



Destination Business Plan

July 2011 – June 2012

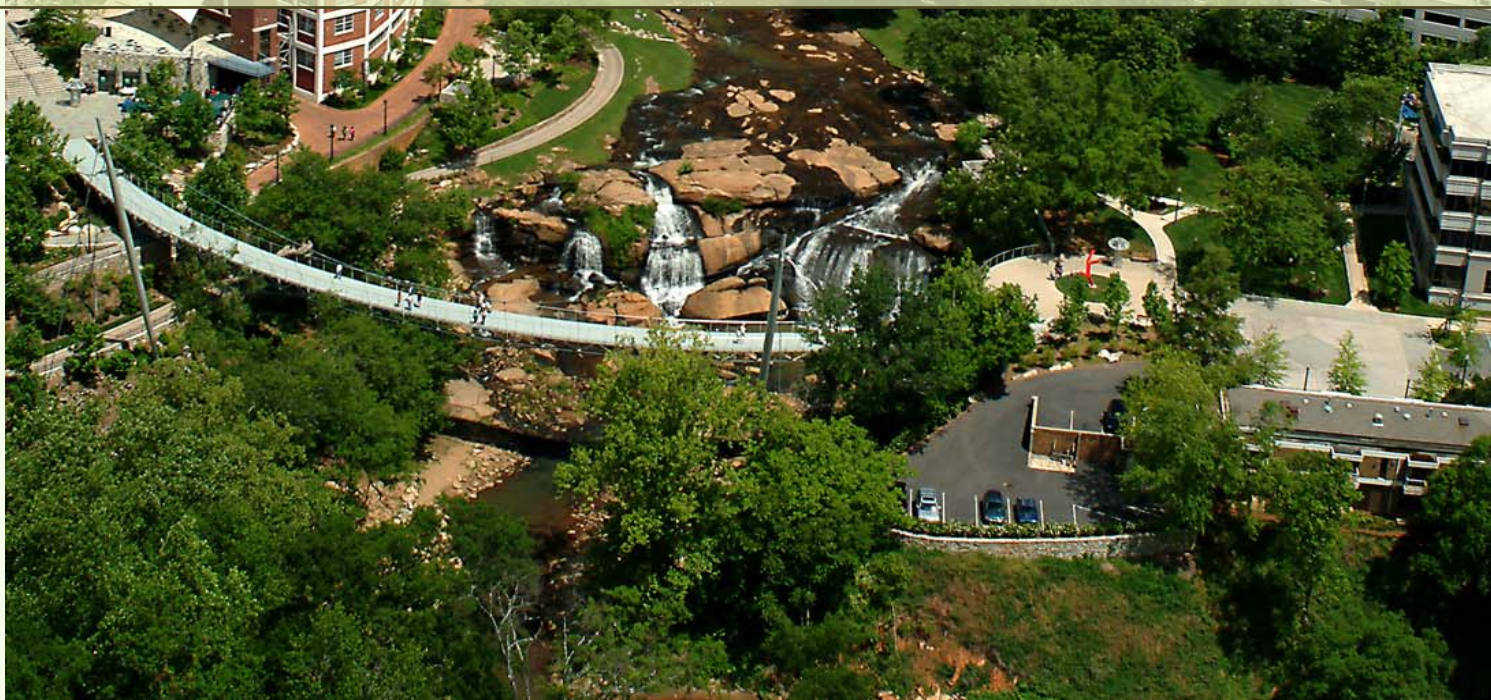


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Cover photo by TonySmithPhotography.com, featured on the cover of the 2011 Greenville & Upcountry Visitors Guide, produced for the Greenville CVB by Michelin Maps & Guides.

EXECUTIVE SUMMARY

As the official destination-marketing organization for the greater Greenville region, the Greenville Convention & Visitors Bureau (CVB) provides the destination sales and marketing foundation for the greater Greenville area. Strategy, goals and tactics are designed to reach our target markets and increase out-of-town visitors, while maximizing their spending and tax revenue. Our efforts are designed to provide a positive impact on the economic prosperity of businesses and citizens throughout Greenville County, as we work to ...

- Complement our region's hotel/motel sales.
- Maximize opportunities to increase overall occupancy and average daily rates.
- Assist the marketing efforts of Greenville's venues, hotels, attractions, festivals, events, restaurants and retail outlets in reaching the out-of-town visitor market.

