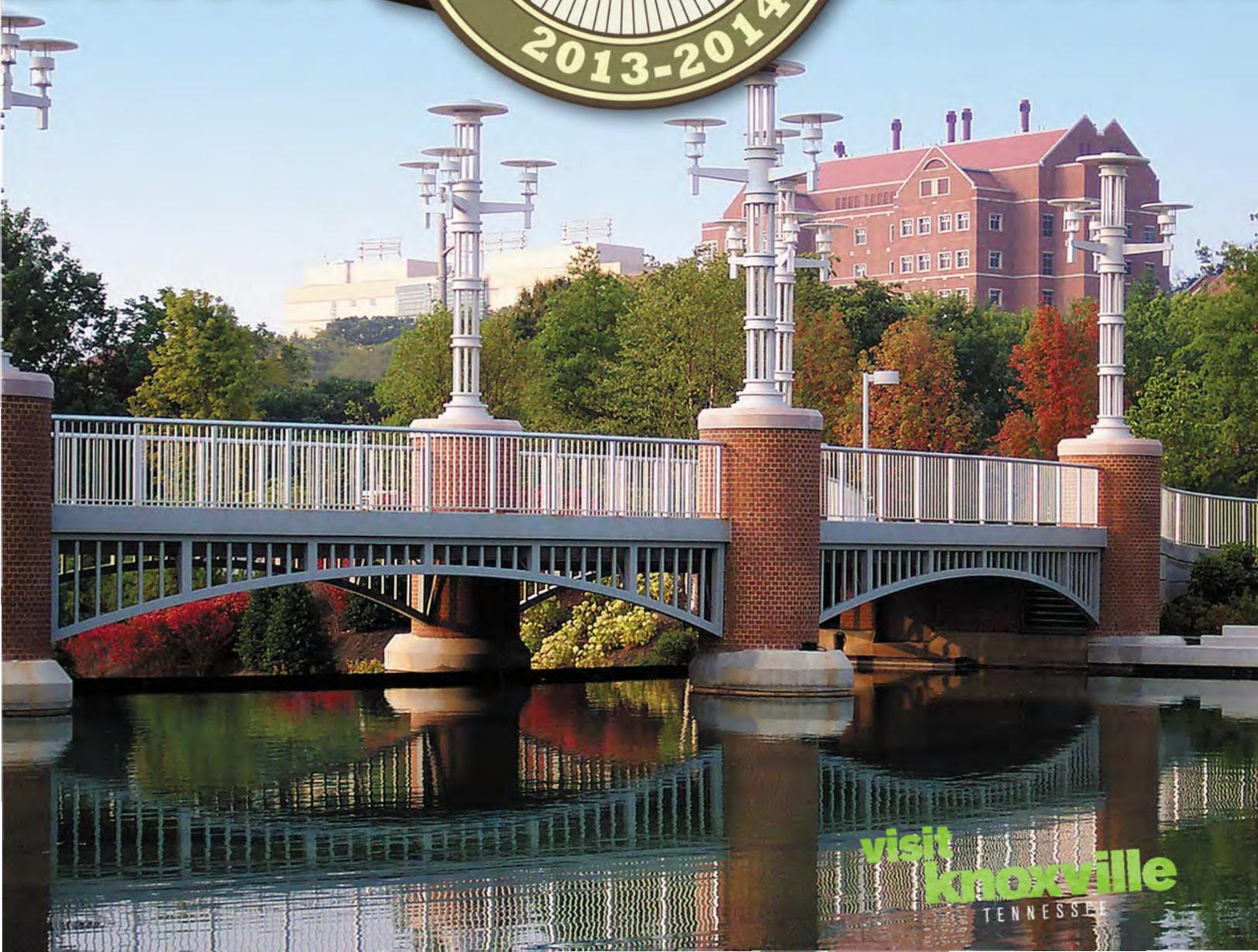


FESTIVALS  
HOTELS  
FOOTBALL ATHLETICS  
RIVER SPORTS MUSIC  
MOUNTAINS  
TRAILS  
ARTS & CRAFTS  
HISTORY  
URBAN WILDERNESS

VISIT KNOXVILLE

Visit Knoxville  
**ANNUAL REPORT**  
2013-2014



visit  
knoxville  
TENNESSEE



“...the memories will indeed stay with us.”  
*Kim*



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Dear Friends:

It’s been an amazing year for Visit Knoxville. When I look back at how much we’ve accomplished since we began rebuilding this organization, I am both overwhelmed and humbled. Visit Knoxville has strengthened the reputation of Knoxville and Knox County as a key destination for conventions and meetings, and we’ve made real progress with our initiative to target the leisure traveler.

Highlights of this year included working with our partners on the renovation of the Sunsphere at World’s Fair Park. The project helped bring attention to an underutilized attraction, as well as, bring attention to the role Visit Knoxville can play in tourism infrastructure. We know this type of community involvement will only grow in years to come. Furthermore, our outstanding sales team has worked hand-in-hand with the Knoxville Convention Center and other key partners to develop unique ways to reach decision makers for major meetings and conventions, and our marketing team continues to generate creative solutions both in-house and in cooperation with Tombras.

I am very excited with the spirit of teamwork we have in place at Visit Knoxville. We are staffed with individuals truly committed to the mission and values of our organization. I am also grateful for the input and support we receive from our tourism partners here in Knoxville and throughout the state. Of course, none of this would be possible without the support of our incredible Board of Directors. Thank you for all you do to make us a better organization.

We look forward to all of the exciting events and opportunities ahead, including hosting many of you at the upcoming Governor’s Conference on Tourism, October 8-10.

On behalf of everyone at Visit Knoxville thank you for your ongoing support. It’s been a very good year, and I believe it’s appropriate to say that the memories will indeed stay with us.

Kim Bumpas  
*Kim Bumpas*  
President  
Visit Knoxville





# SALES & SERVICES HIGHLIGHTS

The Visit Knoxville Sales and Services Departments are responsible for identifying, fostering and actualizing conventions, meetings, tournaments and events for Knoxville and Knox County with a focus on key venues, including the Knoxville Convention Center, Chilhowee Park, and the Civic Coliseum/Auditorium. To consistently achieve sales and services goals, the team executes a number of activities that include attending meeting planner trade shows (multi-market and select targeted markets), hosting Familiarization (FAM) Tours that provide a large group of meeting planners an opportunity to experience Knoxville, and one-on-one site visits - an engaging opportunity for a planner to experience the city. In addition, the service team works hand in hand with the sales team providing guidance to meeting planners and the sales director throughout the pre and post booking process, and essentially serves as the Knoxville liaison and link to meeting planners. The team also continues to assist and service local events, along with managing a number of elements of Boomsday.

Jennifer Morris

Sr. Director of Sales & Services

## KEY HIGHLIGHTS FROM FY13-14

- Booked 100 total groups/events generating 201,336 delegate days in FY 2013/2014 (Goal: 80 groups and 120,000 delegate days)
- Generated 316 sales leads, providing 145 leads specifically for the Knoxville Convention Center (Total Lead Goal: 268; KCC Lead Goal: 128)
- Hosted 36 site visits for upcoming events & conventions during FY 2013/2014 (Goal: 20)
- Hosted 4 Familiarization Tours (FAM) for meeting planners during FY 2013/2014 (Goal: 3)
- Attended 16 Industry Trade Shows during FY 2013/2014 (Goal: 10)
- Conducted 4 Sales Blitzes in FY 2013/2014 (Goal: 2)
- Service team supported and assisted 150 meetings and events in FY 2013/2014

## Sales FAMs

Visit Knoxville hosted 4 familiarization tours (FAMs) for meeting planners during FY 2013/2014. These FAMs include:

**It's Football Time in Tennessee  
(September 27-29, 2013)  
8 planners attended**



**Travel South Banjos & Bluegrass  
(December 6, 2013)  
10 planners attended**

**American Bus Association  
(January 18-19, 2014)  
18 planners attended**



**AMERICAN BUS ASSOCIATION**

*Representing the motorcoach, tour and travel industry*



**Army Division Association  
(May 1-4, 2014)  
15 planners attended**

## Trade Shows

Visit Knoxville Sales and Services Teams attended 16 industry trade shows during FY 2013/2014. These shows include:

### CESSE Council of Engineering & Scientific Society Executives - July 16-20, 2013

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. To capitalize on networking during the show, the Visit Knoxville and Knoxville Convention Center sales teams partnered to post a client dinner for 12 people.



### ASAE American Society of Association Executives - August 2-4, 2013

ASAE represents more than 21,000 association executives and industry partners representing 10,000 organizations. Our members manage leading trade associations, individual membership societies and voluntary organizations across the United States and in nearly 50 countries around the world. The Visit Knoxville and Knoxville Convention Center sales teams met with more than 20 planners and secured 4-5 RFP opportunities.



### SC/FL Motorcoach Convention - August 17-23, 2013

This marketplace affords the opportunity for appointments with operators and owners as well as networking opportunities throughout the week. Visit Knoxville met with 44 agents.



### Connect Marketplace - August 22-25, 2013

Booked 55 scheduled appointments for the show. Obtained 10+ RFPs with high potential groups on Knoxville radar. This show features planners from the SMERF markets, educational, corporate, sports, tour & travel and public shows.



### Successful Meetings University - September 8-10, 2013

Visit Knoxville partnered with the Knoxville Convention Center and booked 19 scheduled appointments. This show offers pre-scheduled one-on-one meetings with premier suppliers, educational sessions with renowned industry experts and valuable networking opportunities with fellow meeting planners and suppliers.



### Virginia/North Carolina Motorcoach Convention - September 8-12, 2013

This was a joint meeting with Virginia and North Carolina Motorcoach operators and owners. Visit Knoxville met with 23 motorcoach owners/operators.



### Rejuvenate Marketplace 2013 - October 27-31, 2013

Rejuvenate Marketplace is an innovative, appointment-only trade show designed specifically with faith-based meeting planners' needs in mind. Visit Knoxville booked 26 appointments with planners and hosted client dinners for 4 contacts representing 12 groups.



