Event-Anchored Domestic Travel Drives Group Visitation to Regional Cultural and Athletic Destinations





GREENVILLE, SC, UNITED STATES, September 17, 2026 / EINPresswire.com/ -- More travelers are booking trips around a specific game, concert, or festival rather than a season or a long weekend. AAA's 2026 travel trends analysis reported a significant rise in event travel, with consumers building multi-day itineraries around major festivals, sporting events, and live performances. That shift favors mid-sized cities where venues sit close together in walkable districts.

Greenville is one of the cities benefiting. Data published by VisitGreenvilleSC shows that 60 percent of travelers to Greenville County plan their trips around an event, and tourism generated $2.5 billion in economic impact in 2024. Much of that activity concentrates in the West End, where Fluor Field, home of the Greenville Drive, and the Peace Center sit within a few blocks of each other, and Bon Secours Wellness Arena is a short drive away. Fans and festival attendees staying at a hotel in downtown Greenville SC can reach all three without coordinating cars or parking.

Where a group stays matters as much as what it came to see. The SIXT 2026 travel trends outlook highlights that groups traveling together, including sports fans, alumni gatherings, and festival attendees, increasingly look for accommodations that combine shared space with

proximity to the main venue. Suites with multiple bedrooms and full kitchens give groups a place to gather before an event and an alternative to coordinating meals for a large party. For groups headed to Greenville, that narrows the list of places to stay in Greenville SC to properties that put the venue within walking distance.



The Homewood Suites by Hilton Greenville Downtown reflects this shift in how groups choose where to stay. Located in the West End, the all-suite hotel sits 0.1 miles from Fluor Field, a two-minute walk for game-day crowds, and two miles from Bon Secours Wellness Arena. Studio, one-bedroom, and two-bedroom suites with full kitchens give visiting fans and festival groups room to gather before heading out. For anyone organizing group travel to Greenville SC events, the hotel's South Main Street location keeps downtown dining, Falls Park on the Reedy, and the Peace Center within walking distance.

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About Homewood Suites by Hilton Greenville Downtown

The Homewood Suites by Hilton Greenville Downtown is an eight-story all-suites hotel featuring 151 guest suites located in Greenville, South Carolina. The room inventory consists of King Bed Studio Suites ranging from 534 to 575 square feet, 2 Queen Bed Studio Suites ranging from 525 to 625 square feet, One-Bedroom Suites measuring 650 square feet, and Two-Bedroom suites measuring 1,000 square feet with two bathrooms. All accommodations feature fully equipped kitchens and 50-inch high-definition televisions. The property provides 500 square feet of dedicated meeting space in the Reedy Room, complimentary breakfast and a 24-hour fitness center containing Precor fitness equipment with integrated 12-inch media screens. Guests have access to digital check-in and mobile room keys through the Hilton Honors application.

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