BACKGROUND AND STRATEGIC PLANNING PROTOCOL:

In December 2010, we began a critical internal examination of the CVB, including its Vision and Mandate, performance against established Goals and Objectives, and the implications of a changed Market by virtue of the most recent financial crisis. We invited an accomplished Strategic Planner, Jeff Outten, a Greenville native, to partner with CVB leadership in crafting a business path forward. The leadership team had a series of meetings with Jeff, and using the changing Marketplace as the foundation for the strategy, crafted a **4-point Strategic Plan**. This plan, summarized on the following pages, identifies what we believe to be our Critical Success Factors for the next 18 to 24 months.

They say that sometimes the stars align. As this statement relates to the growth, health and productivity of the CVB, nothing could be truer. About the same time the CVB was beginning its Strategy Planning, a survey provided by JHM Hotels was widely circulated to the Greenville hotel community. The survey was an attempt to identify both strengths and gaps in the working relationship between hoteliers and the CVB. The terrific news here is that the opportunities identified by hoteliers line up exactly with the strategic direction of the CVB. These ideas will be addressed within this document.

4-POINT STRATEGIC PLAN

1) Strategic Focus ... Raise the Bar on Sales Performance:

With 65% of CVB resources focused on our sales efforts, we must strengthen our sales efforts and move in an aggressive and proactive direction, both in identifying our highest potential customers and in developing a sales strategy that will significantly and positively impact our performance. We plan to improve our “go to market” plan, through consistent messaging, improved sales systems and tracking, and by rigorous follow-through.

Todd Bertka, vice president sales, leads “Raise the Bar on Sales Performance.” He will continue to direct and build a High-Performance Sales Team. Additionally, Todd worked with a well-known CVB convention sales consultant, to weave national CVB best-practice recommendations into the CVB sales strategy, after evaluating Greenville’s account base, looking at historical trends for insights, and developing ongoing competitive analysis to solidify Greenville’s unique selling propositions.



The CVB Sales Team will carry out identified strategies and tactics required to maximize our sales efforts and reach our goals. Progress against the goals and objectives developed will be tracked on a quarterly basis and reported back to our board of directors and community partners.

2) Strategic Focus ... Better Defining and Refining our “Experiences”

As an adjunct to our “Raise the Bar on Sales Performance” effort, we have launched an initiative to better frame and define what the Greenville experience is all about. For us to create a compelling story to engage our current and future customer base, we must go beyond

the traditional, albeit engaging, positioning of Greenville. We must look for ways to capture the essence of our community that create an increasing number of diverse reasons to say **YES** to Greenville.

We have engaged Bill Bryan, CEO of Off the Beaten Path, a notable adventure travel company. Bill is exploring a wide variety of Greenville experiences through the eyes of a creative and seasoned tour operator, and will help us create a rich and robust palate of unique offerings to potential meeting planners and visitors.

Bill began his work with the CVB in Greenville in Spring 2011 to begin building both the mindset to identify and embrace “remarkable” experiences, and determining how to communicate these experiences in compelling new ways to our clients. The initial outcome, planned for release in the Spring 2012, will be a series of two-hour, half-day, full-day and weekend recommended tour itineraries available for meeting planners and leisure visitors.



3) Strategic Focus ... Branding

We are at a stage in our evolution as a destination where our Branding is a critical and an essential element. Simply put, we cannot move forward or be successful without significant work put into both the research and creative components of the Branding process. An overarching strategic branding effort would benefit not only the sales and marketing efforts of the CVB, but our members and constituents as well. As the CVB continues efforts to secure funding for a branding strategy, we are also seeking active participation of our board, partners and constituents to help us in this effort. Our desire is to secure funding for a branding

campaign in the upcoming 2011-2012 fiscal year to significantly contribute to our ongoing success in future years.



4) Strategic Focus ... Increasing Revenue to Market the Destination

Funding to market our destination is an ongoing challenge. When we compare the resources available to the Greenville CVB to those of our competitors, it is clear that we are at a significant disadvantage. It is imperative that our funding continue to grow to allow us to execute our marketing strategy. Identifying and securing significant and sustainable sources of revenue should be our Board's top priority. This cannot be done without the commitment and participation of the Board.

