

visit
knoxville
TENNESSEE

knoxville.org



2012 - 2013
ANNUAL REPORT

Letter from President

Dear Tourism Stakeholders:

On behalf of the Visit Knoxville Board of Directors and staff, thank you for your yearlong support which has resulted in a pivotal year for our organization.

We kicked off FY 2012-2013 by restructuring our organization in changing our name from the Knoxville Tourism and Sports Corporation to the Knoxville Convention and Visitors Bureau (d.b.a. Visit Knoxville), reformatting our Board of Directors, and launching a comprehensive research campaign to begin a marketing and branding study for Knoxville. These initiatives led to a progressive evaluation of the organization's focus, as well as, developing a new marketing campaign for FY 2013/2014.

Visit Knoxville worked diligently to ensure the vitality of tourism in the City of Knoxville and Knox County. We reviewed our approach to sales and marketing and developed an all-encompassing plan to ensure Knoxville is a top destination of choice for leisure and convention travel.

We are looking forward to a very strong year for Visit Knoxville and tourism in our community. We are thankful for the innovative and energetic tourism partners we have in Knoxville and throughout East Tennessee and in the State of Tennessee. We are confident in the progress we made this past year, as we built a stronger foundation for tourism to thrive and grow in our community like never before. Thank you for your continued support and involvement with Visit Knoxville, as with your partnership and continued support, I have no doubt we will experience another banner year in 2013/2014.

We look forward to working with you!



Sincerely,

A handwritten signature in black ink that reads "Kim Bumpas". The signature is fluid and cursive.

Kim Bumpas
President



SALES

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Sales/Services Highlights

The Sales and Services Department consists of individuals responsible for identifying, fostering and actualizing conventions, meetings, tournaments and events for Knoxville and Knox County. The sales team works toward this goal by attending tradeshows, hosting Familiarization (FAM) Tours, and site visits. Once secured, the Services Team provides guidance to meeting planners in order to make their Knoxville experience successful and memorable for their attendees.

This department also handles Community Partnerships such as Boomsday and Team Knoxville, the Visit Knoxville's team of community volunteers.

Key Highlights include:

- Booked 72 groups/events generated 102,197 delegate days in FY 2012/2013.
- Generated 233 sales leads, providing nearly 118 leads specifically for the Knoxville Convention Center.
- Hosted 32 site visits for upcoming events & conventions during FY 2012/2013.
- Hosted three (3) Familiarization Tours (FAM) for meeting planners during FY 2012/2013. See highlights below.
- Attended 14 Industry Trade Shows during FY 2012/2013. See highlights on following pages.
- Conducted five (5) Sales Blitzes in FY 2012/2013. See highlights on following pages.
- Supported and assisted 117 events and meetings in FY 2012/2013.

SALES/SERVICE HIGHLIGHTS



Sales/Services Highlights

Sales FAMs

Visit Knoxville hosted three (3) familiarization tours (FAMs) for meeting planners during FY 2012/2013.

These FAMs included:

Look What's Cooking in Knoxville

(October 10-12, 2013)
18 planners attended



March to the Beat of Knoxville FAM

(March 6-8, 2013)
12 planners attended



Sweet HospitaliTEA Fam

(June 3-6, 2013)
11 planners attended



SALES/SERVICE HIGHLIGHTS



Trade Shows

Visit Knoxville Sales/Service Teams attended 14 industry trade shows during FY 2012-2013.

These shows included:

CESSE Council of Engineering & Scientific Society Executives

July 24-27, 2012

The CESSE Annual Meeting includes relevant and strategic plenary and educational sessions created specifically for scientific and engineering society professionals focused on problem solving, sharing experience and expertise, teaching and learning. The schedule also allows plenty of time for networking and building relationships.



Meetings Focus Live

August 5-7, 2012

This is an opportunity to meet personally with 20-30 meeting planners who have requested a one on one appointment with Visit Knoxville.



Connect Marketplace

August 16-18, 2012

Partnered with KCC; we had 27 pre-set appointments out of a possible 40. This show features planners from the SMERF markets, educational, corporate, sports, tour & travel and public shows. Show was very successful for Visit Knoxville as we received RFPs from each of the planners.



SALES/SERVICE HIGHLIGHTS



TEAMS 2012 (Travel, Events & Management in Sports)

October 2-5, 2012

TEAMS is an annual sports tradeshow where suppliers make appointments with event organizers to discuss hosting events in a particular city. During TEAMS, 13 appointments were scheduled, and the show generated four (4) RFPs.



Rejuvenate Marketplace 2012

October 21-25, 2012

Rejuvenate Marketplace is an innovative, appointment-only trade show designed specifically with faith-based meeting planners' needs in mind. During Rejuvenate 27 appointments with planners took place, and the show generated four (4) RFPs.



National Softball Association (NSA) 2012

October 23-24, 2012

The National Softball Association (NSA) is an annual convention and tradeshow for all NSA directors from the U.S. During NSA, two (2) leads were generated.



Tennessee Society of Association Executives (TNSAE) Trade Show 2012

November 27-28, 2012

The Tennessee Society of Association Executives (TNSAE) affords the opportunity to connect with Tennessee association meeting planners. During TNSAE, the Knoxville Convention Center, Marriott, Embassy Suites & Holiday Inn World's Fair Park partnered with Visit Knoxville. The team made contacts with 55 meeting planner attendees with the potential for four (4) sales leads.



SALES/SERVICE HIGHLIGHTS



American Bus Association (ABA)

January 4-10, 2013

ABA is a reverse trade show where the Visit Knoxville rep visits tour operators' booths. The VK rep met with approximately 21 tour operators, mostly from the eastern US. A number of the operators were interested in staying in Knoxville for two nights before going on to Pigeon Forge. Four of the tour operators expressed an interest in attending a Knoxville FAM.



AMERICAN BUS ASSOCIATION

Representing the motorcoach, tour and travel industry

NCAA Trade Show

January 16-17, 2013

The NCAA Trade Show was an opportunity to showcase Knoxville to the influential leaders in collegiate athletics. We met with various NCAA & individual collegiate staff members. We received one new lead (SE Athletic Trainers Association) and will receive an additional 3 to 5 new leads when the next NCAA round of RFP's are issued in April.



TRADE SHOW

ConferenceDirect Annual Partner Meeting

March 18-20, 2013

This meeting affords the opportunity to meet personally with more than 200 ConferenceDirect associates in a reverse trade show format. Met with 28 associates. This show is expected to generate 3-4 sales leads.



Tennessee Society of Association Executives Industry Education Day

April 3-4, 2013

Visit Knoxville partnered with the Knoxville Convention Center (KCC) and Holiday Inn World's Fair. Scheduled appointments were made with TN Pharmacists Association, TN Nurses Association, TN Health Care Association, TN Municipal League, TN Hospital Association, TN Governors Conference on Tourism, TN Association of Realtors, TN Disabled American Veterans, TN Bankers Association, Associated Equipment & TN Academy of Nutrition & Dietetics. We received three (3) RFPs.



SALES/SERVICE HIGHLIGHTS



HelmsBriscoe Annual Business Conference

April 17-19, 2013

Visit Knoxville partnered with the Knoxville Marriott. This is a reverse trade show without appointments, and we met with 46 planners from southeastern, northeastern and central regions. Received one (1) RFP with potential for two (2) additional RFPs from agriculture groups.



National Association of Sports Commissions

April 22-25, 2013

Visit Knoxville had 12 scheduled appointments, and received several RFPs from USA Sports Production and USA Cycling. Visit Knoxville also received 12 RFPs from USA Gymnastics for 2014-2016 opportunities, and an RFP for US Open Ultimate Championships & Convention.



Collaborate Market Place

JUNE 13-15, 2013

Visit Knoxville partnered with the Knoxville Convention Center and Knoxville Marriott. During the opening & closing receptions, we networked with over 300 planners & suppliers. We had 36 scheduled appointments and received six (6) RFPs. We also sponsored a meet and greet with Peyton Manning, inviting 50 planners for a private networking opportunity. There were six (6) additional planners invited to our table for the General Session lunch with keynote speaker, Peyton Manning.