### TEAMS 2013 (Travel, Events & Management in Sports) - November 4-7, 2013

TEAMS is an annual sports trade show where suppliers make appointments with event organizers to discuss hosting events in a particular city. Visit Knoxville booked 20 appointments and generated 12 RFPs.



### Tennessee Society of Association Executives (TNSAE) - December 9-10, 2013

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 and Hilton partnered with Visit Knoxville. The team made contacts with 34 meeting planners.



### American Bus Association (ABA) - January 10-16, 2014

ABA is a reverse trade show where the Visit Knoxville rep visits tour operators' booths. Visit Knoxville met with approximately 33 tour operators, mostly from the eastern US. To capitalize on the event, Visit Knoxville partnered with Pigeon Forge on a FAM that brought 18 operators to Knoxville post trade show.



### Diversity Summit - January 22-24, 2014

Collinson Media & Events, in partnership with Marriott International, hosted the 2014 Diversity Summit in Washington, D.C. for planners of minority and multicultural groups. Visit Knoxville met with 59 planners and generated 6-7 RFP opportunities.





**ConferenceDirect Annual Partner Meeting - March 24-26, 2014**

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



**National Association of Sports Commissions - March 31-April 3, 2014**

Visit Knoxville partnered with T3 Travel to book 23 scheduled appointments with event organizers and generate several RFPs from groups such as International Senior Softball and All American Games.



**Tennessee Society of Association Executives Industry Education Day - May 16, 2014**

Visit Knoxville partnered with the Knoxville Convention Center and networked with 40+ attendees, including groups such as TN Pharmacists Assoc., TN Healthcare Assoc., and TN Municipal League.



**Collaborate Marketplace - June 12-14, 2014**

Visit Knoxville partnered with the Knoxville Convention Center and booked 23 scheduled appointments with an additional 16 inquiries from clients. The sales teams attended additional networking functions to meet planners not scheduled for appointments.



**Healthcare Convention & Exhibitors Association - June 12-24, 2014**

HCEA continues to prepare for the future of the healthcare convention marketing and exhibitions industry, as well as meeting the needs of new members in an evolving environment. Visit Knoxville and KCC met with over 20 association representatives and planners, including Lab Nestle, American Urological Association, DePuy Syntheses (a Johnson & Johnson company) and American Thoracic Society.



## Visit Knoxville Sales Blitzes

Visit Knoxville conducted four (4)\* Sales Blitzes this past year in Nashville, TN, Atlanta, GA and Chicago, IL. Sales blitz events include presentations for groups and one-on-one clients, as well as, hosting food functions at offices and restaurants. This activity provides meeting planners who are unable to experience the city themselves with a preview of what Knoxville has to offer as a convention/meeting destination. State Association, Scientific/Engineering, Hobby, Trade, Corporate, and Agricultural were some of the markets targeted by blitz events this year.

**State Association, Nashville, TN - November 12-14, 2013**

The Visit Knoxville team partnered with the Holiday Inn World's Fair Park to host a blitz during the Meeting Professionals Int'l meeting occurring in Nashville. The team hosted a dinner and met with more than 10 clients, including TN Grocers & Convenience Store Association, Lifeway, County Officials Association of TN, and TN Association of Chiefs of Police.

**State Association Blitz, Nashville, TN - December 9, 2013**

Visit Knoxville combined the state association sales blitz with the annual TNSAE trade show and meeting this year. The team hosted an off-site dinner blitz with representatives from the TN Municipal league, TN Healthcare Association and TN Association of Housing and Redevelopment. The team met with many more state association representatives during the trade show event. Visit Knoxville partnered with the Knoxville Convention Center, Hilton, Holiday Inn World's Fair and Embassy Suites West on the booth and tied for first place.



**Multi-Market Blitz, Atlanta, GA - June 3-4, 2014**

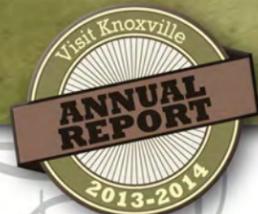
Visit Knoxville and the Knoxville Convention Center partnered for a sales blitz in the Atlanta area on appointments with the Southeastern Association of Forensic Scientists, American Bridge Association, and Helms Briscoe. The team blitz event included hosting lunch and dinner. The team also visited with one organization at their headquarters.

**Multi-Market Blitz, Chicago, IL - June 17-19 2014**

Visit Knoxville and the Knoxville Convention Center partnered for a sales blitz in the Chicago area where the team hosted a destination presentation and Moon Pies, Moonshine and Mountain Dew lunch event for the Experient regional office. The Experient Chicago team represents over 30 associations/corporations and includes decision makers for future event sites. Our team also met with the American Society of Structural Engineers at their nearby office.



*\*(Two blitzes were executed in Nashville during the 2nd quarter.)*



# EVENT SERVICES ANNUAL ACTIVITY & FEATURED BOOKINGS

Visit Knoxville facilitated a total of 150 events for FY2013/2014. The core services team members serve as local meeting planners for events of all kinds and assist with many local festivals, including Boomsday, the nation's largest Labor Day weekend fireworks show.

## USA Cycling Southeast Regional Series

(August 17-18, 2013) Hosted site visit with USA Cycling representatives; collaborated with Knox Velo Cycling Club; worked with Knoxville Police Department and Knox County Sheriff's Department to create criterium and road race courses; submitted all necessary event permits with City of Knoxville and Knox County Schools; arranged medical coverage and on-site staff support; provided visitor guides, restaurant maps, Experience Knoxville Value Cards, pad maps, bags and trolley maps at on-site Knoxville Information Booth; provided Team Knoxville volunteers; coordinated staff and volunteer meals, lined up on-site food truck; loaned event equipment; provided social media, link from Knoxville.org and press releases; distributed welcome signs in area businesses.

## Tennessee Association for the Education of Young Children Annual Conference

(October 10-12, 2013) Conducted site visits with planners to determine locations for off-site special events; provided photography for promotional use; communicated with City of Knoxville Special Events office for securing special event venue and insurance; requested

bids for transportation; secured Joan Cronan as luncheon speaker; contacted UT Band for performance; provided Team Knoxville volunteers at a Knoxville Information booth on-site during conference with attractions information, pad maps, plastic bags, restaurant maps, trolley maps, Experience Knoxville Value Cards, and visitor guides; provided welcome letters from Mayors and Visit Knoxville; delivered welcome gifts to planners on-site.

## Grassroots Outdoor Alliance

(November 18-21, 2013) Organized and executed a pre-conference meeting; provided Experience Knoxville Value Cards, plastic bags, pad maps, trolley maps, and visitor guides in paper and electronic format; set up an on-site information table staffed with Visit Knoxville representatives; provided event registration assistance, off-site special event entertainment assistance, public relations assistance and social media coverage; sponsored the opening dinner and Telluride Film Festival, designed and developed a customized flyer and themed tour (Pub Crawl). Visit Knoxville worked with the City of Knoxville on permitting to hang Grassroots Outdoor Alliance's banners along city streets. In addition, Visit Knoxville offered guest transportation referrals and assistance on requesting the Mayor for the opening reception/dinner and distributed press releases in the Knoxville area.

## American Bantam Association

**Annual National Meet**  
(December 6-8, 2013) Attended two pre-promotes to drive attendance for Knoxville

event; created customized flyer with hotel and venue information and customized magnet with event logo; distributed press release to media and coordinated interviews with local media; promoted through social media outlets; provided Team Knoxville volunteers at on-site Knoxville Information Booth with pad maps, VK plastic bags, restaurant maps, Experience Knoxville Value Cards and visitor guides.

## Composites World Carbon Fiber

(December 9-11, 2013) Hosted site visit to off-site venue options and discuss planning; met with Knoxville Chamber for Oak Ridge tours; sent recommendations for private dining options for VIPs; arranged spa day activities at B&B for spouses; sourced VIP gift baskets through VK gift shop; requested city officials attendance at reception; invited VK board of directors to attend Expo; worked Knoxville Information Booth during opening reception with pad maps, VK plastic bags, restaurant maps, trolley maps, Experience Knoxville Value Cards and visitor guides.

## Varsity Brand International 2014 Ozone Invitational

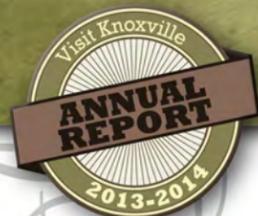
(January 17-20, 2014) Assisted with VK sponsorship to enhance new collegiate competition; worked closely with planner to provide work release crew for set up on Friday; reset equipment for collegiate tournament on Saturday and completed teardown on Sunday; coordinated welcome letters from VK President, Mayor Rogero and Mayor Burchett for event program; provided Team Knoxville volunteers at a Knoxville Information booth with visitor guides, restaurant maps, trolley maps and Experience Knoxville Value Cards. Listed event on Community Calendar and promoted via social media.

## Professional Outdoor Media Association Annual Business Conference

(March 19-23, 2014) Hosted a site visit to see off-site venue options and discussed needs with client; distributed two press releases; promoted the event through various social media outlets and worked with the media to promote the event with live shots, interviews, and daily newscasts; sponsored various aspects of the event by co-hosting a Welcome Reception at Ijams Nature Center, hosting the POMA Axed Cooking Competition at Holston River Park, and paying the fee for the shooters and pavilion at John Sevier Hunter Education Center; worked with the client to determine and fulfill volunteer needs by providing Team Knoxville volunteers throughout the week; worked with the city and county to secure Mayor Rogero and Mayor Burchett to speak at the Welcome Reception at Ijams Nature Center; coordinated pre and post conference media opportunities with Outdoor Knoxville and other outdoor outfitters; provided guest transportation referrals; placed signage at the POMA Axed Cooking Competition at Holston River Park; provided client with two welcome baskets and provided auctioneer contacts; provided on-site staffed information table with visitor guides, Experience Knoxville Value Cards, plastic bags, various giveaways, Outdoor Knoxville Decals, Outdoor Knoxville Maps and Greenway maps.