To date, we have been able to gain the support of a subset of our Hotel community through the Destination Marketing Fund (DMF), a \$1-per-room-night "voluntary fee" initiative. This successful program certainly has the potential to provide increased funding, as the program and number of participating hotels increases. The good news is that, after a year, we are reaching the threshold required by the State of South Carolina to receive a matching Destination Specific Tourism Marketing grant (A private sector two to one match grant.) We plan to realize an additional \$150,000 in marketing revenue, over our current state grant, if approved.

We also believe that it is time for this organization to re-examine the possibility of approaching the Legislature about allowing Greenville to raise the local Accommodations Tax by 2%. We are working with an experienced local Lobbyist, to helping us move this issue forward. This worthy, albeit challenging, effort that can only succeed if the CVB Board takes a strong and visible role in advancing this cause.

THE CALL TO ACTION ... ALIGNMENT

The most productive outcome of our planning process is that the CVB and its constituents have *CHANGED THE GAME!* We're looking forward to the challenges ahead as we work closer together as a **Community, Communicate** as Partners, and focus our collaborative efforts against the **Competition**.

The 3Cs: Community, Communication and Competition!

Community - Build further interconnectedness within the Greenville hospitality community.

- Facilitate continued merging of success parallels between the CVB and its constituents.
- Create understanding of resource needs that support performance goals.
- Position key hospitality leaders to elevate our destination's economic progress.

Communication - Establish communications intelligence for our allied partners to build shared business success.

- Provide monthly key business facts and figures that produce financial rewards for a broad spectrum of member and key investors.
- Create increased face-to-face interactions with the CVB through 7 new member gatherings, and 3 exchanges with Chris Stone.

Competition - Build and accentuate our destination uniqueness to stimulate room night booking success.

- Sharpen focus on closing business opportunities; increase closing ratio to 40%.
- Consistently meet and exceed sales action accountabilities.
- Create depth of relationship with targeted meeting planners and influencers.
- Formulate a base of visitor experiences that uniquely present our destination's strengths.

Overall, our goal moving forward is to focus on a few things intensely. It is our belief that by gaining the support of the Board and our staff on these key priorities, we can make significant progress in the upcoming months. The following pages provide a snapshot of our program of work by department, followed by a Program of Work Calendar Recap on Page 23.

MEETING AND CONVENTION SALES

The Greenville CVB Sales Team positions and markets Greenville as a premier destination for national, regional and state conventions, meetings, tradeshows and events. Determining key market segments and working in tandem with our hospitality community the Sales Team raises the visibility and positive image of Greenville as a desirable destination within those markets.

The CVB Sales Team consists of a vice president of sales and three full-time positions. Account deployment aligns sales managers with Greenville's strong target markets, such as Automotive, Manufacturing, Engineering, Religious and Sports. Concentrated geographic market areas include South Carolina, the Southeast, North Carolina, the Mid-Atlantic, and the Midwest.



Tasked with developing business for a diverse and varied hotel membership base, which includes full-service convention hotels, select and limited service properties, major and unique venues, attractions, restaurants, retail shops and services throughout Greenville County - the Sales Team strives to develop strong relationships with their targeted customer base to drive quantifiable hotel room occupancy, event revenues and direct economic impact for our hospitality partners.

Desired outcomes

- Generate 220 qualified convention sales leads for Greenville.
- Produce 38,000 definite room nights for future years.

- Increase citywide (multi-hotel) bookings, with the TD Convention Center or the BI-LO Center as the host facility for the event.
- Seek to provide business opportunities for member hotels throughout Greenville County.
- Increase partner communication and participation opportunities in the sales process.
- Develop Customer Event and Site Visit opportunities for current and potential clients.