SALES/SERVICE HIGHLIGHTS



Sales Blitzes

Visit Knoxville conducted Five (5) Sales Blitzes this past year.

1. Health & Medical Blitz (Chicago, IL)

August 13-15, 2013

Visit Knoxville and KCC hosted a Health and Medical Sales Blitz in Chicago, Illinois. Events included scheduled meetings with representatives from the American Dental Association, Paul Hiller Orthopedic, Dairy Management, National Council of State Boards of Nursing & SmithBucklin Corporation. Two (2) RFPs were received.



2. Washington, DC Blitz Association Market

September 18 – 21, 2012

Visit Knoxville hosted an Association Market Blitz in Washington D.C. Events included hosting a culinary event for 16 planners, hosting a luncheon for three (3) planners, hosting a breakfast for IEEE Applied Power and a breakfast for the National Rifle Association. The Blitz also included setting appointments and making cold calls. Co-op partners included the Knoxville Convention Center, Knoxville Marriott and Holiday Inn World's Fair Park.



3. Indianapolis, IN Sports Sales Blitz

November 6 – 7, 2012

Hosted a breakfast meeting for 15 staff members of USA Diving. Also hosted meetings with USA Track & Field and USA Gymnastics

SALES/SERVICE HIGHLIGHTS



4. Washington, DC Blitz

November 27 – 30, 2012

Visit Knoxville and the Knoxville Convention Center hosted a Sales Blitz in Washington D.C. Eleven meetings were scheduled with the following organizations:

Hosted meetings with:

- American Physical Society
- Children's Defense Fund
- CESSE
- Courtesy Associates
- Entomological Society of America
- Institute of Science and Education
- International Downtown Association
- Marine Technology Society (MTS)
- Smith Bucklin
- Webster Group/Congressional Medal of Honor

5. Washington, DC Blitz

February 19-22, 2013

Visit Knoxville, the Knoxville Convention Center, and the Knoxville Marriott hosted a Sales Blitz in Washington D.C. During the Blitz, Knoxville Team was able to meet with more than 40 meeting planners from the following organizations:

Hosted meetings with:

- Alliance Benefits
- American Association of Museums
- American Association for Justice
- American Association of Physics Teachers
- American Staffing Association
- American Trucking Association
- Association for Supervision & Curriculum Development
- Children's Defense Fund
- ConferenceDirect
- Council of Engineering & Scientific Society Executives (CESSE)
- Department of Homeland Security



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SALES/SERVICE HIGHLIGHTS



- Educational Funding Company
- Environmental Protection Agency
- Experient
- LSV Consulting
- Marine Technology Institute
- Mercedes Benz Club of America
- Millennium Services 2000
- National Association of Health Services Executives
- National Association of Neighborhoods, & Environmental Protection Agency/Office of Grants
- National Association of University Women
- National Education Association
- Rick Klimkos Meeting Services
- United Negro College Fund
- Westover Consultants

Event Services

Visit Knoxville Sales/Service Teams supported and assisted 110 events and meetings this past year. These activities varied for each event, however, some of the services that were utilized included coordinating volunteers, assisting with transportation needs, overseeing equipment rental and marketing support, as well as, developing and implementing group itineraries.

Events Serviced July 1, 2012 – June 30, 2013

- American Youth Soccer Organization -2012 National Games – (July 2 – 8, 2012)
- MINI Cooper -MINI Takes the States – (July 6, 2012)
- United States Tennis Association - Tennessee State Open Junior Championships – (July 6 – 9, 2012)
- United States Department of Energy -2012 Annual Small Business Summit – (July 10 – 11, 2012)
- College and University Professional Association for Human Resources (CUPA – HR) - 2012 Association Leadership Program – (July 11 – 15, 2012)
- USA Ultimate -2012 Summer Regionals – (July 14 – 15, 2012)

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SALES/SERVICE HIGHLIGHTS



- National Amateur Baseball Federation -2012 High School World Series, 17U – (July 17 – 23, 2012)
- Garrett Reynolds Big Man Battle and Passing Tournament - 2012 Garrett Reynolds Big Man Battle and Passing Tournament – (July 19 – 21, 2012)
- Sporting Events Association of America -2012 Fast Pitch World Series – (July 23 – 29, 2012)
- University of Tennessee College of Engineering - TN SCORE THRUST II Annual Meeting 2012 – (July 25 – 26, 2012)
- Pro Wakeboard Tour - King of Wake Wakeboarding Series 2012 – (July 27 – 28, 2012)
- National Horseshoe Pitchers Association of America -Annual July National Convention and World Championship 2012 – (July 30 – August 11, 2012)
- National Youth Football -2012 Kick Off Classic – (August 3 – 5, 2012)
- Mind Body Kinetics Health and Fitness Studio -2012 Healthy Living Tour – (August 3 – 4, 2012)
- United States Tennis Association -2012 Southern Adult Clay Court Open – Singles and Doubles – (August 9 – 12, 2012)
- Lifeway Christian resources - Living Proof Live – (August 10 – 11, 2012)
- J-Live Entertainment -2012 Summer Soul Jam – (August 18, 2012)
- American Society of Heating Refrigerating and Air Conditioning Engineers -2012 Annual Region VII Chapter Conference – (August 23 – 25, 2012)
- Gathering, Inc. - 2012 Fall Show – (August 24 – 25, 2012)
- Ambition Tattoo - 2012 Knoxville Tattoo Convention – (August 24 – 26, 2012)
- McBath Family Reunion -2012 McBath Family Reunion – (September 6 – 9, 2012)
- United States Tennis Association - 2012 Tennessee State Closed Adult Championship – Even and Open Divisions – (September 6 – 9, 2012)
- Association of Law Enforcement Emergency Response Trainers International (ALERT) - 2012 Annual Conference – (September 11 – 13, 2012)
- Tennessee Recreation and Parks Association - 2012 TRPA Conference – (September 18 – 21, 2012)
- University of Tennessee Office of the Parents Association - 2012 Family Weekend – (September 21 – 23, 2012)
- Teachers of English to Speakers of Other Languages - Annual Fall SE Regional Meeting 2012 – (September 27 – 29, 2012)
- University of Tennessee College of Engineering - GEM GRAD Lab 2012 – (September 28 – 29, 2012)
- Annual Oak Ridge Responsible Pet Ownership Festival (October 13, 2012)
- Appalachian College Association Annual Summit (October 11 – 13, 2012)
- Deane Hill Bridge Club Annual Tournament (October 25 – 27, 2012)
- Entomological Society of America Annual Meeting (November 11 – 14, 2012)
- Fan Boy Expo (October 26 – 28, 2012)

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SALES/SERVICE HIGHLIGHTS



- Battle in Rocky Top (November 16-18, 2012)
- Society for Technical Communications Annual Meeting (October 26-27, 2012)
- Tennessee Valley Kennel Club (November 1-4, 2012)
- Knoxville Brewers Jam (October 6, 2012)
- National Softball Association (October 5-7, 2012)
- National Symposium on Multicultural Music (October 9-10, 2012)
- TN Association of Rescue Squads (October 11-13, 2012)
- Evergreen Marketing (October 13-14, 2012)
- Society for TN Archivists (October 15-17, 2012)
- American Apartment Management Company (October 15-17, 2012)
- Clinton Chapel AME Zion Church (October 20, 2012)
- Federal Bureau of Investigation (October 23-25, 2012)
- UT College of Engineering (October 24-25, 2012)
- Network of Ensemble Theatres (October 25-26, 2012)
- Otterhound Club of America (October 31-November 4, 2012)
- Energy Technology & Environmental Business Association (November 6-8, 2012)
- USA Swimming Short Course Junior National Championships (December 7-9, 2012)
- American Spaniel Club –Flushing Spaniel Show (January 11 – 13, 2013)
- Bunch Marine – Annual Fishing Show & Expo (January 17 – 20, 2013)
- Varsity Brand International - Ozone Invitational (January 18 – 21, 2013)
- Pilot Aquatic Club - January Pilot Classic (January 18-20, 2013)
- Pilot Aquatic Club – TN State Swimming & Diving Championships (February 8-10, 2013)
- TN State LaCrosse Association – Pre Season Tournament (February 16-17, 2013)
- Tennessee Veterans Business Association –Annual Business and Education Expo (January 28–29, 2013)
- Tennessee Motor Coach Association – Annual Convention and Marketplace (January 28 – 30, 2013)
- Radio Operated Car Club of Knoxville – ROCCK Winter Championship Series (February 1 – 2, 2013)
- Scripps Networks National Sales Meeting (February 1 – 8, 2013)
- University of Tennessee Maintenance & Reliability – MARCON Conference (February 25 – 28, 2013)
- Church of God International - Annual National Winterfest (March 8 – 10, 2013)
- City of Knoxville Parks and Recreation – Premier Teen Step Show (March 9, 2013)
- Great West Casualty Company – Leadership Summit/Customer Education Seminar
- Tennessee Valley Cat Fanciers, Inc. – Springtime in Tennessee Annual Show (March 23, 2013)
- NCAA Division 1 Women’s Basketball 1st & 2nd Rounds (March 23 & 25)
- Medieval Academy of America (April 4 – 6, 2013)