## Academic Games League of America

(April 24-28, 2014) Arranged for group discounts to Women's Basketball Hall of Fame, East Tennessee History Center, Knoxville Zoo, American Museum of Science and Energy, SPECTRUM and Wonder Works for pre or post tours; made all arrangements for off-site Kids Party held in World's Fair Park (included inflatable games, DJ and food vendors);



arrange accommodations for bus parking; sent press release and provided trolley maps, Experience Knoxville Value Cards, Visitor Guides and Welcome letters from Mayors for event website.

### National Street Rod Association

(May 2-4, 2014) Arranged for Mayor Burchett to be on-site to judge “Knoxville’s Pick”, provided visitor guides, Experience Knoxville value cards, dining maps, pad maps, attractions information and customized maps/directions at Knoxville Information booth staffed by Team Knoxville volunteers; provided volunteers to assemble all registration packets; provided financial assistance for security and EMS coverage; issued press releases; created welcome signage and custom web page on VK site; provided welcome gifts for planners; attended pre and post conference meetings; presented Knoxville’s Pick Award.

### ATP Productions Rev 3 Triathlon

(May 17-18, 2014) Served as a liaison to KPD, Knox County Sheriff, Blount County, Alcoa, KFD EMS Division, Coast Guard, TWRA, TVA, KUB, PBA, UT Parking and Rural Metro for course logistics; issued press releases; secured event permits, venues and event security for triathlon as well as 5K Glow Race and Urban Adventure Race; staffed Knoxville Information booth with visitor guides, pad maps, Experience Knoxville Value Cards, trolley maps and dining maps; manned aid stations along the bike course, run course and in the transition area; assisted with sponsorship development; provided financial assistance for security coverage; hosted site visits.

### Destination Imagination

(May 3 -5, 2014) Created Knoxville Scavenger Hunt for attendees and provided Ipad mini and Knoxville gift basket for give-away; staffed on-site information booth in Expo with Team Knoxville volunteers including pad maps, plastic bags, Experience Knoxville Value Cards, dining maps and trolley maps; promoted event via press release and social media; worked with event planners to assist with sponsorship development and overall welcome to Knoxville; sponsored beverages for volunteer party.

### Powerboat Super League

(May 31- June 1, 2014) Secured venue; submitted event permits; placed welcome signs; provided on-site event management; coordinated security with KPD for staging area; served as liaison to Knox Volunteer Rescue, Rural Metro, TWRA, Coast Guard and KSO for security/medical coverage; created custom web page on VK site; staffed Knoxville information booth with visitor information; provided sponsorship development and press release; worked closely with Romesburg Media to sponsor and produce TV broadcast of race to air on Fox Sports South.

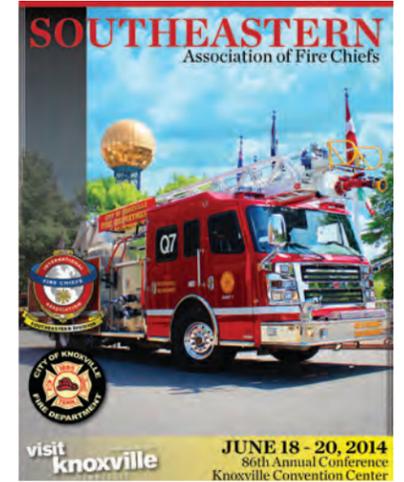


“Thanks for the dinner and entertainment recommendations. We had a great time at Market Square.”

Jarred Romesburg  
President/Owner Romesburg Media Group

### Southeastern Association of Fire Chiefs

(June 17-21, 2014) Worked with the planner during pre-conference meetings to determine needs; provided an on-site information booth staffed with Team Knoxville Volunteers, Visitor Guides, Experience Knoxville Value Cards, plastic bags, pad maps, giveaways for both the booth and registration bags; developed and designed an ad and front cover for the conference program; assisted in sponsorship development; provided off-site and on-site special events and entertainment assistance; developed spouse/family activities and tours; provided entertainment and attraction information; provided guest gifts; worked with the media to publicize the event; issued a press release; arranged for Mayor Rogero to speak; provided and arranged event equipment; sponsored a portion of the opening reception as well as a biscuit making opportunity.



## KNOXVILLE CONVENTION CENTER HIGHLIGHTS

### Sales Initiatives with KCC

The Visit Knoxville sales team has created, initiated, and executed numerous sales initiatives to bring in new business of all sizes and maintain repeat bookings. Some of this year’s partnership highlights are listed below.

#### Leads

Visit Knoxville issued 145 leads to the convention center requesting bid proposals.

#### Site Visits

Knoxville Convention Center was also included in 19 Site Visits throughout 2013/2014.

#### Tradeshows and Sales Blitzes

Visit Knoxville and KCC Sales Teams partnered on 7 tradeshows and completed 3 sales blitzes and a list of activity is available, under ‘Sales/Service Highlights.’

## Visit Knoxville Booked Events Held at Knoxville Convention Center

### Regional Organized Crime Information Center

July 8-9, 2013  
400 attendees

### Tennessee Association for the Education of Young Children

October 10-12, 2013  
1300 attendees

### National Association of RV Parks & Campgrounds

November 5-8, 2013  
525 attendees

### Energy, Technology and Environmental Business Association

November 12-14, 2013  
300 attendees

### Grassroots Outdoor Alliance

November 18-21, 2013  
210 attendees

### Varsity Brand International Ozone Invitational

January 17-20, 2014  
2000 attendees

### Phoenix Rising Club Tournaments

February 7-9, 2014  
1650 attendees  
March 22-23, 2014  
1650 attendees

### Professional Outdoor Media Assoc. Annual Business Conference

March 19-21, 2014  
200 attendees

### US Association of Collegiate Fencing Clubs

April 5-6, 2014  
715 attendees

### Academic Games Leagues of America Inc - National Tournament

April 24-28, 2014  
1000 attendees

### Dance Educators of America Regional Competition & Workshop

May 3-4, 2014  
600 attendees

### Destination Imagination Annual Global Finals

May 21-24, 2014  
8000 attendees

### Southeastern Association of Fire Chiefs

June 17-21, 2014  
175 attendees

## Bookings

Year-to-Date, Visit Knoxville has booked 17 events for the Knoxville Convention Center:

### American Association of Airport Executives

Total Number of Booked Attendance - 250  
Total Reported Revenue of KCC - \$41,000  
New or Repeat - New

### Assemblies of the Lord Jesus Christ

Total Number of Booked Attendance - 1400  
Total Reported Revenue of KCC - \$13,350  
New or Repeat - New

### CodeStock

Total Number of Booked Attendance - 550  
Total Reported Revenue of KCC - \$1,370  
New or Repeat - New

### Congressional Medal of Honor Society

Total Number of Booked Attendance - 350  
Total Reported Revenue of KCC - \$16,800  
New or Repeat - New

### Dance Educators of America (2014)

Total Number of Booked Attendance - 600  
Total Reported Revenue of KCC - \$6650  
New or Repeat - New

### Dance Educators of America (2015)

Total Number of Booked Attendance - 600  
Total Reported Revenue of KCC - \$6300  
New or Repeat - Repeat

### Destination Imagination

Total Number of Booked Attendance - 8000  
Total Reported Revenue of KCC - \$158,949  
New or Repeat - Repeat



US Association of collegiant Fencing Clubs



Destination Imagination



**Energy Technology & Environmental Business Association**

Total Number of Booked Attendance - 300  
Total Reported Revenue of KCC - \$68,100  
New or Repeat - Repeat

**Grassroots Outdoor Alliance**

Total Number of Booked Attendance - 200  
Total Reported Revenue of KCC - \$63,880  
New or Repeat - New

**National Society of Sons of the American Revolution**

Total Number of Booked Attendance - 390  
Total Reported Revenue of KCC - \$94,048  
New or Repeat - New

**Phoenix Rising #1 (2014)**

Total Number of Booked Attendance - 1650  
Total Reported Revenue of KCC - \$14,700  
New or Repeat - Repeat

**Phoenix Rising #2 (2014)**

Total Number of Booked Attendance - 1650  
Total Reported Revenue of KCC - \$10,000  
New or Repeat - Repeat

**Phoenix Rising (2015)**

Total Number of Booked Attendance - 1650  
Total Reported Revenue of KCC - \$2800  
New or Repeat - Repeat

**Sea Ray Boats**

Total Number of Booked Attendance - 300  
Total Reported Revenue of KCC - \$29,400  
New or Repeat - New

**Tennessee Hospitality & Tourism Association**

Total Number of Booked Attendance - 550  
Total Reported Revenue of KCC - \$35,525  
New or Repeat - New

**Varsity Brand International**

Total Number of Booked Attendance - 2500  
Total Reported Revenue of KCC - \$49,610  
New or Repeat - Repeat

**Tennessee Civil War Sesquicentennial Commission**

Total Number of Booked Attendance - 200  
Total Reported Revenue of KCC - \$7,000  
New or Repeat - New

**Marketing Overview for KCC**

- Visit Knoxville placed ads promoting meetings, conventions and sporting events in 15 print publications, including advertorials and directory listings promoting the Knoxville Convention Center in:
  - Convention Forum (advertorial)
  - Convention South (advertorial and directory listing)
  - Smart Meetings (advertorial)
  - Meetings Focus/South (advertorial)
  - Sports Events (advertorial)
  - Sports Planning Guide & Directory (advertorial and directory listing)\*

*\*directory will be published 9/2014*
- Visit Knoxville placed banner ads promoting meetings, conventions and sporting events on 9 websites targeting meeting planners, including KCC video link with MeetingsFocus.com
- Visit Knoxville's past media plan included paid searches geared toward meeting and conventions (KCC business)
- Visit Knoxville's past media plan included email marketing geared toward meeting and conventions (KCC business)
- Visit Knoxville completed the 2014/2015 Sales and Marketing Road Map with media plan and sales goals for the Knoxville Convention Center
- Visit Knoxville assisted in the creation of the new Knoxville Convention Center website



# Civic Coliseum & Auditorium

Visit Knoxville booked 4 events at Civic Coliseum and Auditorium with a few featured bookings listed below:

**Watchtower Bible & Tract Society TN Circuit Assembly Fall Meeting** - The fall meeting will bring approximately 2,000 regional and local attendees to the Coliseum for a state-wide meeting.