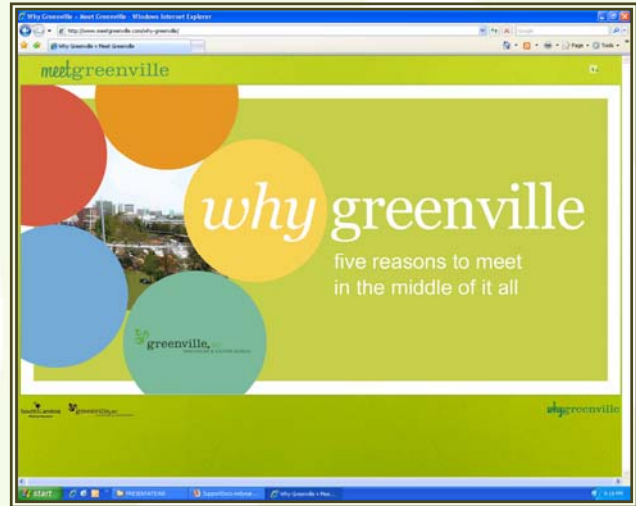
Strategies

1. Target market segments with organizations and corporations ideal for Greenville and its convention and meeting facilities, for multi-hotel events, conventions and meetings.
2. Continue to align sales team deployment to match destination strengths and sales team talents to increase definite business for the destination.
3. Continue systematic evaluation of targeting multi-hotel accounts to ensure potential.
4. Employ a two-tiered approach to solicit proper size and scope meeting/event opportunities to increase leads and maximum distribution to CVB member properties.
5. Develop strategic professional relationships with event and tradeshow planners, influencers and decision makers that work for and with associations and corporations within Greenville's target markets.
6. Continue to build local contacts to help leverage future meetings and conventions to come to Greenville.
7. The CVB's meeting and convention sales geographic target is primarily the Southeastern US, with focus on SC, NC and GA. Additional feeder regions include the Northeast Atlantic states, Washington, DC, VA, and the Mid-Atlantic and Midwest. Within these geographical regions, the CVB targets the following market segments:
 - a) Citywide, multi-hotel programs using the TD Convention Center or BI-LO Center as a host venue:
 - Using less than 340,000 NSQ exhibit space
 - Contracting between 400 and 3,000 hotel rooms on peak night (using 2-15+ hotels in Greenville)

- b) Single-hotel programs using various venues and meeting facilities:
 - o Contracting less than 250 rooms on peak night
 - o CVB sales staff works to complement individual hotel's sales efforts
- 8. Target niche markets that mirror Greenville and the region's industry and community strengths: automotive, manufacturing, engineering, religious and sports.
- 9. Focus on filling Greenville hotels during their distressed and off-peak times: weekends, holidays and off-peak months as identified by the hotel community.
- 10. Increase the number of new business leads. Achieve maximum use of *MINT: The Meeting Information Network*, Destination Marketing Association International's (DMAI) lead-generation database, and research and employ other lead-source solutions.
- 11. Meet monthly with partner Director of Sales and General Managers to review business opportunities and encourage ideas and participation to increase closing ratio to 40%.
- 12. Align and activate partners in industry-related activities to provide a unified message to clients and increase citywide leads and bookings.
- 13. Represent Greenville at annual industry trade shows, including, but not limited to:
 - Sports Market:
 - a. National Association of Sports Commissions
 - b. Sports Link
 - c. Teams – Travel, Events and Management in Sports
 - Religious Market:
 - a. Christian Meeting Conference Association
 - b. Rejuvenate MarketPlace
 - Association Market:
 - a. Connect MarketPlace
 - b. GSAE Georgia Society of Association Executives
 - c. EMC Meet Venues NE
 - d. Holiday Showcase



14. Use new online sales presentation www.MeetGreenville.com and the companion presentation *Why Greenville?*, in one-on-one and group presentations. Along with print leave-behind brochure and USB drive with Greenville information. Use new technologies to sell Greenville as a preferred meeting and convention destination to target markets.



15. Present custom proposals and closing presentations to present the “Greenville Package” either in a print version, on a custom CD or USB drive, in PDF format via email, or on a custom Greenville webpage, as preferred and requested by the client.



16. Continue to develop a series of customer events and client site visits, strengthening client and potential client relationships, around existing Greenville opportunities, such as, but not limited to:

- Greenville Drive Customer Appreciation Day
- BMW Charity ProAM Tournament
- Euphoria, Food, Wine and Music Festival



17. Increase communications with convention prospects, through a regular program of direct mail and email marketing to strengthen client relationships and awareness, ultimately increasing appointments, leads and bookings.

18. Provide convention planning and services to ensure repeat and referral meeting and convention bookings, through the CVB Convention and Visitor Services department.

19. Conduct a comprehensive competitive analysis to determine, develop and solidify Greenville's unique selling propositions.

20. Upgrade the CVB Sales database to provide online access and new functionality to help the sales process and improve productivity and reporting.

