

GROUP SALES, SERVICES & SPORTS

Highlights of Visit Knoxville's Activities
2nd Quarter FY 2017/2018

Met the quarterly sales definite booking goal with a total of 35 bookings equating to 89,514 delegate days

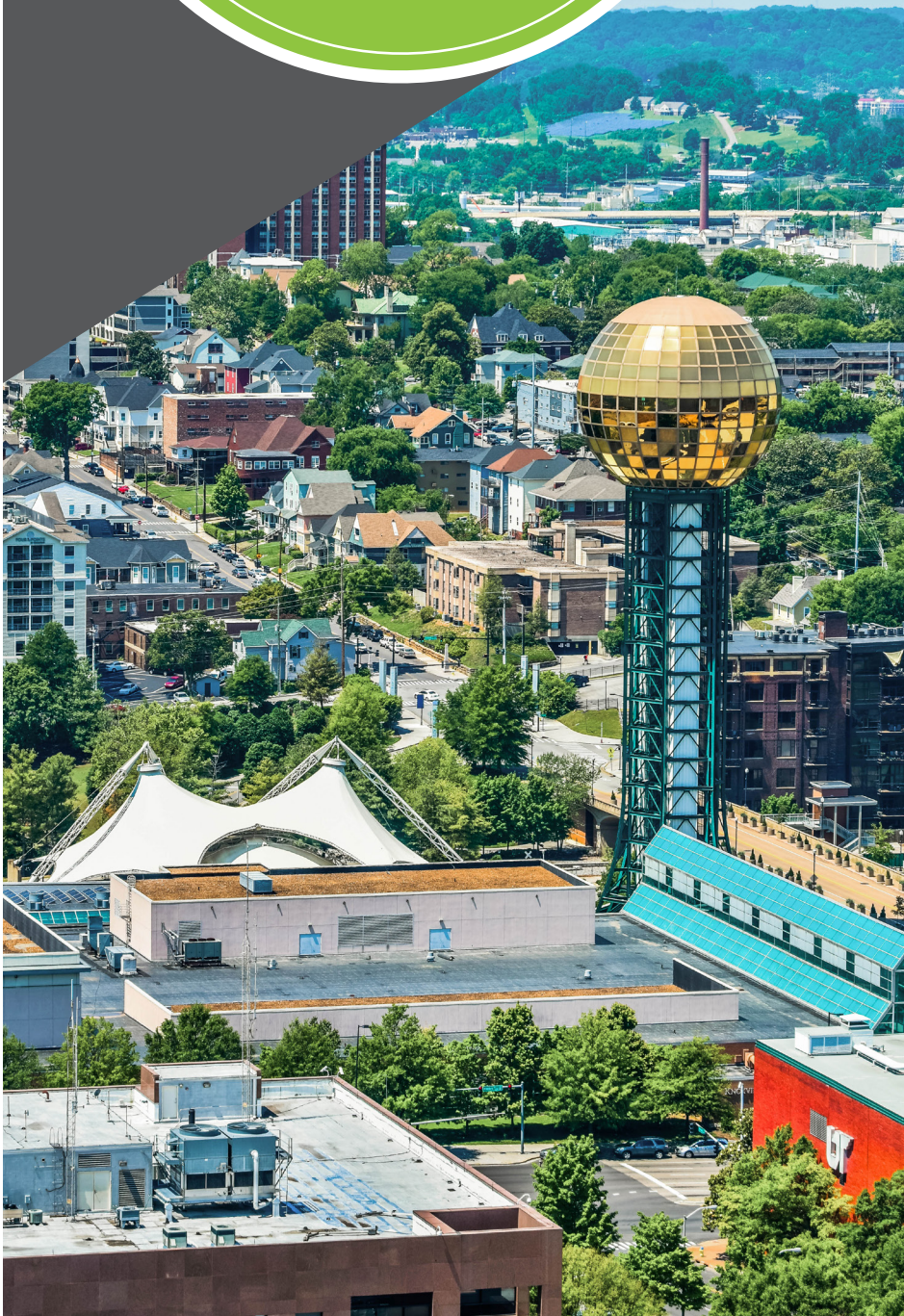
Exceeded quarterly leads goal and generated 102 leads equating to 203,080 delegate days

Attended eight trade shows/conventions during the second quarter. Trade shows included Connect Medical and Faith, TEAMS Conference, and the TNSAE Annual Trade Show.