**Watchtower Bible & Tract Society TN Circuit Assembly Spring Meeting** - The spring meeting will bring an estimated 2,000 regional and local attendees for another state-wide meeting

- Total # of Booked Attendance: 8200
- Total Business Sales (EI - per the DMAI formula): \$1,009,222



# Chilhowee Park

Visit Knoxville booked 10 events at Chilhowee Park with a few featured bookings listed below:

**TN Valley Poultry Show** - The 2014 TN Valley Poultry Show saw 300 attendees at Chilhowee Park with the group looking to come back in 2015

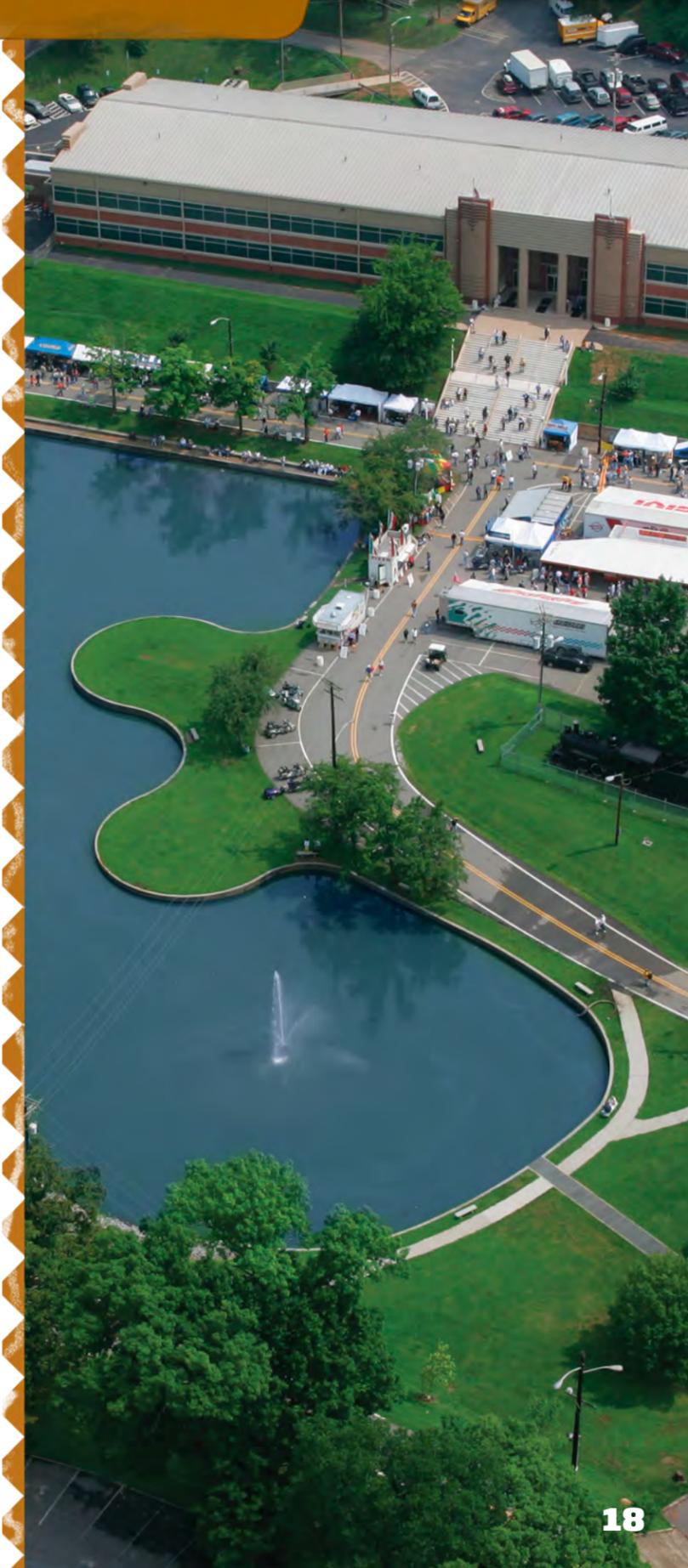
**American Bantam Association** - The ABA hosted their 2013 national convention this past December at Chilhowee Park and will be bringing over 4,000 attendees back in 2017

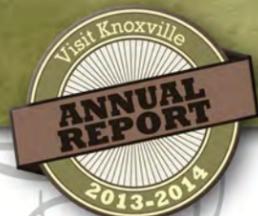
**The Gathering** - This group hosted two shows at Chilhowee Park with over 300 out of town attendees and is looking to come back in 2015

**National Street Rod** - the 2015 National Street Rod event will be coming back to Chilhowee Park with this year's event registering close to 5,000 out of town attendees

**Knoxville Trade Day** - The Knoxville Trade Day event has become a monthly feature at Chilhowee park bringing over 200 out of town vendors and attendees and close to 1,500 regional and local attendees.

- Total # of Booked Room nights: 15,385
- Total # of Booked Attendance: 7877
- Total Business Sales (EI - per the DMAI formula): \$11,561,597





# MARKETING & COMMUNICATION HIGHLIGHTS

The Marketing and Communications Departments have had a busy year promoting Knoxville as a premier travel destination to a variety of audiences. In addition to launching a new website and carrying out the goals outlined in the 2013-2014 Marketing Roadmap, we've worked closely with regional and national media and freelance journalists to generate ongoing PR for Knoxville, Knox County and our tourism partners. Our social media contacts and engagements have increased greatly over the past year. We've also begun to assist stakeholders with their social media efforts to generate momentum for festivals and events. Our creative vision and networking efforts are expected to produce a great deal of PR in FY2014/2015.

Angie Wilson  
Sr. Director of Marketing

## KEY HIGHLIGHTS FROM FY13-14

- Launched a new responsive website with booking engine

The site has helped generate triple-digit gains in the number of Visitors Guide Requests and the Visitors Guide Conversion Rate

To date, the booking engine generated 182 bookings for 304 room nights

- Launched a very successful inaugural advertising and marketing campaign: "Visit Knoxville... the Memories Stay With You."

- Expanded the Visit Knoxville Network to include nine (9) screens at high-traffic areas

- Organized and Custom Press Trips

- Expanded Social Media Reach

- Launched the Destination Marketing Dashboard to quickly and easily provide performance status relating to overall marketing ROI, the cost per conversion/visit, hotel-motel tax collections, the digital conversion ratio, leads/inquiries, and website visitation

Examples of the new monthly and quarterly analytics are included with this report.

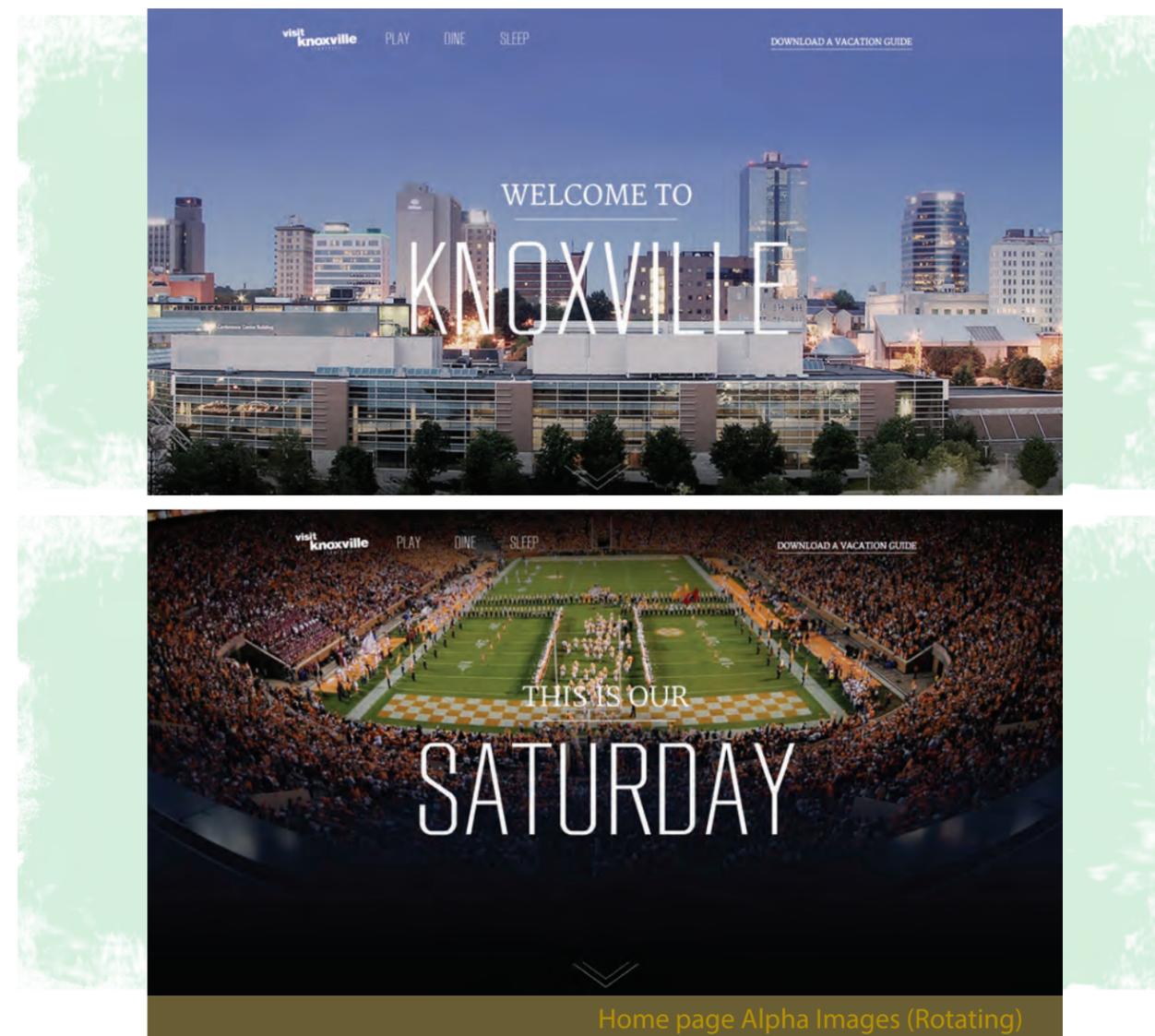
- Established the Knoxville Film Office to market the city and region as a premiere filming location and to strengthen Knoxville's economy through the promotion of the city as a premiere filming location

The Film Office has assisted & supported 19 projects that have been filmed in Knoxville.