MARKETING COMMUNICATIONS

To be competitive in the regional tourism marketplace, we must continue to develop effective marketing and communication tools for our staff to build relationships with our clients and valuable prospects such as targeted meeting planners, leisure travelers and our local partners. In order to sell Greenville as a great destination for meetings, conventions, tradeshow and leisure travel, we must increasingly reach out through new technologies for online and electronic marketing, as well as through more traditional, and still very effective, one-on-one direct sales and marketing efforts. Our 2011-2012 goals and strategies focus on these areas. *(Also refer to the Program of Work Calendar Recap on Page 23)*

Desired outcomes

- Execute highly focused marketing initiatives to assist CVB Sales & Service Teams generate business from key target markets, i.e., those with the greatest potential impact for Greenville:
 - Citywide (multi-hotel) meetings and conventions
- Amplify the CVB's existing sales and marketing initiatives by enhancing every opportunity for selling and promoting the destination.

Strategies – Marketing

1. Create dynamic, personalized presentations and proposals for the CVB Sales Team's key prospects through the consistent integration of targeted messaging, and greater use of tools such as improved photography and video, client testimonials and maps.
2. Develop new companion sales tools for the sales presentation on www.MeetGreenville.com, including a comprehensive Greenville tourism video and print convention sales brochure.
3. Expand the use of unique direct mail to help the CVB Sales Team reach targeted meeting planners and secure appointments, new leads and bookings for Greenville.
4. Produce the CVB's primary marketing collateral, the *Greenville & Upcountry Visitor Guide*, with enhanced photography, the addition of "unique experiences" and targeted messaging aimed at various audiences, including meetings and convention attendees, weekend getaway visitors, outdoors enthusiasts and others who are likely visitors to Greenville.

- Continue to use the visitor guide maps as a single-sheet, tear-off map, providing directional support for in-town convention attendees and leisure visitors.
- Continue to encourage use of the Greenville CVB websites, and develop an enhanced linking strategy for www.greenvillecvb.com and its companion mobile website, m.greenvillecvb.com, as the primary medium for communicating the destination to meeting and convention audiences, leisure travelers, media and our partners and stakeholders.



7. Increase use of and links to/from the CVB's Social Media Sites:

- Facebook - www.facebook.com/GreenvilleSC
- Twitter - www.twitter.com/Greenville_SC
- YouTube - www.youtube.com/GreenvilleCVB



8. Employ QR codes where applicable in new campaigns, similar to ad in May 2011 issue of Southwest Airline's *Spirit Magazine*, pictured here.
9. Develop online access to a series of "uniquely Greenville" two-hour, half-day and full-day tour itineraries (currently in development) for groups and individuals, for use by meeting planners, convention attendees and leisure visitors.
10. Enhance the website's effectiveness through the continued use of search-engine optimization and new tools such as enhanced video, photography and mapping capabilities.
11. Continue to use and enhance search-engine marketing (pay-per-click) to sell the destination to meeting-trade and leisure consumer audiences. Measure the success of the online marketing campaign using established online metrics, and adjust accordingly throughout the year.
12. Increase online referrals to member hotel websites by encouraging use of full-page listings and links to accommodations sections, reportable through the CVB database linked to the website.
13. Encourage CVB members to post special offers and packages on the website; and promote special offers & packages via CVB e-newsletters.



14. Track the behavior of website visitors through enhanced analytics and reporting.
15. Leverage the effectiveness of SCPRT's advertising initiatives by advertising to potential visitors in *The Official South Carolina Vacation Guide*, the state's travel guide and primary fulfillment vehicle.

16. Continue contracted CVB banner ads on SCPRT's official state tourism website, www.discoverouthcarolina.com, to influence potential SC beachgoers to visit Greenville.

17. Assist in placing SCHA Restaurant Week advertising for participating Greenville restaurants.

The Search For Your Next Meeting Just Ended.

Sit back and enjoy the rest of your flight because you're all but done planning. Whether you're a meeting planner or planning for a family get-away, we've got you covered. From a variety of meeting facilities and accommodations to more recreational and cultural opportunities than you can imagine, it's all conveniently right here.