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SALES/SERVICE HIGHLIGHTS



- Omega Psi Phi/Iota alpha Chapter (April 4 – 6, 2013)
- Toastmasters International (April 5 – 6, 2013)
- Gathering, Inc. 2013 Spring Show (April 5-6, 2013)
- Knoxville Marathon (April 6-7, 2013)
- Shrine Directors Association/North America (April 10 – 13, 2013)
- American Association of Physical Anthropologists (April 10 – 13, 2013)
- University of Tennessee Veterinary Medicine (April 10 – 12, 2013)
- Tennessee Federation of Garden Clubs (April 11 – 13, 2013)
- Heels and Wheels Dualthon (April 13, 2013)
- IMG Academies 7 on 7 Football Tournament (April 13, 2013)
- American Bantam Association 2013 TN Valley Poultry Show (April 13, 2013)
- Joint Rail Conference (April 16 – 18, 2013)
- Tennessee Valley Public Power Association (April 17 – 19, 2013)
- Greene Wedding Reception (April 20, 2013)
- 2013 SIRA Annual Championship Regatta (April 20-21, 2013)
- Tennessee Association of Plumbing Heating and Cooling Contractors (April 24 – 25, 2013)
- Tennessee State Chapter Philanthropic Educational Organization (April 25 – 28, 2013)
- East Tennessee Air Tour (April 26, 2013)
- Volunteer Canoe and Kayak (April 27 – 28, 2013)
- McCamy/Jubran Wedding (April 27, 2013)
- IBM Corporation (April 28 – May 18, 2013)
- Travel Adventurers (May 2, 2013)
- Tennessee Court Reporters Association (May 3 – 4, 2013)
- Annual Street Rod Nationals South plus 2013 (May 3-5, 2013)
- Revolution 3 Triathlon (May 3 – 5, 2013)
- 2013 Rocky Top Hummin' & Strummin' BBQ Cookoff (May 4-5, 2013)
- League of Women Voters of Tennessee (May 4 – 5, 2013)
- Southern Food Writing Conference (May 16 – 18, 2013)
- Beechcraft Owners and Pilot Group (May 17 – 19, 2013)
- 2013 Knoxville American Cornhole Association Invitational (May 18, 2013)
- 2013 Bass Pro Shop Tournament Series (May 20-25, 2013)
- National Golf Association (May 20 – 26, 2013)
- Destination Imagination Annual Global Finals (May 22-25, 2013)
- Annual Fan Boy Expo (May 31 – June 2, 2013)
- Powerboat Superleague (June 1-2, 2013)
- IMG 7 on 7 Football Central Regional (June 1-2, 2013)
- Freedom School National Training (June 5-7, 2013)
- US Rowing Association 2013 Youth National Championships (June 7-9, 2013)

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SALES/SERVICE HIGHLIGHTS



- Deane Hill Bridge Club (June 6 – 9, 2013)
- USTA Adult & Senior TN State Championships (June 7 -9, 2013)
- American Diabetes Association (June 8, 2013)
- AYSO Section 5 Games (June 13 – 16, 2013)
- Tennessee/Kentucky Future Stars Football Game (June 14-15, 2013)
- USTA Adult & Senior TN State Championships (June 21-23, 2013)

SALES/SERVICE HIGHLIGHTS



KNOXVILLE CONVENTION CENTER HIGHLIGHTS

Sales Initiatives with KCC

Visit Knoxville continues to work with the Knoxville Convention Center (KCC) in an effort to bring in new business of all sizes, focusing on those groups that will utilize the convention center. The current partnership consists of the following:

- Sales solicitation of events for our premier venue (in addition to other venues).
- Industry/Venue/Group Specific Ad Design and Placement.
- Track DMO/CVB group's event revenue (hard dollar tracking of KCC revenue).
- Work in partnership with KCC staff on tradeshow, site, and FAM development.
- Assist with monetary support on groups that demonstrate a need such as:
 - o Meeting Room Rental
 - o Internet Access
 - o Food and Beverage Partnership
 - o Exhibit Area Carpet or Pipe/Drape
- New Initiative and campaign development. For example:
 - o KCC Virtual Tour for web
 - o Exclusive KCC Campaigns, group specific
 - o Musical Solicitation Card



**SALES/SERVICE HIGHLIGHTS
KNOXVILLE CONVENTION CENTER**



Visit Knoxville Booked Events Held at Knoxville Convention Center

National Horseshoe Pitchers Association World Tournament

July 30 – August 11, 2012

1,500 Attendees

Teachers of English to Speakers of Other Languages – Annual Fall SE Regional Meeting

September 27 – 29, 2012

1,000 Attendees

Energy Technology & Environmental Business Association (ETEBA) – Annual Business Opportunities Conference

November 6 – 8, 2012

350 Attendees

Entomological Society of America – Annual Meeting

November 10 – 14, 2012

1,500 Attendees

Varsity Brand International – Ozone Invitational

January 18 – 21, 2013

2,000 Attendees

Tennessee Motor Coach Association

January 28 – 30, 2012

275 Attendees

American Association of Physical Anthropologists – Annual Convention

April 10 – 13, 2013

700 Attendees

**SALES/SERVICE HIGHLIGHTS
KNOXVILLE CONVENTION CENTER**



Bookings

Year-to-Date, Visit Knoxville has booked five (5) events for the Knoxville Convention Center:

Grassroots Outdoor Alliance

- a. Total Number of Booked Room Nights - 510
- b. Total Number of Booked Attendance - 210
- c. Total Amount of Money Spent by Booked Attendees booking per the DMAI formula - \$216,214
- d. Total Reported Revenue of KCC - \$41,190
- e. Source of Lead – Trade Show
- f. New or Repeat - New

Southern Graphics Council

- a. Total Number of Booked Room Nights - 1,300
- b. Total Number of Booked Attendance – 1,050
- c. Total Amount of Money Spent by Booked Attendees booking per the DMAI formula - \$1,119,387
- d. Total Reported Revenue of KCC - \$49,960
- e. Source of Lead – Client Called VK
- f. New or Repeat - New

Professional Outdoor Media Association

- a. Number of booked room nights – 491
- b. Number of booked attendance of event - 200
- c. Daily expenditure per booked attendee, based upon DMAI formula - \$198,708
- d. Reported revenue of the KCC for events booked by Visit Knoxville - \$33,690
- e. Source of Lead – Cvent
- f. New or Repeat - New

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**SALES/SERVICE HIGHLIGHTS
KNOXVILLE CONVENTION CENTER**



Regional Organized Crime Information Center

- a. Number of Booked Room Nights - 500
- b. Number of Booked Attendance of Event - 400
- c. Daily Expenditure Per Booked Attendee, based upon Designation Marketing Associated International (DMAI) formula - \$111,486
- d. Reported Revenue of the Knoxville Convention Center (KCC) for events booked by Visit Knoxville - \$6992
- e. Source of Lead – Empowermint
- f. New or Repeat - New

United States Association of Collegiate Fencing Clubs

- a. Number of Booked Room Nights - 605
- b. Number of Booked Attendance of Event - 715
- c. Daily Expenditure Per Booked Attendee, based upon Designation Marketing Associated International (DMAI) formula - \$421,252
- d. Reported Revenue of the Knoxville Convention Center (KCC) for events booked by Visit Knoxville - \$11,025
- e. Source of Lead – Trade Show
- f. New or Repeat - New

**SALES/SERVICE HIGHLIGHTS
KNOXVILLE CONVENTION CENTER**



Leads

Visit Knoxville issued 117 leads to the convention center requesting bid proposals.