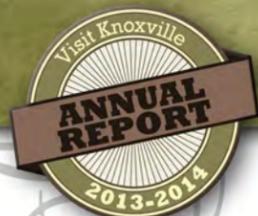
These projects have accounted for 135 jobs.

## VisitKnoxville.com

VisitKnoxville.com is the official and comprehensive visitor website for Knoxville and Knox County. This vibrant, interactive site is the primary source of information for vacationers, meeting planners, sports event planners and travel agents. The booking engine allows visitors to book rooms in Knoxville directly from VisitKnoxville.com. To highlight the rebirth of our signature event, Boomsday, Visit Knoxville also launched a new version of the Boomsday microsite: Boomsday.org



Home page Alpha Images (Rotating)



## MARKETING & COMMUNICATIONS

## MARKETING & COMMUNICATIONS

Meetings & Groups | Visitors Center | Media | About

visit **knoxville** PLAY DINE SLEEP

- Visitors Guide
- Video Tour
- Book a Trip
- Plan a Meeting
- Get a Deal
- Events Calendar

Nestled in the foothills of the Great Smoky Mountains, against the banks of the Tennessee River, Knoxville serves as the perfect blend of southern hospitality and modern development. Rich in culture and natural beauty, the unique destinations in Knoxville reflect the diversity of this historic city and its charming people.

Home page Navigation

Icons: ANY, COFFEE, EAT, HOTEL, NIGHTLIFE, SHOPS, SIGHTS, SPORTS, DISTANCE (1 Mile), ZIP CODE, Go

Meetings & Groups | Visitors Center | Media | About

visit **knoxville** PLAY DINE SLEEP

Regatta booking engine

Arrival: 2014-07-02

Departure: 2014-07-02

Occupancy: 2 Adults

Search Availability

- Visitors Guide
- Video Tour
- Book a Trip
- Plan a Meeting
- Get a Deal
- Events Calendar

Nestled in the foothills of the Great Smoky Mountains, against the banks of the Tennessee River, Knoxville serves as the perfect blend of southern hospitality and modern development. Rich in culture and natural beauty, the unique destinations in Knoxville reflect the diversity of this historic city and its charming people.

visit **knoxville** PRESENTS

# BOOMSDAY

ENTER BOOMSDAY 2014

1 MONTH 30 DAYS 10 HOURS

BOOMSDAYALPHAIMAGE

visit **knoxville** PRESENTS

# BOOMSDAY

GALLERY

BOOMSDAY 2014

The Nation's LARGEST Labor Day Weekend Fireworks Show

GET TICKETS!

VENDORS & SPONSORS

Boomsday Home page Navigation

## ADVERTISING

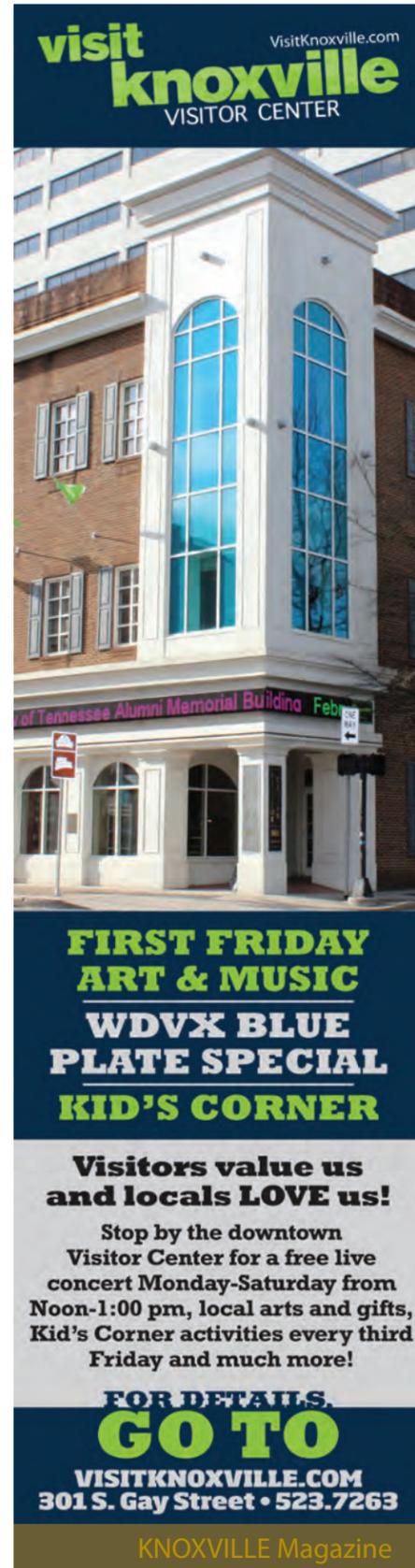
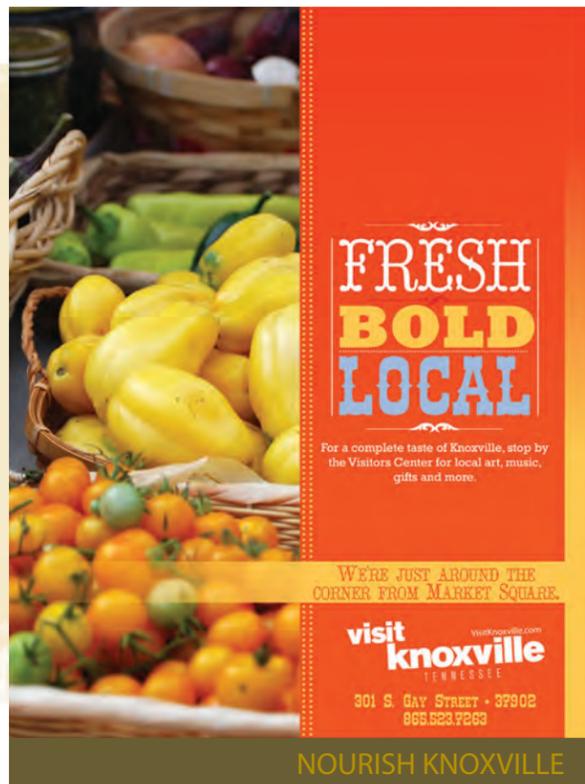
### “The Memories Stay with You...”

Our 2013-2014 marketing campaign was incorporated into advertising directed toward both the leisure market and the group travel market. The leisure traveler was a new focus for Visit Knoxville. Advertising designed for this target audience was designed to do two things: make people think of Knoxville as a getaway destination and convert them for a high return on investment. Because travel plans are made almost entirely online, the primary medium for this market has been digital advertising, paid search and owned media channels.

Examples of creative for this campaign and year-long placement calendars for both leisure and meetings travel can be found in the quarterly reports for FY2013-2014.

### Additional Advertising Placement

In addition to the national media placed through our partnership with Tombras, the marketing department produced local and regional ads. Examples include:



## Visit Knoxville Network

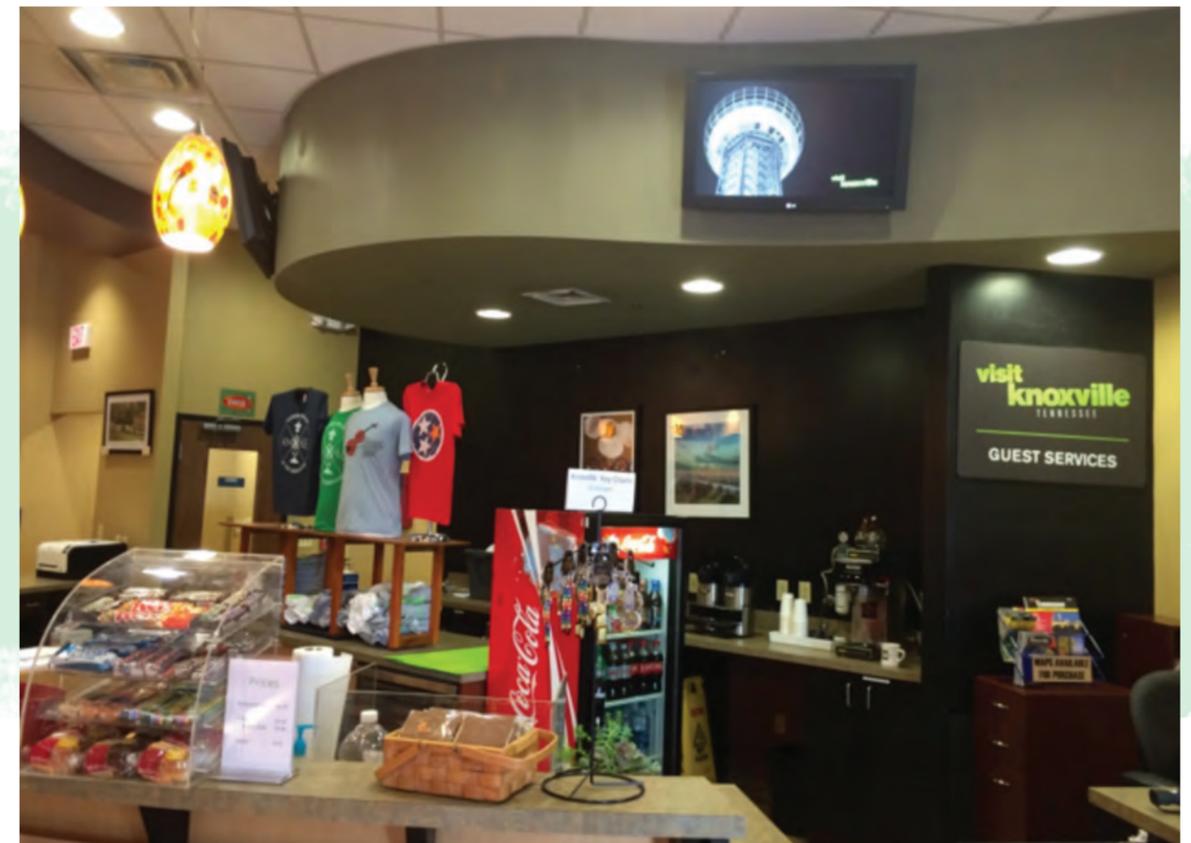
Using a network of HDTV screens located in Knoxville's most popular locations, the Visit Knoxville Network facilitated in partnership with PlainviewTV reaches captive audiences in a variety of high-traffic locations.