To learn more about having the time of your life here in Greenville, South Carolina GreenvilleCVB.com

www.meetgreenville.com/
 Facebook Google Maps YouTube Wikipedia

meetgreenville

Hi there. Welcome to meetgreenville need to know about hosting an event? Explore our interactive map below our community. Or better yet, set up

To learn more about having Greenville host your next meeting MeetGreenville.com



Strategies - Communication

1. Utilize regular e-mail marketing campaigns to communicate with our clients, including meeting planners, leisure visitors, media and our local partners and stakeholders.
2. Continue promoting the benefits of the TD Convention Center in key trade publications and online sites frequented by meeting planners.
3. Implement a proactive public relations approach, with the assistance of our PR firm, TKPR, to generate greater awareness of Greenville as both an attractive meeting and convention destination, and as an emerging leisure destination.
4. Develop relationships and host media site visits with key national meeting and convention publications and online media to broaden their awareness of the benefits of Greenville, via our contract with TKPR. Continue to develop and report on new Greenville articles.
5. Provide Greenville VIP Attraction Pass to visiting Media and VIPs that have the opportunity to generate business for Greenville.
6. Fulfill requests from regional and national consumer media writers and producers to build awareness of the destination and communicate the visit experience to Greenville.
7. Enhance the destination press kit, and the website's media room and online digital photo library with updated suggested itineraries and story ideas.
8. Participate in state-sponsored media events, organized by SCPRT.



CONVENTION & VISITOR SERVICES

We strive to provide the highest quality visitor experience with compelling information and incentives that enhance the “personal connection” visitors feel for the Greater Greenville region. We continue to encourage visitors – whether individuals or attendees - to increase their length of stay and maximize their spending before, during and/or following events, meetings and conventions.



Desired Outcomes

- Convey the uniquely Greenville experiences that will enhance a visitor’s stay, encourage them to return to Greenville, and share their experience with others.
- Provide support to the meeting and convention sales team and help generate many highly satisfied customers and qualified visitor inquiries.
- Increase the level of visitor satisfaction and destination knowledge about Greenville and the Upcountry region
- Create a positive first impression for Greenville-area visitors, encouraging repeat and referral visits. Maintain a high level of professional service at all times in person, on the telephone, and in online and printed communication.

Strategies

1. Provide personalized assistance with hotel, restaurant, attraction, entertainment, event and service reservations to meet the needs of each visitor.
2. Work to extend and maximize visitors’ stays by offering a variety of options, whether for two-hour, half-day or full-day excursions. Encourage return visits and referrals.

3. Maintain the online Calendar of Events and visitor information in the downtown Visitor Center, including the visual events display and client booking computer.
4. Handle Convention Service needs of incoming meetings and conventions, referring business leads to CVB partners as applicable.
5. Capture convention and event attendee testimonials and post on CVB YouTube site.



6. Utilize the mobile visitor center to assist with visitor inquiries, reservations and encourage extended stays by providing service at conventions, major events, and festivals throughout Greenville County.
7. Track visitation statistics at the CVB Visitor Center and those received online and by phone.
8. Provide leads to CVB sales and membership departments by qualifying visitor inquiries for group sales and membership potential.

9. Maintain relationships with the three nearby state Welcome Centers to increase awareness of Greenville.
10. Maintain downtown information kiosks with current and visually appealing materials.
11. Provide seasonal paid and unpaid Intern opportunities to provide student training opportunities and extend the programs and services offered through CVB Convention and Visitor Services.

INDUSTRY PARTNERSHIPS

The entire CVB Staff works to showcase our member/partners to the millions of visitors that come to Greenville and the Upcountry each year. Member benefits are outlined on our website:

www.greenvillecvb.com/member. The CVB uses its resources to promote member properties, venues, attractions, restaurants, services and events to meeting and convention attendees, group tours, leisure travelers and local residents; and to increase business opportunities and strengthen the Greenville economy.



Desired outcomes

- Achieve a renewal rate of 85% for current CVB partners.
- Generate \$101,000 in combined new and renewal partner revenue.
- Generate an additional \$80,000 in cooperative partnership revenues, including advertising and sponsorship opportunities in the *Visitors Guide*, tear-off map, CVB website, trade shows, partner events and sales initiatives.
- Provide new networking and educational opportunities for CVB partner participation.
- Increase partner Special Packages available online to potential visitors.

