



Met the quarterly sales definite booking goal with a total of 40 bookings equating to 123,079 delegate days

Exceeded quarterly leads goal and generated 100 leads equating to 305,992 delegate days

Hosted nine site visits for potential booking opportunities including AAU Volleyball, Innovation Partnership Program, Tennessee Emergency Medical Services for Children, and Dock Dogs. These groups, along with several other site visits, represent potential business for the Knoxville Convention Center (KCC), the Knoxville Civic Auditorium & Coliseum (KCAC), and multiple hotel properties.

Attended seven trade shows/conventions in addition to two sales trainings and one sales blitz. Trade shows included Connect Faith, Association Forum Holiday Showcase, Tennessee Society of Association Executives, AAU National Convention and USSSA National Convention. More than 140 contacts met with the VK Convention Sales Team and Sports Commission during these sales activities.

Hosted 16 guests for the fall FAM which included tours of the KCC, downtown hotels, and attractions. VK has booked two groups as a result of the fall FAM, including Tennessee Grocers & Convenience Store Association and Classic Thunderbird Club International.

Produced a new printed Meeting Planner Guide tailored to Convention and Meeting Sales. Print distribution of the guide is 1,500, and a digital guide is now available for download on the VK website.

Secured USA Cycling Pro Road and Time Trial National Championships along with the Knoxville Velo for the Red amateur ride to benefit the American Red Cross of East Tennessee

Supported 51 events/meetings and 9 festivals, including Energy Technology & Environmental Business Association, Structural Building Components Association, Grassroots Outdoor Alliance and Battle in Rocky Top. Festivals included Open Streets, Hola Festival, Knoxville's 225th Anniversary Founders Day Weekend, Appalachian Mountain Bike Club Fall Festival and US Capitol Christmas Tree Tour.



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Created Sense of Arrival branding for downtown Knoxville with two billboards - Ale Trail and Downing Dining. Landing pages for the URLs on the boards provide additional information.

Complete and soft launched the Visit Knoxville App. The app features suggestions for how to spend an Hour in Knoxville and a Day in Knoxville as well as what you'll find ONLY in Knoxville. Thanks to a new partnership with Sound Knox, the app also provides up to date information on music and performances around town. The App will be publicly launched at the Visitors and Relocation Guide Launch Party in late January.

Produced the 2017 Visitors & Relocation Guide in partnership with the Knoxville Chamber. Print distribution of the guide is 225,000. A digital version will again be made available on the VK website.

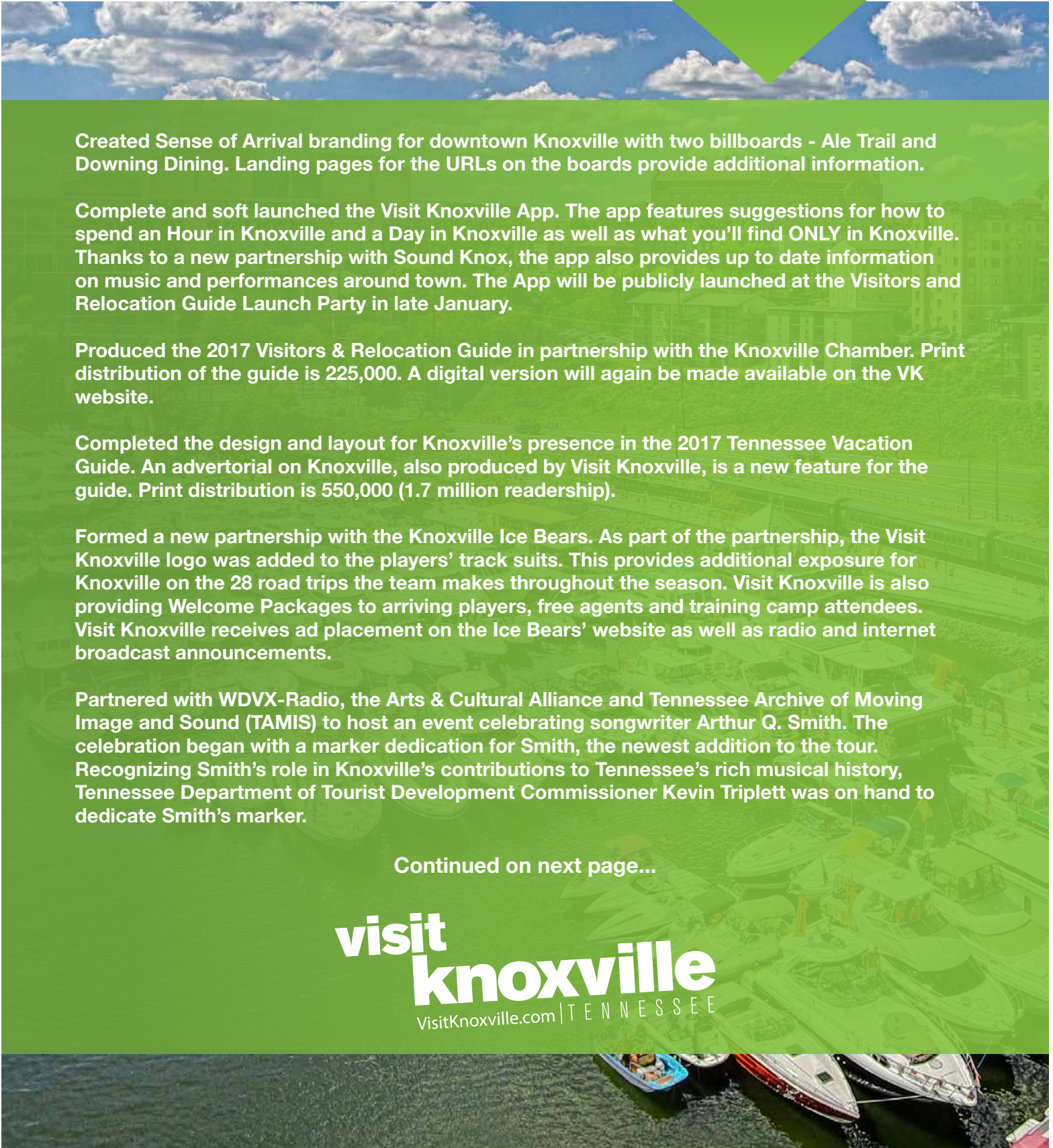
Completed the design and layout for Knoxville's presence in the 2017 Tennessee Vacation Guide. An advertorial on Knoxville, also produced by Visit Knoxville, is a new feature for the guide. Print distribution is 550,000 (1.7 million readership).