Site Visits

Knoxville Convention Center was also included in 12 Site Visits throughout 2012/2013.

Tradeshows

Visit Knoxville and KCC Sales Teams attended 7 tradeshows:

1. Council of Engineering & Scientific Society Executives (CESSE)

July 24-27, 2012

The Council of Engineering and Scientific Society Executives (CESSE) holds an annual meeting/trade show each summer for CEO's and associate members of CESSE with an opportunity for industry suppliers to exhibit and network with meeting attendees throughout the week.

2. Meetings Focus Live

August 5-7, 2012

Meetings Focus Live –Meetings Focus Live, offers education to meeting planners on key destinations throughout North America. During Meeting Focus Live, 17 appointments were scheduled.

3. Connect Marketplace

August 16-18, 2012

Connect Marketplace is an innovative, appointment-only trade show designed specifically with professional and specialty association meeting planners' needs in mind. The reverse trade show style streamlines the planning process, saving time and money. During Connect, 27 appointments were scheduled, and the show generated three (3) sales leads.

4. Rejuvenate Marketplace 2012

October 21-25, 2012

Rejuvenate Marketplace is an innovative, appointment-only trade show designed specifically with faith-based meeting planners' needs in mind. During Rejuvenate 27 appointments with planners took place, and the show generated four (4) RFPs.

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**SALES/SERVICE HIGHLIGHTS
KNOXVILLE CONVENTION CENTER**



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Collaborate Market Place

JUNE 13-15, 2013

Visit Knoxville partnered with the Knoxville Convention Center and Knoxville Marriott. During the opening & closing receptions, we networked with over 300 planners & suppliers. We had 36 scheduled appointments and received six (6) RFPs. We also sponsored a meet and greet with Peyton Manning, inviting 50 planners for a private networking opportunity. There were six (6) additional planners invited to our table for the General Session lunch with keynote speaker, Peyton Manning.



**Rebecca Williams & Peyton Manning
Collaborate Market Place**

**SALES/SERVICE HIGHLIGHTS
KNOXVILLE CONVENTION CENTER**



Sales Blitzes

Visit Knoxville and KCC Sales Teams completed 4 Sales Blitzes:

Health & Medical Blitz CHICAGO, IL

August 13-15, 2012

Visit Knoxville and KCC hosted a Health and Medical Sales Blitz in Chicago, Illinois. Events included scheduled meetings with representatives from the American Dental Association, Paul Hiller Orthopedic, Dairy Management, National Council of State Boards of Nursing & SmithBucklin Corporation. Two (2) RFPs were received.

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- Children's Defense Fund
- Council of Engineering and Scientific Society Executives (CESSE)
- Courtesy Associates
- Entomological Society of America
- Institute of Science and Education
- International Downtown Association
- Marine Technology Society (MTS)
- Smith Bucklin
- Webster Group / Congressional Medal of Honor

**SALES/SERVICE HIGHLIGHTS
KNOXVILLE CONVENTION CENTER**



5. Washington, DC Blitz

February 19-22, 2013

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- American Association of Museums
- American Association for Justice
- American Association of Physics Teachers
- American Staffing Association
- American Trucking Association
- Association for Supervision & Curriculum Development
- Children's Defense Fund
- ConferenceDirect
- Council of Engineering & Scientific Society Executives (CESSE)
- Department of Homeland Security
- Educational Funding Company
- Environmental Protection Agency
- Experient
- LSV Consulting
- Marine Technology Institute
- Mercedes Benz Club of America
- Millennium Services 2000
- National Association of Health Services Executives
- National Association of Neighborhoods, & Environmental Protection Agency/Office of Grants
- National Association of University Women
- National Education Association
- Rick Klimkos Meeting Services
- United Negro College Fund
- Westover Consultants



**SALES/SERVICE HIGHLIGHTS
KNOXVILLE CONVENTION CENTER**



Marketing Overview for KCC

- Visit Knoxville placed ads in the following Meeting Planner Publications promoting the meeting in Knoxville and the Knoxville Convention Center.
 - o ABA Motorcoach Market 2013 Directory
 - o Association Connection - Tennessee Society of Association Executives Directory
 - o Convention South
 - o Knoxville Visitor Guide
 - o Meeting Focus Magazine
 - o Meeting Mentor
 - o Meeting Professional International – Membership Directory for Potomac Chapter
 - o Meeting Professional International Online Buyers Guide
 - o MeetingNews.com
 - o Meetings-Conventions.com
 - o Sports Destination Management Magazine
 - o Sports Events Magazine
 - o Sports Travel Magazine
 - o Successful Meetings
- Visit Knoxville finalized and promoted the new Knoxville Convention Center Virtual Tour. Visit Knoxville and KCC Sales Teams utilized the virtual tour when meeting with meeting planners.
- Visit Knoxville completed the 2013/2014 Sales and Marketing Road Map, which includes media plan and sales goals for the Knoxville Convention Center.



**SALES/SERVICE HIGHLIGHTS
KNOXVILLE CONVENTION CENTER**



Chilhowee Park

Visit Knoxville booked the following events for Chilhowee Park:

- o Foothills Craft Guild
 - o TN Valley Cat Fanciers
 - o TN Valley Kennel Club
 - o American Bantam Association
 - o American Poultry Association
 - o Bunch Marine
 - o Fan Boy Expo
 - o Gathering Inc./Spring Show
 - o Gathering Inc./Fall Show
 - o Radio Operated Car Club of Knoxville
 - o Corvair Society of America
 - o Hot Rod Power Tour
 - o National Street Rod Association
- Total Number of Booked Room Nights – 24,989
 - Total Number of Booked Attendance – 24,927
 - Total Amount of Money Spent by Attendees per the DMAI formula: \$12,650,139