The Visit Knoxville Network currently has TVs in the following locations:

**The Knoxville Visitors Center**  
**Outdoor Knoxville**  
**Knoxville Zoo**  
**Comfort Suites**  
**Embassy Suites**

**Holiday Inn World's Fair Park**  
**Knoxville Area Transit (KAT) Center**  
**The Sunsphere at World's Fair Park**  
**The Muse**

Visit Knoxville partnered with local partners to create videos for the network. We have also started to develop promotional videos as a means of providing added value for Sales and Services Clients. A great example is the 2014 Super Powerboat League.





## Organized & Custom Press Trips

The Marketing and Communications teams work daily to assist journalists from all over the world on a variety of travel and tourism stories. Our tasks range from simply providing information over the phone to coordinating and facilitating trips. It's our pleasure to show off this great city and encourage others to experience all it has to offer. We create Knoxville experiences tailored to each journalist's individual need and their itineraries reflect this.

This past year, we've hosted the following:

### Media Tours

#### MADE IN THE USA

**Janice Rhoshalle Littlejohn**  
Essence Magazine, Contributor  
Marshall News, Contributor  
Multichannel News, Contributor

**Sarah E. Kucharski**  
Smoky Mountain Living

**Apryl Chapman Thomas**  
Southern Hospitality Traveler Magazine

**Nancy Zaffaro**  
RealFoodTraveler.com

**visit Knoxville**  
TENNESSEE

**MEDIA TOUR**  
**December 17 - 19, 2013**  
WHAT BETTER WAY TO WRAP UP THE YEAR THAN WITH A FEW STORIES ABOUT HOT NEW TRENDS IN FASHION, FITNESS, AND MUSIC. A THREE DAY MEDIA EXTRAVAGANZA AWAITS YOU IN KNOXVILLE, TENNESSEE!  
**CLICK HERE FOR MORE INFO**  
Deadline for Inquiries is Friday, November 15



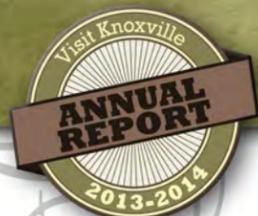
#### STATE FAM

**Richard Selden**  
Charleston Gazette – daily newspaper distributed in and around Charleston, WV by subscription and on newsstands with a Sunday circulation of 66,233

**Linda Lange and Steve Ahillen**  
Freelance travel journalist and photographer who contributes to Scripps Howard News Service—a newspaper syndicate that provides news, analysis and behind-the-scenes reporting to more than 30 newspapers nationwide (including Chicago Sun Times (IL; 270,309) The Orange County Register (CA; 385,283), Pittsburgh Post-Gazette (PA; 203,588), Ventura County Star (CA; 91,827), Knoxville News-Sentinel (TN; 107,021), Deseret News (UT; 160,617), Corpus Christi Caller-Times (TX; 61,863), Naples Daily News (FL; 85,376) and more) Also contribute to AAA Going Places (Regional; 2.39 million), USAToday.com (12.6 million unique visitors per month) and others

**Karen Ott Mayer**  
DeSoto Magazine—monthly publication with a circulation of 20,000 distributed by subscription and sold on newsstands throughout the Mid-South  
Also contributes to Memphis Commercial Appeal (TN; 182,854), Mississippi Magazine (MS; 42,793), Highways Magazine (National; 955,167), At Home Magazine (MO; 34,666) and other publications

**Tracey Read and Michael Blair**  
The News-Herald—daily newspaper distributed throughout Northeast Ohio by subscription and on newsstands with a circulation of 39,678  
The Morning Journal – daily newspaper distributed throughout Northeast Ohio by subscription and on newsstands with a circulation of 22,763



## MARKETING & COMMUNICATIONS

### **Cheré Coen**

Freelance travel journalist who contributes to AAA Southern Traveler (Auto club; 217,329), The Daily Advertiser (LA; 55,344), The Times of Acadiana (LA; 33,000), The Advocate (LA; 82,005), Monroe News Star (LA; 28,623), 008 Magazine (LA; 30,000), Travel Age West (National Trade; 26,011) City Social Magazine (LA; 20,000) and others

### **Steve and Julie Cook**

West End's Best; Chesterfield Living; Hanover Lifestyle; River City; Richmond Navigator—Bimonthly, upscale lifestyle magazines distributed by subscription to affluent households throughout the Richmond, VA area with a total circulation of 100,000

### **Wayne Newton**

The Toronto Sun—daily newspaper distributed by subscription and sold on newsstands throughout Toronto, Canada with a circulation of 168,798

Sun Media Newspapers—Canada's largest newspaper publisher printing 36 paid-circulation daily newspapers and canoe.ca reaching 255,024 unique visitors per month

### **Karen Snyder**

Southwest Georgia Living—bi-monthly regional lifestyle publication with a circulation of 10,000 distributed by subscription and sold on newsstands throughout Southwest Georgia and surrounding areas

### **Marcus Woolf**

Freelance Travel Writer who contributes to Outside Magazine (National; 675,000), Backpacker Magazine (345,627), Specialty News (SNEWS) (Online; 5,140 unique visitors per month), The Adventure Post (online) and others

### **Lisa Sonne**

Freelance travel journalist who contributes to AAA World Magazine (Auto-club; 2.09 million), AAA Living (Auto-club; 1.2 million), Ventura County Star (CA; 83,875) and others

### **Jimmy Jacobs**

Atlanta Journal Constitution - daily newspaper distributed on newsstands and by subscription throughout the Southeastern US with a Sunday circulation of 644,287

Also contributes to Game & Fish Magazine (Regional; 558,393), Southwest Georgia Living (GA; 10,000), Examiner (Online; 11,826,779 unique visitors per month) and others

### **Rick Rosenberg**

Sportsman News - National monthly magazine for outdoor enthusiasts and is the official publication of Sportsman's Warehouse with a circulation of 130,000

## MARKETING & COMMUNICATIONS

### **Brad Uhl**

Bassin' Magazine—Bimonthly fishing publication distributed throughout the U.S. by subscription and also sold on newsstands with a circulation of 177,000

Crappie World—Quarterly fishing magazine distributed throughout the U.S. by subscription and also sold on newsstands with a circulation of 97,000

### **Scott Cochran**

US Rider News - Monthly magazine distributed throughout the U.S. with a circulation of 100,000

StraightLiner Magazine - serves as a supplement to US Rider News and is distributed monthly throughout the U.S. with a circulation of 40,000

### **Clement Salvadori**

Rider Magazine - national monthly motorcycle publication distributed by subscription and sold on newsstands with a circulation of 136,179

### **Tricia Szulewski**

Road Bike Magazine—national monthly motorcycle enthusiast publication distributed throughout the U.S. by subscription and also sold on newsstands, with a circulation of 55,445

American Iron Magazine is a monthly American motorcycle magazine throughout US with a circulation of 100,000



## POMA

**Hovey Smith - Author**

**Sue Bookhout**  
National Shooting Sports Foundation Range Report, Pheasants Forever magazine, the Ruffed Grouse Society magazine, the NWTF's Turkey Country, the Bird Hunting Report, and several other online publications

**Jim Zumbo**  
Outdoor Channel

**Tom Opre**  
Tahoe Films



JOLLEY JOURNALISTS

Richard Friswell, editor, Artes Magazine

Michael Kaminer, travel writer, New York Daily News  
Rose Kennedy, arts writer, American Craft

Bobbie Leigh, contributor, Everett Potter's Travel Report

Wendy Moonan, contributor, 1st dibs

Robert C. Morgan, contributor, Brooklyn Rail

Danielle Scipione, deputy editor, MODERN

Erin Somers, managing editor, Glass Quarterly

Shawn Wagoner, editor, Glass Art Magazine

Brienne Walsh, contributor, Architectural Digest

Lilly Wei, contributor, Burnaway

Mike Welton, editor, Architects + Artisans

Gina Di Meo Italian international wire service Ansa

Francesca Leoni RadioUno - Giornale Radio



Southern food writers conference

Kenzi Wilbur - Food 52

Bonjwing Lee- The Ulterior Epicure

Sarah Letrent - Eatocracy

Biance Borges Henry - Today Show

Katherine Krader - Food and Wine

Joshua Ozersky - New York magazine's food blog, Grub Street

Keith Pandolfi - Saveur Magazine

Freelance journalists for southern food writers conference

Sabine Loeprick - Germany

Myscha Theriault - McClatchy wire service

Michael Soncina - Travel Culture Magazine, Sunday Essentials

Melissa Reardon - WNC Magazine

Chris Howson - Morning Show Host and Producer at 103.9 PROUD

Lynn and Cele Seldon - travel journalist team covering the Southeast, including soft adventure and culinary travel for Southern Living, Atlanta Journal-Constitution, various AAA magazines and more

Bernd and Petra Guertler - German Radio Producers

Dirk Kruse - Etzbach German Book Writer

## Journalists Experiencing Knoxville



## Writers are Raving

Our established relationships with qualified members of the media (including travel writers, bloggers, journalists and photojournalists) have generated quite a bit of talk and publicity:

Visit Knoxville  
 Posted by Erin Donovan on March 18 Edited by

Welcome to our @tnvacation friends and visiting Journalists! We're off on our dinner cruise. Thanks Legacy Parks Foundation and Outdoor Knoxville for hanging out with us and helping make some great experiences.



