETING



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greenville<sup>™</sup>