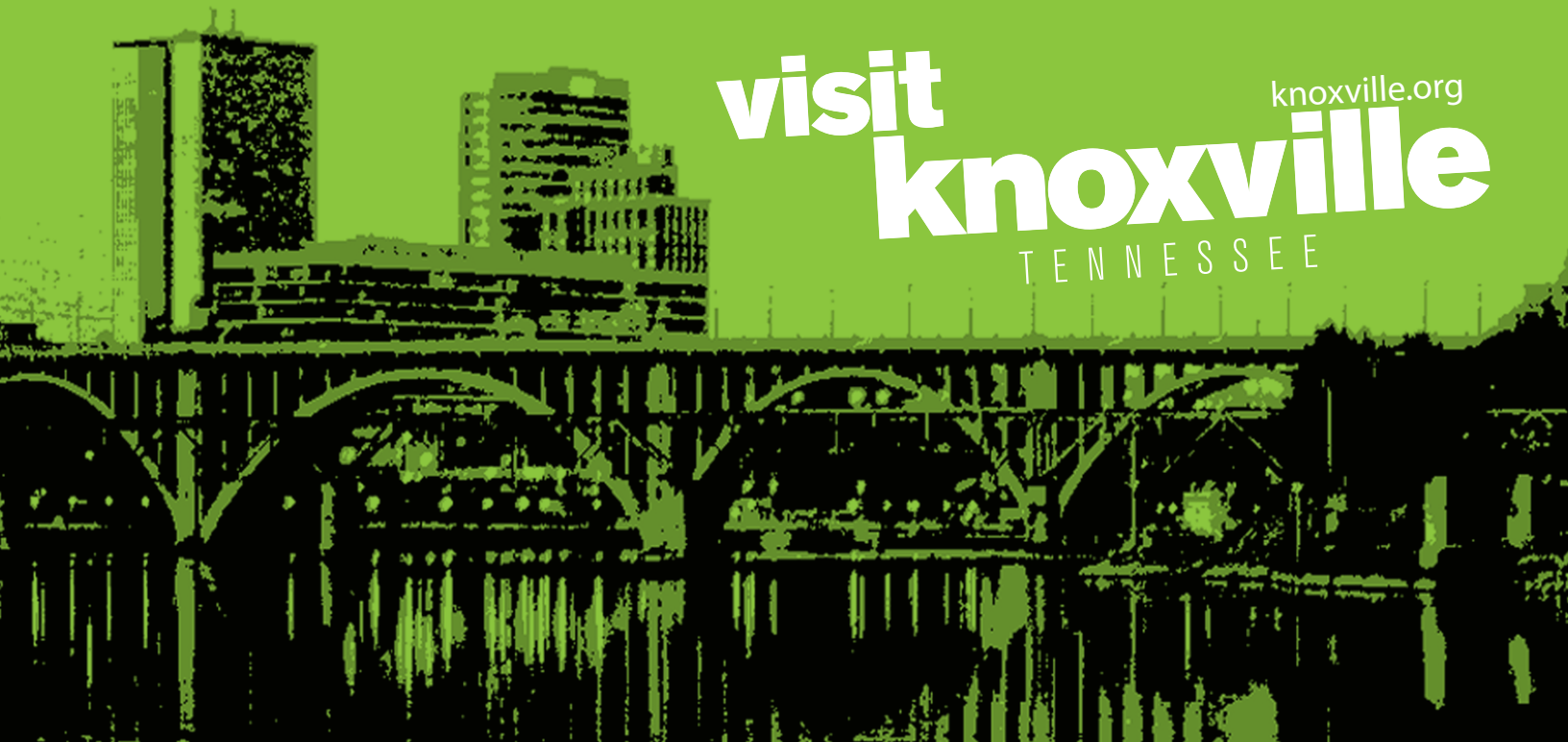


**SALES/SERVICE HIGHLIGHTS
CHILHOWEE PARK**



MARKETING

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knoxville
TENNESSEE



Marketing Highlights

The purpose of the Marketing & Communications team is to drive awareness to Knoxville as a premier tourism destination by:

- Working closely with hotels to increase positive media exposure by sharing media leads, hosting press and collaborating on other programs
- Hosting press trip opportunities with pertinent journalists
- Partnering with the State of Tennessee Department of Tourist Development (TDTD) to host national writers and increase national coverage
- Securing feature stories via print, broadcast, online/social media and industry publications that make Knoxville top of mind through pitches, releases and media advisories

Key Highlights Include:

Media Blitzes

Visit Knoxville completed five (5) media blitzes in March 2013 in conjunction with the State of Tennessee's Tourism Development Department. These blitzes include one-on-one meetings with newspaper editors and reporters, magazine publishers, and freelance writers.

Blitz #1 – Meetings in Lexington, KY; Cincinnati, OH; and Columbus, OH

Blitz #2 – Meetings in Atlanta, GA; Columbia, SC; and Charlotte, NC

Blitz #3 – Meetings with Chattanooga Media to promote Dogwood Arts Festival

Blitz #4 – Meetings with Tri-Cities TN/VA Media to promote Dogwood Arts Festival

Blitz #5 – Meetings with Tri-Cities TN/VA Media to promote Rossini Festival

MARKETING HIGHLIGHTS





Travel Writer FAMs

Visit Knoxville hosted four (4) Travel Writer Familiarization Tours (FAMs) in FY 2012 – 2013. These included:

Adventures & Ale FAM

November 6 - 9, 2012

Ten (10) journalists from national publications attended the FAM.

Michael Cervin - Santa Barbara News-Press, Food & Beverage World, LA Weekly

Bob & Barb Epstein - APtravelnews.com and APnews.com

Katy Koontz - Family Vacation Critic, Forbes Travel, USA Today

Colby McLemore - Professional Photographer (attending with Katy Koontz)

Rebecca McCormick - USATODAY.com, WSJ.com, Go! Magazine, Miami Herald, Memphis Commercial Appeal, AAA Southern Traveler, the Sentinel Record (Hot Springs, Arkansas), the News-Star (Monroe, Louisiana), Syndicated Travel Journalist

Hope Philbrick - Atlanta Cuisine, Atlanta Journal Constitution, Atlanta Life, Columbia County Magazine, Cooking Light, Where Atlanta, Where Georgia, Where Tennessee, where2nowmag.com, Getaways for Grownups

Carla Waldemar - Lavender Magazine, Southwest Journal, National Geographic Traveler

Wayne Waters - Knoxville News Sentinel, Convention South, Smoky Mtn. Living

Brian Yaeger - All About Beer, Craftbeer.com, DrinkMe, San Francisco Weekly, Examiner.com

MARKETING HIGHLIGHTS



Knoxville Spring Media Tour

March 5 - 6, 2013

Five (5) journalists from regional publications attended the FAM.

Melissa Smith - Western North Carolina Magazine

Karon Warren - All Things Lifestyle

Jennifer Doyle - Family Friendly Knoxville

Amy Curtis - Render Me Mama

Lauren Foster - Tennessee Magazine

Snapshot of Knoxville Media Tour

April 25 - 28, 2013

Eight (8) Journalists from national and regional publications attended the FAM:

Stefanie Michaels - Adventure Girl, Yahoo Travel

Susan Barnes - New York Post

Lesley Grissum - Connect, Rejuvenate, Collaborate Magazines

Katy Koontz - Freelance

Jodie Jacobs - Freelance

Colby McLemore - Photographer

Zenda Douglas - Winston Salem Journal, Charlotte Food & Wine

Ken Mink - Travelling Adventurer



MARKETING HIGHLIGHTS



Southern Food Writers Conference

May 16 - 18, 2013

Visit Knoxville hosted Nine (9) writers to the conference.

Helen Rosner - Saveur Magazine

Rebecca Orchant - Huffington Post

Heather Bullard - Country Living

Bill Addison - Atlanta Magazine

Katie Strasser - Oxmoor House & Contributor

Sonia Chopra - Eater

Tina Antolini - NPR

Donna Florio - Freelance (formerly Southern Living)

Alex McDaniel - Clarion-Ledger



MARKETING HIGHLIGHTS



Total Marketing Approach

Visit Knoxville worked with the Tombras Group to complete the Total Marketing Approach to Strategic Planning.

This process included:

- Situational Analysis
- Research that assesses the Strengths/Weaknesses/Opportunities/Threats (SWOTs) of the Knox County/City of Knoxville area
- Creative Development
- Strategy Development
- Tactical Planning
- Creative Campaign
- Finalize Message Elements
- Launch of 2013/2014 Sales and Marketing Roadmap (July 2013)

MARKETING HIGHLIGHTS



Knoxville App for iPhones and Android platforms

Visit Knoxville completed a mobile App for the iOS and Android platforms in December 2012. The Visit Knoxville App was designed to help visitors immediately access lodging information, entertainment and dining options to encourage them to extend their stay and visit more attractions and points of interest in Knoxville. Visitors to Knoxville can use the APP to find restaurants and lodging, search events and outdoor activities, and get directions to Points of Interest.

The App features hundreds of Knoxville's attractions, restaurants, shops, venues, transportation, nightlife, and more. The App is based on the 2013 Knoxville Visitor Guide, which was released by the beginning of January.

Special features for the Visit Knoxville App include:

- Things To Do
- Accommodations
- Dining Options
- Shopping Options
- Itineraries
- Event Calendar

The free Visit Knoxville application is available for iPhone and Android users by visiting the App Store located within those devices and searching for "Visit Knoxville."

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**Before you explore Knoxville
you gotta download this.**

KNOXVILLE TN

Get the latest information on Events, Shopping, Dining,
Entertainment, Attractions, Hotels, and MUCH MORE.

**Download our FREE Visit Knoxville APP
for iPhone or Android Devices**

MARKETING HIGHLIGHTS



2013 Knoxville Visitor Guide

Visit Knoxville developed and completed the 2013 Knoxville Visitor Guide.