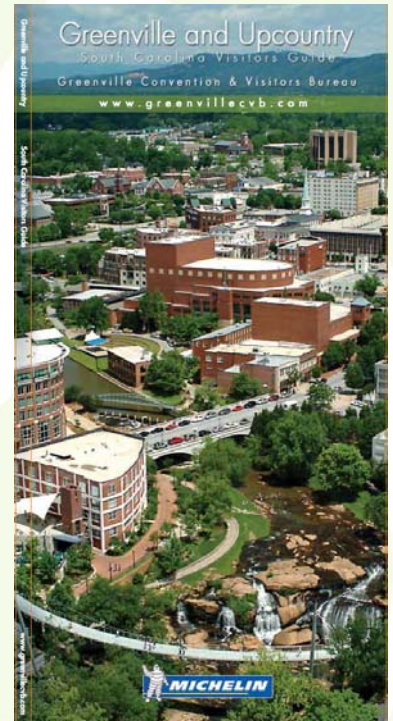
Strategies

1. Increase partner support, cooperative partnerships, involvement and overall satisfaction.
2. Generate membership publications and network forums to increase member awareness of the importance of the travel and tourism industry and its impact on our local economy, and to encourage participation in the CVB's programs (refer to Program of Work Calendar Recap on page 23).

3. Develop a single communication package that conveys the benefits of CVB membership in a clear, concise manner, to be posted online at www.greenvillecvb.com/member.
4. Reach out to potential new partners throughout Greenville and the Upcountry who could be positively impacted by the success of the travel and tourism marketing efforts of the CVB.

During the 2011-2012FY, the CVB will offer members the opportunity to participate in the following advertising sponsorships:

- The official *Greenville and Upcountry Visitors Guide*, the primary fulfillment vehicle for inquiries to the CVB. (2011 guide pictured here)
- CVB Annual Meeting and Event Sponsorships
- Banner ads on the CVB website, www.greenvillecvb.com



INDUSTRY AND COMMUNITY RELATIONS

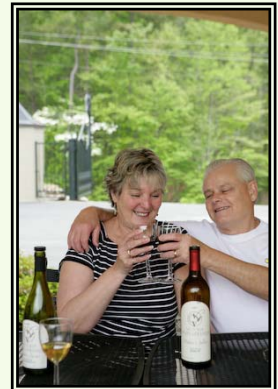
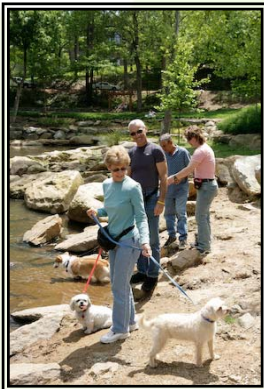
To advance our position in the growing regional tourism marketplace, we must continue to build strong relationships between the CVB and its Greenville and Upcountry hospitality partners. We must also engage local citizens, organizations and businesses to learn about, activate and support the vision of Greenville as a meeting and convention and leisure destination.

Desired outcomes

- Increase the understanding, among key stakeholders and community residents, of tourism's importance to Greenville for economic impact, contribution to the tax base and potential future economic growth.
- Increase the awareness of the CVB's activities and its role in promoting Greenville as a world-class destination for both meetings and conventions, and leisure travel.

Strategies

1. Communicate regularly with key stakeholders in the community to proactively promote the value of tourism to Greenville and the Upcountry.
2. Communicate the ongoing activities and the results of the CVB's sales and marketing initiatives in its newsletter and through local media-relation efforts.
3. Participate in national and state initiatives such as National Tourism Week and make presentations to community organizations.