Hosted eight site visits for potential booking opportunities, including American Astronomical Society, Grassroots Outdoor Alliance, Tennessee Association of Community Leadership, and Tennessee Bar Association. These groups, along with several other site visits, represent potential and booked business for the Knoxville Convention Center (KCC), the Knoxville Civic Auditorium & Coliseum (KCAC), and multiple hotel properties.

The Visit Knoxville Sports Commission (VKSC) conducted one scouting trip this quarter to the 2017 AAU Cross Country National Championships in Charlotte, NC.

The Convention Services Team supported 52 events/meetings and eight festivals in second quarter. Featured groups included International Sports Heritage Association's Annual Conference, Sword and Shield EDGE2017 Security Conference, North American Society for Bat Research 2017 Annual Symposium, 2017 DockDog World Championships, 2017 Grassroots Outdoor Alliance Fall/Winter Early Show, Battle in Rocky Top Youth Football Tournament, and 2017 Speedo Winter Junior Championships-East.



MARKETING, COMMUNICATIONS & FILM

Produced the 2018 Official Knoxville Visitors and Chamber Relocation Guide. The Visitors Guide features stories on the 90th anniversary of the Tennessee Theatre as well as Knoxville's cycling, culinary, and brewery/distillery scenes.

Partnered with City of Knoxville and CBID to promote the only Community-Wide The Elf on the Shelf® Scavenger Hunt in the Country

Paw-tnered with Daisy, the dog of VK's Director of Communications and Social Strategies, to launch DaisyInKnox. Daisy has her own blog on visitknoxville.com and a growing presence on Instagram.

Partnered with Horizon Travel and Lifestyle to secure prime print placement in the January issue of Horizon Travel Magazine that will be inserted into the Wall Street Journal. Along with the print buy, VK received spots on the ABC Good Morning America screen in Times Square and in the financial district of The PATH, Toronto's 18-mile underground walkway.

Launched a partner extranet, produced in partnership with Simpleview. Branded as KICK (Know, Inform, Connect, Knox), the extranet is similar to website portals that stakeholders have utilized in the past, but offers a great deal of added capabilities and tools.

Partnered with Tennessee Department of Tourist Development (TDTD) to host Geiger journalists on an East Tennessee Familiarization Tour (FAM)

Hosted a myriad of social media influencers and journalists, including popular Instagrammers Wegan from the United Kingdom and Suburban Turmoil

The VK Film Office assisted several projects from local and out-of-town production companies; it continues to work with Whitener Entertainment on their future slate of projects; The office is also working closely with filmmaker Paul Harril on his next film which is slated to shoot in the Spring of 2018.



VISITORS SERVICES

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Greeted 4,387 walk-in visitors (including 1,576 out of region) for the WDVX live shows
Live shows include: Blue Plate Special, First Friday and Kidstuff

Created baskets for donation to many organizations, including The Long Table Dinner, Friends of TN Babies with Special Needs, Greater Knoxville Hospitality Association, Fraternal Order of Police, Planned Parenthood, UT Veterinary Hospital, UT College of Nursing, and Beardsley Community Farm

Conducted the final Gotta Know Knoxville (GKK) training program for 2017, creating new 29 Knoxville Ambassadors

VK Vols were utilized in eight groups/events this quarter, during which a total of 128.75 man hours were provided as a no-cost, service-added benefit to VK's groups and local events.

The Downtown Knoxville Gift Shop brought in three new products/vendors that are unique and marketable to the VK Gift Shop including: VK custom Knoxville snow globe, "A Knoxville Christmas" book, as well as a "Knoxville History" book.

**Visitors Guide Requests – Requests are received from around the world.
The Top 10 states requesting guides during first quarter were:**

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

Visitors Center Traffic – The Top 10 states of visitors checking into the Visitors Center were:

- | | | | |
|----|----------------|-----|----------------|
| 1. | Tennessee | 6. | Texas |
| 2. | Florida | 7. | Virginia |
| 3. | California | 8. | Illinois |
| 4. | New York | 9. | South Carolina |
| 5. | North Carolina | 10. | Maryland |

The results of the lists above reflect Visit Knoxville's ad agency's digital ad placements.