National Travel & Tourism Week (May 4 – 12, 2013)

Visit Knoxville invited local attractions and hotel representatives to Market Square on Wednesday, May 8 and Saturday, May 11 and hosted two “Be a Tourist in Your Hometown” events. These events encouraged local residents to get out and experience many of the attractions and events Knoxville has to offer. Visit Knoxville also visited six (6) Tennessee Welcome Centers to update staff on new initiatives and events in Knoxville.

Be a Tourist in Your Hometown



Visit Knoxville began a partnership with WBIR's Mornings on Fox show to highlight exciting events and activities in Knoxville. This segment takes place once a month on the last Friday of the month.

www.knoxville.org/hometowntourist

MARKETING HIGHLIGHTS



Heritage Tourism Coordinator

Visit Knoxville, along with the City of Knoxville and Knox County, believed that a focus on the commemoration of the Civil War Sesquicentennial and marketing of all Civil War activities and events was a vital component in bringing new visitors to Knoxville. For that purpose, the position of Heritage Tourism Coordinator was developed, so that a heritage tourism professional would work in conjunction with Visit Knoxville in building participation for events focused around the Civil War Sesquicentennial.

Calvin Chappelle was selected as the Heritage Tourism Coordinator and provides marketing guidance and ideas in building a marketing campaign for the Civil War activities going on in and around Knoxville over the next few years.

To date, Chappelle has worked to coordinate all local Civil War interest groups in order to help develop a cohesive calendar of events, while at the same time encouraging collaboration and partnerships.

These groups include, but are not limited to, the Knox County Civil War Sesquicentennial Commission, the East Tennessee Civil War Alliance, the Civil War Roundtable, the Blue Gray Reunion Committee, the East Tennessee Historical Society, and the Historic Homes of Knoxville. Chappelle has also formed a special committee that will be dedicated to African American Civil War history. Chappelle will work with these groups to help develop and implement programming that will culminate with the State of Tennessee's Civil War Sesquicentennial Signature Event to be hosted in Knoxville and slated for the Spring of 2015.

In addition, the Heritage Tourism Coordinator oversees a website and Facebook page dedicated to local Civil War Sesquicentennial content. This position is also working closely with the Visit Knoxville Marketing Team to develop a marketing strategy to promote activities both locally and regionally. The overall goal is to create a lasting impression on visitors to Knoxville in order to make our city a heritage tourism destination, especially when related to of Knoxville's Civil War sites and history.

MARKETING HIGHLIGHTS



Community Outreach Stakeholder Initiative (COSI)

The Community Outreach Stakeholder Initiative, or “COSI” for short, is a process designed by Visit Knoxville to unify and strengthen connections and communications between the tourism partners in Knoxville and the greater Knox County area.

Visit Knoxville created a survey for our tourism stakeholders to complete that asks questions ranging from general business operations, sales trends, visitor peaks and valleys, advertising budget allocation, facility appearance, neighborhood conditions, and how they communicate with visitors to Knoxville.

After the survey is discussed thoroughly, the COSI process continues by giving information to our stakeholders to stay connected with us. Visit Knoxville distributes a Quick Reference Guide and Visit Knoxville Resource Book which contains information on how to educate their own staff on Knoxville, how to be involved as stewards of the community, how to submit their own special events, and perhaps most importantly answering the question, “What is there to do in Knoxville?” This Guide connects them to the Knoxville.org website and to download the Visit Knoxville mobile app. This information can easily be shared with their guests.

After this intensive one-on-one meeting, in many cases Visit Knoxville will move forward to create a 60 second sizzle video for those properties that can be utilized in many ways. We believe that short-form artistic videos will help tell our story better than words, pictures, phone calls, and emails alone. This will be a tremendous asset for not only the stakeholder, but also for group meeting planners, and even leisure travelers considering building their experience in Knoxville.

At the end of FY 2012-2013, Visit Knoxville had completed 18 COSI surveys from local tourism stakeholders, including major hotel ownership groups and their general managers, restaurateurs, tourist attractions, arts organizations, and even our major transportation providers. Feedback from the COSI process has been positive and communication in general has increased between parties especially in perimeter properties.

Tourism Property Sizzle Videos continue production as 10 different tourist properties have been filmed. Editing, script writing, scheduling, graphic design, audio branding, and music research have all gone into the process that will help redefine the mediums we use to tell the Knoxville story. Visit Knoxville expects all first round videos to be complete and ready for distribution by August 2013.

MARKETING HIGHLIGHTS



Knoxville Mural Project

In the spring 2013, Visit Knoxville in partnership with the Public Arts Committee, Arts & Cultural Alliance, the East Tennessee Design Center, and CBID, spearheaded the “Knoxville Mural Project.” The aim of this project is to beautify the city with artistic murals that boast our authenticity and create a unique attraction for tourism and promotion while expanding the community’s engagement with public art.

The first wall selected for this project is the Visit Knoxville Visitor Center wall on Gay Street.

For this wall, Visit Knoxville reviewed submissions from local artists and selected a design that showcased Knoxville as a leisure destination ranging from arts, music, outdoor & sports experience, etc. The winning design was from Bobbie Crews.

Over the month of June, artists began working together to bring the design to life, and the completion date is scheduled for mid-July.

The web page, KnoxvilleMuralProject.com was created and has housed the Visit Knoxville mural story, blogs on progress, still photos and video of production, as well as promotion of other mural arts occurring in the city independently.

Our next steps include gathering location and information on our existing murals within a walkable downtown tour that will be promoted as a way for visitors and locals to discover other parts of the city and see the talent of our artistic residents in action.