2011-2012 PROPOSED PROGRAM OF WORK RECAP

Program - Action Plan		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	
Convention Sales	Direct Sales/Sales Travel	X	X	X	X	X	X	X	X	X	X	X	X	
	Client Relations and Site Visits	X	X	X	X	X	X	X	X	X	X	X		
	Local Client Events			X	X							X		
	TD Convention Center Partnership Sales and Marketing	X	X	X	X	X	X	X	X	X	X	X	X	
	Major Trade Shows, include but not limited to:													
	Rejuvenate Marketplace					X								
	Christian Meeting Conference Association										X			
	National Association of Sports Commissions										X			
	Sports Link			X										
	Travel, Events and Management in Sports				X									
	Connect MarketPlace	X												
	Georgia society of Association Executives												X	
	EMC Meet Venues NE	X											X	
	Holiday Showcase						X							
	CESSE	X												
	Client Sponsorships, as opportunities arise including:													
	South Carolina Athletic Coaches Association	X												
	Carolina Elite Soccer Academy													X
Research														
Smith Travel Research	X	X	X	X	X	X	X	X	X	X	X	X	X	
MINT	X	X	X	X	X	X	X	X	X	X	X	X	X	
Marketing/Communications	Public Relations													
	Selling Greenville to Media (TKPR)	X	X	X	X	X	X	X	X	X	X	X	X	
	Press Releases & Editorials targeting:													
	Convention Market Publications	X	X	X	X	X	X	X	X	X	X	X	X	
	Leisure Regional & National Magazines	X	X	X	X	X	X	X	X	X	X	X	X	
	Media Site Visits, VIP Attraction Pass	as requested												
	SC Restaurant Week						X	X						
	Online Marketing													
	Ongoing web-database updates / page maintenance	X	X	X	X	X	X	X	X	X	X	X	X	X
	Add new web pages as needed for promotions	X	X	X	X	X	X	X	X	X	X	X	X	X
	Expand "Member Only" pages to post CVB reports	X	X											
	Search-Engine Marketing (PPC)	X	X	X	X	X	X	X	X	X	X	X	X	X
	Refresh website photography					X	X	X						
	Event homepage promotion (7 major events)				X	X							X	
	Expanded pages for tour itineraries					X	X	X	X					
	Social Media Campaign (Facebook, Twitter, YouTube)	X	X	X	X	X	X	X	X	X	X	X	X	X
	Email Marketing													
	Convention Sales Pre- and Post-Tradeshaw E-Mailers	X		X	X	X	X				X		X	
	Leisure E-Newsletters		X		X		X		X		X		X	
	Advertising													
	Banner Ads - www.discoversouthcarolina.com	X	X	X	X	X	X	X	X	X	X	X	X	X
	South Carolina State Visitors Guide	X	X	X	X	X	X	X	X	X	X	X	X	X
	Collateral Materials													
	Client Custom Proposals/Presentations	X	X	X	X	X	X	X	X	X	X	X	X	X
	Sales/Pre-promote Video		X	X	X									
Sales print brochure		X	X	X										
2012 Greenville Visitors Guide - print and online		X	X	X	X	X	X	X	X					
2012 CVB Visitors Guide Media Kit - post online	X	X												
2012 CVB Member Benefits Brochure - post online			X											
CVB Meetings/Reports	Director of Sales Meetings	X	X	X	X	X		X	X	X	X	X		
	CVB Member Online Access Training	X	X	X	X	X		X	X	X	X	X		
	New Member Orientation				X			X			X			
	Coffee with Chris Stone			X				X			X			
	Annual Holiday Breakfast						X							
	Annual CVB Meeting												X	
	E-Newsletters to Membership	X	X	X	X	X	X	X	X	X	X	X	X	
	Insider Report to City/County Council and CVB Board	X	X	X	X	X	X	X	X	X	X	X	X	
	CVB Reporting	X	X	X	X	X	X	X	X	X	X	X	X	
	Annual Member Renewal Invoicing			X	X									

ABOUT THE GREENVILLE CONVENTION AND VISITORS BUREAU

The Greenville Convention and Visitors Bureau (CVB) is a not-for-profit, 501(c) 6 organization, incorporated in 1984, with a membership of area businesses.

Recognized as the official destination marketing and sales organization for Greenville, the CVB is responsible for promoting the Greater Greenville area as an attractive destination for meetings and conventions, trade shows, and leisure travelers. Meeting and convention attendees generate approximately \$50,000,000 in direct tourism/hospitality spending annually. The CVB also provides a leadership role in shaping the future direction of Greenville's tourism development. The CVB acts as the "conciierge" for visitors to Greenville, providing visitor information and services while creating the desire for extended stays and return visits.

Funding for the CVB comes from both the private sector (membership dues and other member support) and the public sector (a percentage of the accommodations tax revenues). Current operating budget is \$1.8 million.

The CVB works closely with a "constituent network" necessary to achieve our organization's goals that includes: CVB members, city and county staff and representatives, Chambers of Commerce, Discover Upcountry Carolina Association, South Carolina Department of Parks, Recreation & Tourism, Greenville County Parks and Recreation, and various hospitality associations, among others.

Governed by a Board of Directors, the majority of CVB board members represents the hospitality community. The CVB staff is led by a President and totals ten employees with a combined 140 years of experience in the travel and tourism industry. The CVB provides experienced, talented, professional representation for Greenville.

[Click here for a list of our Board of Directors and CVB Staff](#)

(www.greenvillecvb.com/contact-us/)