Formed a new partnership with the Knoxville Ice Bears. As part of the partnership, the Visit Knoxville logo was added to the players' track suits. This provides additional exposure for Knoxville on the 28 road trips the team makes throughout the season. Visit Knoxville is also providing Welcome Packages to arriving players, free agents and training camp attendees. Visit Knoxville receives ad placement on the Ice Bears' website as well as radio and internet broadcast announcements.

Partnered with WDVX-Radio, the Arts & Cultural Alliance and Tennessee Archive of Moving Image and Sound (TAMIS) to host an event celebrating songwriter Arthur Q. Smith. The celebration began with a marker dedication for Smith, the newest addition to the tour. Recognizing Smith's role in Knoxville's contributions to Tennessee's rich musical history, Tennessee Department of Tourist Development Commissioner Kevin Triplett was on hand to dedicate Smith's marker.

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Produced a new video series entitled "How to Knox". The minute-long videos, designed for online content show various places and things to do throughout Knoxville in a fresh, new way.

Assisted freelancer Perri Blumberg on the ArchitecturalDigest.com story she entitled Forget Nashville - This Tennessee City Is on the Rise, stating "Knoxville is quickly becoming a major destination in the Volunteer State". The story features write-ups on a number of our local tourism partners.

The Visit Knoxville Film Office announced a new partnership with Regal Entertainment to offer an extra incentive for productions to film in Knoxville. In addition to all of the incentives already offered for bringing a production to Knoxville, Regal Entertainment has agreed to have their film buyers screen any qualifying film that films in the area for possible distribution in their art house theater chain. The press release for this partnership appeared in Film Journal International, which is distributed to thousands of producers, studio executives, and exhibitors all over the world.

Helped the City of Knoxville and CBID expand Christmas in the City events for 2016 with the first-ever, community-based Elf on the Shelf Scavenger Hunt and The Peppermint Trail of Treats.

*SIDE NOTE: In this year's America's Favorite Places survey, Travel + Leisure readers voted Knoxville 9th on the list of Favorite Cities for Christmas Lights. The Peppermint Trail, Krutch Park tree, Holidays on Ice were featured in the write up.*



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Hosted 28 State Welcome Center staff members and regional managers on the State Welcome Center Staff FAM Tour

Greeted 5,278 walk-in visitors and assisted 904 callers with Knoxville information

Distributed a total of 7,038 brochures from the Downtown Visitors Center

Added 14 new Knoxville ambassadors via the Gotta Know Knoxville final 2016 class

Utilized Visit Knoxville Volunteers with six groups/events this quarter, totaling more than 82 man-hours as a no-cost, service-added benefit to VK's groups and local events

Set up and sold merchandise at two local events, showcasing local vendors and artists while promoting the Downtown Visitors Center

Distributed 46,270 Visitors Guides (4,915 individual requests; 29,030 to local groups; and 12,325 copies shipped in bulk)

Visitors Guide Requests – Requests are received from around the world. The Top 10 states requesting guides during 2Q:

- |              |                   |
|--------------|-------------------|
| 1. Florida   | 6. Georgia        |
| 2. Tennessee | 7. North Carolina |
| 3. Illinois  | 8. Pennsylvania   |
| 4. Texas     | 9. Michigan       |
| 5. Ohio      | 10. California    |

Visitors Center Traffic – The Top 10 states of visitors checking into the Visitors Center during 2Q:

- |                   |                                    |
|-------------------|------------------------------------|
| 1. Tennessee      | 6. Texas                           |
| 2. Florida        | 7. Georgia/New York/South Carolina |
| 3. Virginia       | 8. Ohio                            |
| 4. North Carolina | 9. Alabama                         |
| 5. California     | 10. Connecticut                    |