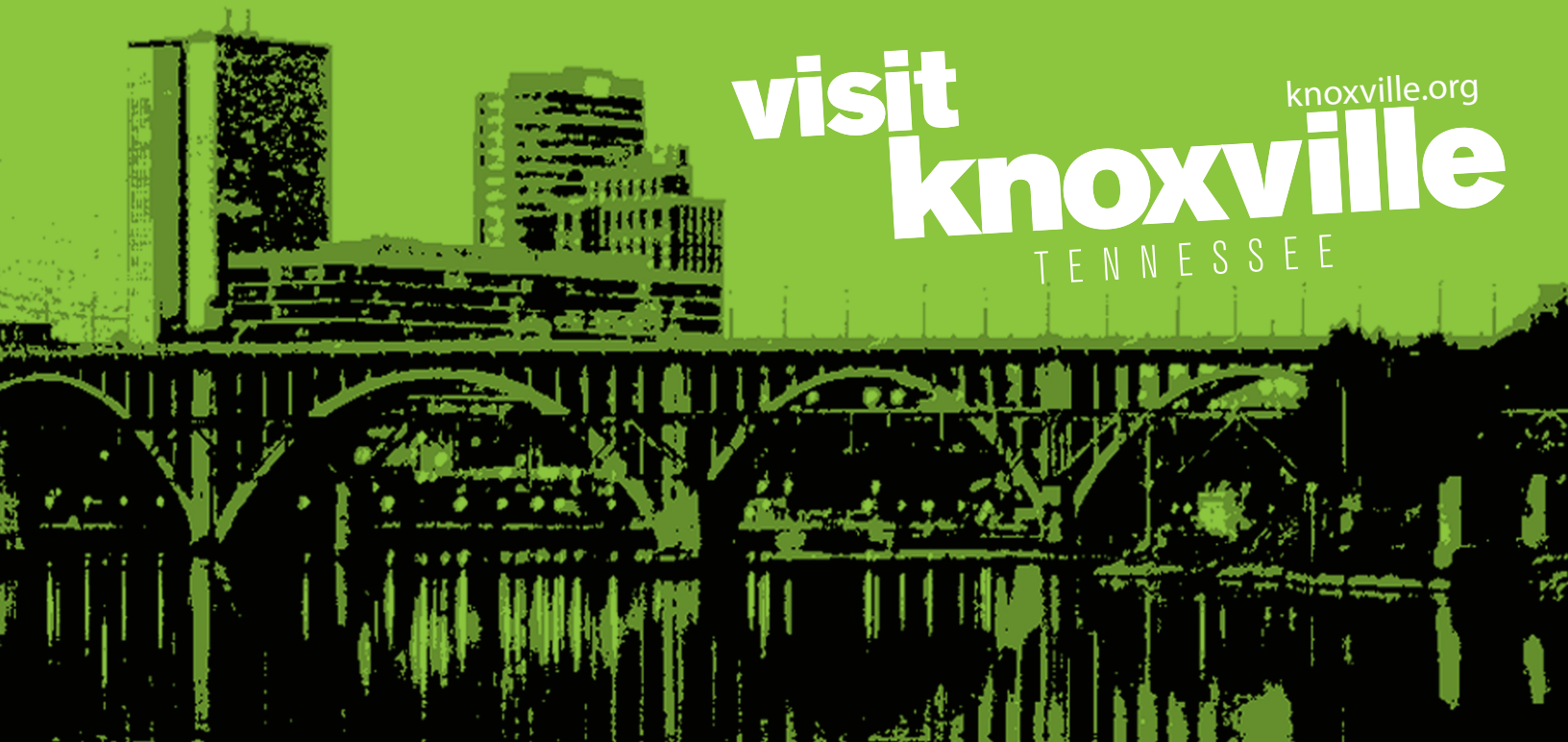


MARKETING HIGHLIGHTS



VISITOR SERVICES

visit knoxville.org
knoxville
TENNESSEE



Visitor Services Highlights

The Visitor Services Department focuses on enhancing the visitor experience while growing the Knoxville Visitor Center programming. Realizing that word of mouth and social media are powerful tools when selecting a destination, our goal is to maximize these marketing opportunities by ensuring that each visitor, and local, has a great experience in Knoxville. This department works hard to identify and create new and helpful brochures, maps, and experiences to meet our visitors' needs in an effort to realize the best possible experience for each visitor.

This team has a passion for Knoxville and for helping others. Often times, this group is the first impression for many of our visitors, therefore, they make every effort to ensure that impression is a great one.

Key Highlights Include:

AAA Travel Showcase

February 9 and 10, 2013 Director of Visitor Services attended the AAA Travel Showcases in Johnson City, TN and Knoxville, TN to promote Knoxville in a “stay-cation sense” to attendees and AAA members.

Visitor Center Gift Shop “on the road”

- The Assistant Manager of Visitor Services took items from our gift shop “on the road” in the way of having a merchandise booth at both the National Horseshoe Pitching Association and the Women Today Expo.
- The Director of Visitor Services played host to “The Local Traveler” show (segment show that is picked up locally and online) inside the Knoxville Visitor Center, showcasing food vendors and crafters that are included in our gift shop.



VISITOR SERVICE HIGHLIGHTS



Where in the World Map

This year, a “Where in the World” map was installed in the Knoxville Visitor Center. This map is a way for visitors to show where they are traveling from by placing a map pin on their origination. They also are encouraged to leave a “Note for Knoxville,” using a small notepad, that they can tear off and pin around the map. This has created an incredible visual inside the center and has been very well received and utilized. Due to the tremendous response to this area, during the fourth quarter we have installed both a state of Tennessee map, as well as a map of the United States, to this display. This will allow people to better pinpoint these more saturated areas on our maps.



Visitor Experiences Board

This year, a Visitor Experiences Board was installed in the Knoxville Visitor Center. Visitors are encouraged, by our Visitor Center Associates, to submit photos portraying their enjoyment of Knoxville. The visitor leaves with a business card which gives them directions on where they can submit photos. These photos are then printed, marked with the location of the photo and posted on the board for all to see. This, too, has created a wonderful visual for visitors to see locations in Knoxville being enjoyed by others.



VISITOR SERVICE HIGHLIGHTS



Information Station

This year, an iPad was installed in the Knoxville Visitor Center for use by visitors. This iPad defaults to Visit Knoxville's mobile site, however, the visitor may navigate to any other website. This is in addition to the free Wi-Fi we offer in the visitor center, but adds a tool for them, in the event they do not have equipment on hand to utilize the Wi-Fi. The iPad has had usage, however, we felt additional signage was needed to draw attention to this great resource. During the fourth quarter we installed a "stop sign" just above the iPad area to ensure the visitor would take notice and also understand its flexibility.



Kid's Corner

The Kid's Corner, inside the Knoxville Visitor Center, was fully put into place the second half of this FY. The Kid's Corner is a space where children can be entertained with retail items they might be interested in, a place to do coloring pages that have a connection to Knoxville, etc. Signage was placed to better showcase our Kid's Corner during the fourth quarter.



VISITOR SERVICE HIGHLIGHTS



Discover Tennessee Trails & Byways

Director of Visitor Services works closely with the Tennessee Department of Tourist Development to oversee the three (3) trails that route through Knoxville/Knox County; The White Lightning Trail, The Rocky Top Trail, and the Top Secret Trail. Knoxville is the trail leader on the White Lightning Trail and during FY 2012/2013, has coordinated with all nine counties included in the trail to reconfigure and update the full brochure of the trail, as well as, create a tear-away pad map to be used at points of interest. This involvement includes meetings in Nashville with the Tennessee Department of Tourist Development, local and regional meetings with county partners, phone conferences, and research.



VISITOR SERVICE HIGHLIGHTS



gotta know knoxville

T E N N E S S E E



Gotta Know Knoxville – 2012/2013 the Director of Visitor Services conducted twelve (12) Gotta Know Knoxville programs, installing an additional 147 ambassadors. Also a Gotta Know Knoxville group program was conducted for Karn's High School, which included 20 students.

VISITOR SERVICE HIGHLIGHTS



Festival/Group Relations:

The Knoxville Visitor Center has a lockable window space facing Summit Hill Drive, which we utilize for promotions, etc. Throughout FY 2012/2013, we worked with the following festivals and groups, allowing them additional space to promote their events:

- o Boomsday
- o SEED
- o MetroFest
- o Christmas in the City
- o King College Photography Department
- o Dogwood Arts Festival
- o Biscuit Festival
- o Kuumba Festival
- o Festival on the Fourth
- o National Street Rod Association

Visit Knoxville worked closely with the Rossini Festival to allow our parking lot during their festival for entertainment parking capabilities (the road was closed, so there was no visitor access).

The Knoxville Visitor Center was the main location for ticket sales and (prior to festival) merchandise sales for the Dogwood Arts Festival and the Rhythm & Blooms Festival.

VISITOR SERVICE HIGHLIGHTS



First Friday:

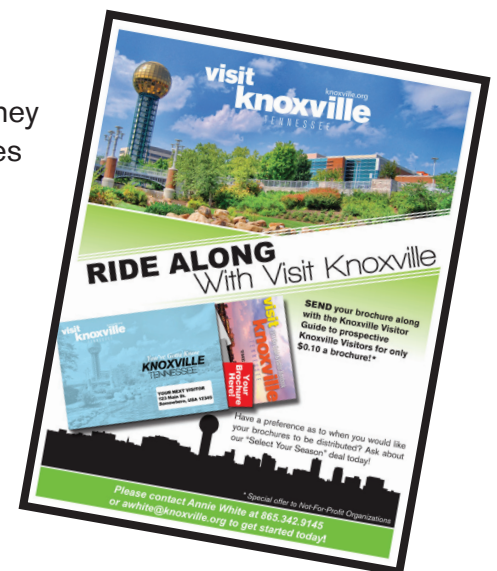
During the First Friday of each month, the Knoxville Visitor Center opens its doors from 5:00-8:00pm, thus participating in Knoxville's "First Friday". A consignor is chosen from the Uniquely Knoxville Gift Shop to showcase their full line of products for purchase, while allowing attendees to meet these artists personally. Additionally, the artists gain exposure through advertisements on Facebook and in Metro Pulse, promoting the event. WDVX provides live music from 7:00-8:00pm for added entertainment. The following consignors participated in First Friday during this fiscal year:

- Label 13, T-shirt Printing
- Cullen Brown, Jeweler
- Beth Meadows with Knox Salvage, Artist
- Gayla Seale, Artist
- Ellie Colquit with Legacy Parks, Author
- Set in Stone Sisters, Artists (December and April)
- Sarah Brobst, Jeweler and Artist
- Dawn Durfee, Jeweler and Artist
- Kara Strouse, Jeweler
- Hard Knox Roller Girls, Knoxville Roller Derby Team
- Anika Toro, Artist

Ride Along:

The Ride Along Program is offered to all hospitality/tourism entities to have their brochures "Ride Along" with our official Visitor Guide when they are sent out through our distribution company. A total of 7,820 brochures were distributed from the following businesses during this fiscal year:

- The Clarence Brown Theatre
- KUUMBA Festival
- Williams Creek Golf Course
- Blue Slip Winery
- Knoxville Walking Tours



VISITOR SERVICE HIGHLIGHTS



Uniquely Kid's Friday:

Uniquely Kid's Friday events were held every third Friday of the month. This is a time for children to come in with their parents and do a unique craft, which often times correlates to an upcoming event, festival, or holiday, and there are always coloring pages related to Knoxville (i.e. the Sunsphere, the State Bird, etc.). During this time we talk with the children, and their parents, about family friendly events and attractions in Knoxville, while exciting the children about the city they live in. A few times each year, we will invite a special guest to come in for Uniquely Kid's Friday, such as a children's author, the Knoxville Zoo, etc.