*Having got back to Berlin this morning I wanted to thank you for the warm welcome in Knoxville and taking me around the city.*

*Even if my visit was quite short, I enjoyed it very much and could get some really nice sound material and interview bits for my radio work.*

*I hope you're doing fine - all the best from a rather cloudy Berlin,*

Sabine Loeprick

### The Must-Follow DMOs June 2014

*I will admit that as much as I admire the individuals on the Tourism Pros list, I admire their amazing work even more. I follow many of these CVBs to be inspired and to learn. And that's why I compile this particular list. I think it's only fair that others have the same inspiration that moves me available to them.*

Betsy A. Decillis Consulting  
[badconsultingllc.com/top-tourism-lists](http://badconsultingllc.com/top-tourism-lists)



*"...the area is attracting retirees from all over the country, including some who've just read about it. Others had visited before to go to a college football game. But people have come from places such as New York City, Ohio and Maryland.*

*Lots of festivals, including the Big Ears Music Festival, which Rolling Stone magazine called the most ambitious and avant-garde festival to emerge in the last decade. Then there's the Knoxville Symphony Orchestra, the Knoxville Opera, art galleries, food and wine and shopping. Oh, and there's the largest fireworks display in the Southeast on Labor Day. And easy access to the Great Smoky Mountains National Park."*

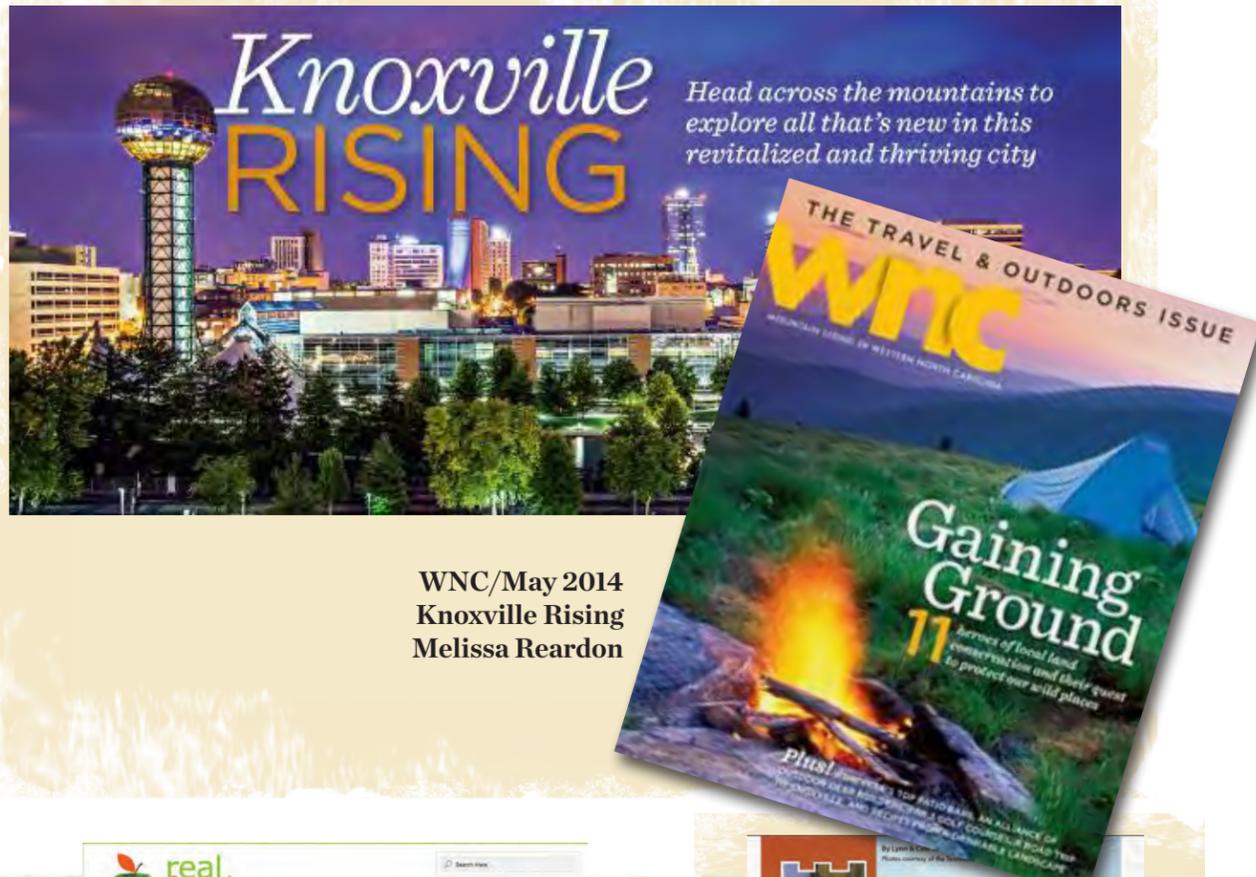


Jenny Landers (@JennyLanders87)  
 5/14/14, 10:47 PM

@Visit\_Knoxville really enjoyed coming and visiting Knoxville for a week!! Lot to do and I had a blast!

Shared via TweetCaster (<http://tweetcaster.com>)

## The Word is Getting Out



WNC/May 2014  
Knoxville Rising  
Melissa Reardon



Real Food Traveler



TrailBlazer/June 2014  
Touring Tennessee  
Lynn & Cele Seldon

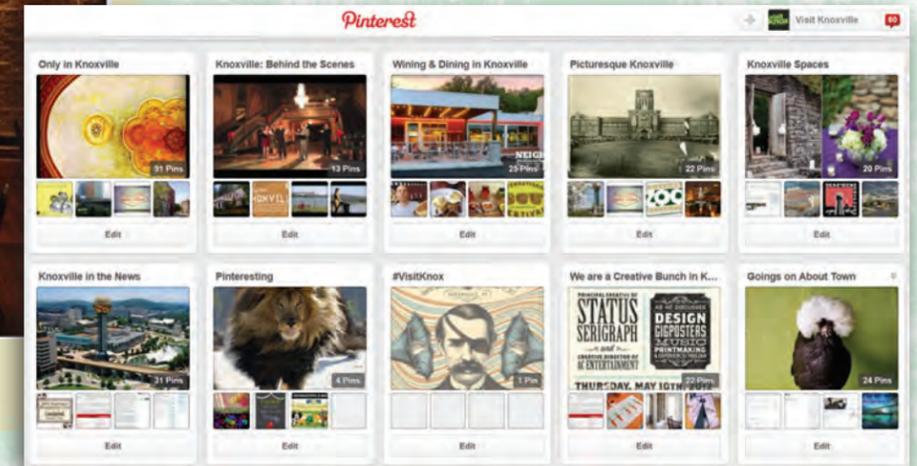
## Social Media

Our Communications Department has made quite an impact with social media this past year. In an effort to both expand and engage our audiences, we have utilized contesting, encouraged sharing and made a conscious effort to promote our partners on Facebook, Twitter, Instagram and Pinterest.

### The numbers speak for themselves:



	July 2013	June 2014
Facebook	21,235	75,031
Twitter	9,675	13,000
Instagram	2	758
Pinterest	-	603



## Destination Marketing Dashboard

The Destination Marketing Dashboard provides up-to-date tourism statistics for the Visit Knoxville staff, our partners, and local and state government officials. Visit Knoxville utilizes the Destination Marketing Dashboard to quickly and easily provide performance status relating to overall marketing ROI, the cost per conversion/visit, hotel-motel tax collections, the digital conversion ratio, leads/inquiries, and website visitation. Gains/losses are presented comparatively to the previous week/month as well as the same week/month a year ago.

The dashboard focuses on three key indicators including Knoxville/Knox County occupancy percentage by month, Knoxville/Knox County hotel and motel collections and Knoxville/Knox County market mix and potential business.



### Tourism Travel Market Analytics

January-March 2014  
1Q 2014 - 3Q Fiscal Year

Quarterly Website Performance and Lead Generation  
Event Bookings (Convention Center, Citywide, Hotel)  
Tourism Room Nights, Occupancy Percentage and Hotel/Motel Tax Collections  
Cumulative Yearly Totals for Key Metrics  
Competitive Position  
Takeaways

The Traveler Group | 401 Concord Street Knoxville, TN 37903 | 1-800-424-4274 | 1-800-424-4287 | visitknoxville.com



### Leisure Marketing Analytics

June 2014

Website Metrics and Key Performance Indicators (KPIs)  
Cumulative Yearly Totals for Website Metrics and KPIs  
Campaign and Landing Page Performance  
Channel Performance  
Insights and Recommendations

The Traveler Group | 401 Concord Street Knoxville, TN 37903 | 1-800-424-4274 | 1-800-424-4287 | visitknoxville.com

## Visit Knoxville Film Office

Knoxville is home to experienced crews, top notch talent and a variety of unique sites ranging from urban and historic to outright beautiful. Our tight knit community consists of strong supporters of the arts and our city offers the finest in accommodations, dining and entertainment. These factors led Visit Knoxville in partnership with City of Knoxville/Knox County and Knoxville Chamber to create the Knoxville Film Office.

In addition to coordinating and facilitating the production of films, music videos, television shows and commercials, the Knoxville Film Office provides assistance with scouting, accommodations, permitting and communication with city/county officials and business owners.

The mission of the Visit Knoxville Film Office is to strengthen Knoxville's economy through the promotion of the city as a premiere filming location. By attracting motion media companies to Knoxville through the marketing of our locations, accommodations, services, crew, and talent, we can foster the creation of jobs in the area, stimulate business opportunities and generate exposure.

The Film Office has assisted and supported 19 projects that have been filmed in Knoxville. These projects have accounted for 135 jobs. The Film Office is also recruiting and actively participating in the development of several projects, including three feature films and two television shows that will be shot in the Knoxville area. FilmKnoxvilleTN.com currently links to the Film Page of the Visit Knoxville website and the new site is scheduled to go live in the first quarter of FY2014/2015.

Visit Knoxville

FILM/KNOX

filmknoxvilletn.com



# VISITOR SERVICES HIGHLIGHTS

This fiscal year has been an exciting one as visitors continue to enjoy Knoxville throughout each and every season. It is the pleasure of this department to greet and meet all types of visitors as they come into our visitors center and also to assist them with suggestions on how to spend their time here. Our visitors center is so unique. Visitors often remark on that, as well as the friendliness and helpfulness of our staff. Our gift shop has increased its offerings by reaching out to our local attractions and asking them to have an area in our shop – we stress to them how placing merchandise in our gift shop allows for possible sales and provides an additional marketing opportunity to the visitors that come into the center. 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. Our brochure racks are always overflowing with a wealth of information on local, regional, and even state information. During our busiest seasons, it is not uncommon for us to restock these brochures on a daily basis!

Highlights of the past year are included in this report. As always, we welcome feedback on ideas you have to take our customer service to our visitors to the next level.

Laney Shorter

Director of Visitor Services

## KEY HIGHLIGHTS FROM FY13-14

- Working with Tennessee Department of Tourist Development (TDTD) to Oversee Discover Tennessee Trails & Byways
- Educating and graduating 147 new ambassadors through Gotta Know Knoxville
- Opening Two Satellite Visitors Centers
- Distributing a Record Number of Visitors Guides

## Discover Tennessee Trails & Byways

Visitor Services works closely with TDTD 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. During FY 2013/2014, visitor services has worked with TDTD on finalizing the mobile app for this trail.



## Gotta Know Knoxville

Visit Knoxville launched “Gotta Know Knoxville” (GKK) in October 2007 as a way to educate local tourism partners on what Knoxville has to offer its visitors. This program is presented each month to a maximum of 20 participants. Upon completion of the program, participants receive a certificate and an “Ambassador Pass” for one-time access to participating attractions.



The program continues to be successful as it teaches area hotel, restaurant and local attraction employees about attractions, venues and retail outlets in the Knoxville area. The class includes a one-hour class presentation (with lunch provided), a two-hour walking tour, and a one-hour driving tour.

During FY 2013/2014 visitor services conducted eleven (11) Gotta Know Knoxville programs, graduating 147 new ambassadors for Knoxville.



## Satellite Visitors Centers

This year, Visit Knoxville teamed up with local partners to developed satellite visitors centers throughout the city. Our locations at Outdoor Knoxville and the Sunsphere serve as wonderful access points to thousands of visitors each year. We are also working with the University of Tennessee to install a satellite location inside their visitor center.

### Outdoor Knoxville

Visit Knoxville is helping to expose visitors (and locals) to Knoxville's Urban Wilderness through the use of social media and support of a visitors information "outpost" at the Outdoor Knoxville facility. This satellite visitors center on the downtown waterfront is a hub for outdoor recreation activities and information. The center offers stand-up paddleboard and canoe rentals, maps, information and programs for outdoor enthusiasts of all levels.



## The Sunsphere

Visit Knoxville was pleased to partner with the City of Knoxville/Knox County and the Public Building Authority to renovate the observation deck of the Sunsphere at World's Fair Park. In addition to basic upgrades including new floor and ceiling tiles, the observation deck features updated information on the numerous and diverse educational and entertainment opportunities Knoxville has to offer both visitors and locals.

The original kiosks that line the perimeter of the observation deck have been updated to feature information on local attractions as well as historical and fun facts about our city. Two kiosks feature wayfinding and street maps – with convenient QR codes for downloading, and an iPad has been installed in one kiosk to provide and collect visitor information.

A gallery of rotating images of iconic Knoxville sites, scenes and events has been installed along the interior wall. A separate section of the interior wall displays the history of the World's Fair.

In addition to these upgrades, Visit Knoxville teamed with Knox County School's Art Department to develop Knoxville themed murals in the two alcoves located within the space. Each alcove contains a flatscreen TV monitor displaying information on Knoxville.



Knoxville Mayor Madeline Rogero reacts to the observation deck's new gallery



Kiosks like these tell the story of Knoxville



Visitors are already praising the observation deck's new tribute to the World's Fair



*"My students and I really enjoyed creating the mural at the Sunsphere. It was a great project for us to get into the community to help change the perception of our school, one mural at a time!"*

**Melissa Wilkinson**  
Art Teacher, Austin East High School



*"The L&N National Art Honor Society members couldn't pass up the incredible opportunity to create a mural in the Sunsphere. It is a huge honor to have a piece of artwork in this fabulous Knoxville landmark."*

**Cheri Jorgenson**  
Visual & Digital Art Teacher,  
L&N STEM Academy



*"Thanks for the hard and effective work on the Sunsphere project. It has made a real difference and showed once again how VK is flexible and proactive in stepping in to find solutions."*

**William Lyons**  
Deputy to the Mayor  
Chief Policy Officer  
City of Knoxville

## Visitor Guide

The 2014 Visit Knoxville City Guide and Visitor Handbook features 72-pages of information designed to help plan a visit to Knoxville. This year's feature stories highlighted Festivals & Events, Local Musicians, Knoxville's Civil War History and Richard Jolley's Cycle of Life installment at the Knoxville Museum of Art.

**A digital copy of the Visitor Guide is available at [visitknoxville.com](http://visitknoxville.com)**

Since the website redesign, Visitor Guide requests have increased exponentially.

**In one month alone (March), Visitor Services fulfilled 10,565 requests - a 1,188.41% increase from March 2013**



## Additional Activities

### Training

Our Director of Visitor Services networked with peers at the Destination Marketing Association International's Visitor Services Shirtsleeves Conference, a must-attend event for DMO visitor services professionals. The conference was extremely beneficial in idea exchange, and Knoxville received many compliments on programs already in place.

### Knoxville Visitors Center's Gift Shop "On the Road"

Our retail manager took items from the Visit Knoxville Gift Shop "on the road" to booths at the Women Today Expo, the Rhythm N' Blooms Festival, BLANKFest, and First Friday at the Art Emporium.

**VISITOR SERVICES**

**VISITOR SERVICES**

**First Friday**

Each month, the Knoxville Visitors Center opens its doors from 5:00-8:00pm to take part in Knoxville's "First Friday". A consignor is chosen from our Gift Shop to showcase their full line of products for purchase and allow attendees to meet these artists personally. WDVX provides live music from 7:00-8:00pm for added entertainment.



The following consignors participated in First Friday during this fiscal year:

- The Banana Police, by Katy Koontz – book signing
- Sophie's Choice - spices
- Rocky Top Institute – Rocky Top Merchandise
- South's Finest Chocolates
- Smoky Tails, by John Lacey – book signing
- Local Jeweler, Jennifer Dyer and Sophie's Choice Christmas Samples
- Soyville Candles
- Local Jeweler, Grace Steale

**Kid's Corner**

Kid's Corner events are held the third Friday of the month. This is a time for children to come in with their parents and take part in a unique craft that often correlates to an upcoming event, festival, or holiday. We also keep coloring pages related to Knoxville (i.e. the Sunsphere, the State Bird, etc.) on hand. The goal is to let children and their parents know about family friendly events and attractions in Knoxville and get children excited about the city in which they live. A few times each year, we invite special guests such as children's authors and representatives from local attractions like the Knoxville Zoo.



**Ride Along**

The Ride Along Program provides our hospitality and tourism partners the opportunity for their brochures to "Ride Along" with our official Visitors Guide when they are sent out through our distribution company. A total of 6,200 brochures were distributed from the following businesses during this fiscal year:

- Clarence Brown Theatre
- The Peanut Shop
- Foothills Craft Guild
- Knoxville Walking Tour
- Dogwood Arts Festival

**Knoxville Food Tour**

The Food Tour provides Visit Knoxville the opportunity to talk about our organization and visitors center, while showcasing and sampling local food items available in our gift shop. This past year, we hosted three (3) tours each week.

**WDVX Partnership**

Our partnership with WDVX is key to the overall experience we present at the downtown visitors center. Our agreement includes (but is not limited to) the following:

- Biweekly "idea" meetings between Visit Knoxville and WDVX
- VK Partnership with the Monday thru Saturday broadcasts of the WDVX Blue Plate Special. During the show, we use our TV monitor to display band names and provide drinks to band members, etc.
- Partnership with Tennessee Shines, a Monday evening radio program produced by WDVX Radio Station. The Knoxville Visitors Center is the host venue.
- Weekly morning show appearances by Visit Knoxville to promote the events and activities taking place in Knoxville.



## Festival/Group Support

Visitors Services utilizes the space facing Summit Hill Drive for gift shop promotions, as well as local events. Throughout FY 2013/2014, we worked with a variety of festivals and groups to promote their events. Here is a sampling of some of the promotions for FY 13/14:

- Christmas in the City
- Dogwood Arts Festival
- Biscuit Festival
- Kuumba Festival
- Festival on the Fourth
- National Street Rod Association
- Rev3
- Powerboat Superleague
- Boomsday

The Knoxville Visitors Center was the main location for weekend ticket and merchandise sales for the Dogwood Arts Festival, Rhythm N' Blooms Festival, etc.

Visit Knoxville worked closely with a variety of partners, such as the Rossini Festival – i.e., providing access to our parking lot during their festival for entertainment parking.



## Ongoing State Support

The State of Tennessee and Tennessee Tourism are being featured at a “4th of July” Trade Show at the U.S. Embassy in Bulgaria. This year’s Tennessee theme is in honor of the partnership between the State of Tennessee and the TN National Guard unit with the Bulgarian military. We contributed Visitors Guides and Knoxville themed carabineers for the event.



“It’s been an amazing year for Visit Knoxville.”

*Kim*



FESTIVALS  
HOTELS  
FOOTBALL  
RIVER SPORTS  
EVENTS  
URBAN WILDERNESS  
ATHLETICS  
MUSIC  
MOUNTAINS  
SCRUFFY  
DINING  
ARTS &  
HISTO  
HISTORIC HOMES

## 2013-2014 ANNUAL REPORT



Visit Knoxville

301 South Gay Street

Knoxville, TN 37902

865-523-7263

[VisitKnoxville.com](http://VisitKnoxville.com)

**visit**  
**knoxville**  
TENNESSEE