Knoxville Food Tour:

FY 2012/2013 began our participation with the Knoxville Food Tours. For most the year, we were hosting three (3) tours each week (they recently dropped to two tours per week, during the summer). This is an opportunity for Visit Knoxville to talk about our company, the visitor center and its resources, the gift shop, as well as showcase and sample local food vendors that are visible in our gift shop.

WDVX Relations:

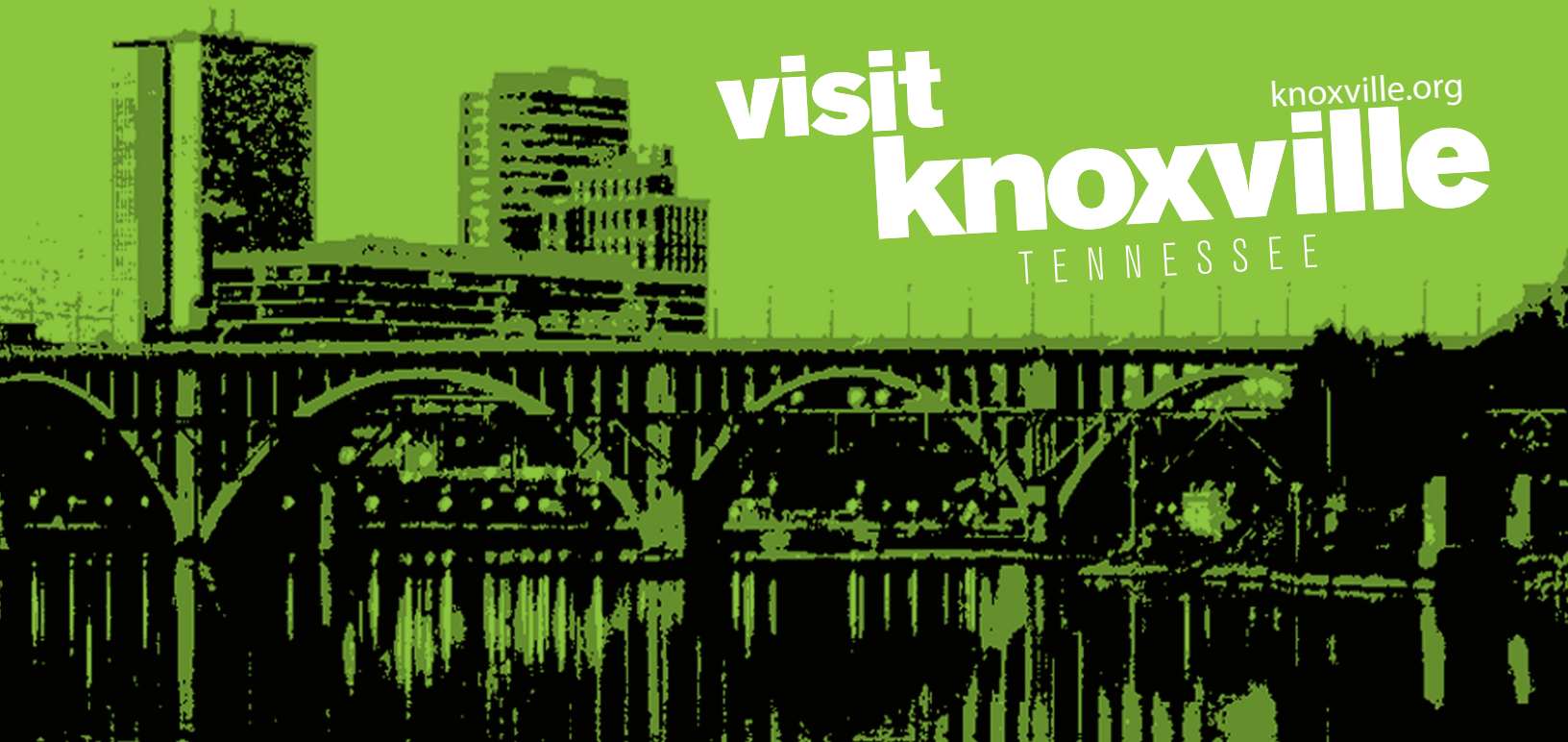
- Biweekly meetings between Director of Visitor Services and General Manager of WDVX
- Weekly venue (Monday – Saturday) for WDVX Blue Plate Special – have dedicated a television for their use inside the visitor center to display band names during performances, provide drinks to band members, etc.
- Weekly venue for TN Shines, a Monday evening radio program put on by WDVX Radio Station. The Knoxville Visitor Center is the host venue and remains open for the entire program.

VISITOR SERVICE HIGHLIGHTS

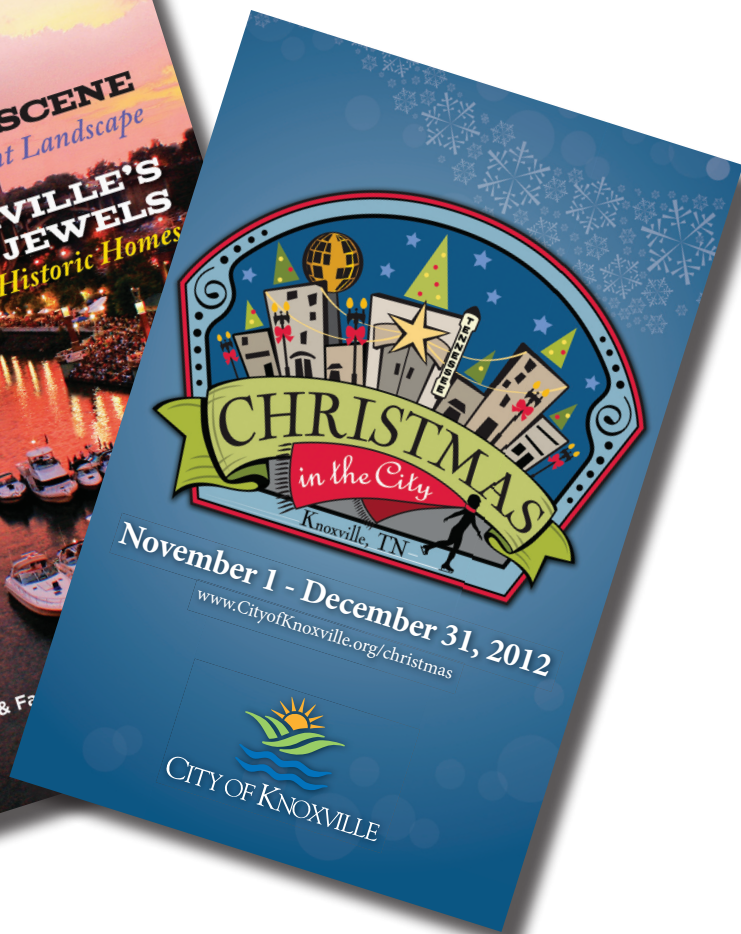


**ADDITIONAL
INFORMATION**

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Visit Knoxville Creative 2012 - 2013



ADDITIONAL INFORMATION



Visit Knoxville Creative 2012 - 2013



ADDITIONAL INFORMATION

