

# Highlights of Visit Knoxville's Activities 3<sup>rd</sup> Quarter FY 2014/2015

## *Sales & Services Highlights*

- The sales team exceeded the sales definite booking goal by 4 with a total of 33 bookings and closed 2 citywide bookings.
- The services team supported 38 events and meetings.
- The sales team attended 3 trade shows
- The sales team hosted 6 site visits for potential booking opportunities
- Visit Knoxville and the Knoxville Convention Center partnered to host a sales blitz in Washington D.C.
- The sales and services teams hosted the “Heartfelt Hospitality” FAM event with 17 planners and guests in attendance.
- The sales team executed a sales e-blast to over 9,000 meeting planners that targeted multi-day, 500+ attendee meetings for 2016 and 2017.

## *Marketing & Communications Highlights*

- Visit Knoxville kicked off the quarter with the 2015 Visitors & Relocation Guide Open House and Launch Party. A total of 225,000 copies of the 116 page Visitors & Relocation flip-guide were printed for distribution, and digital download links for both guides are available on both the Visit Knoxville and Knoxville Chamber websites.
- Throughout the quarter, the marketing and communications team worked to develop and finalize the Knoxville commercial and digital sweepstakes offer that will run as part of the state's co-op ad program. The Knoxville commercial began airing the week of 3/23 in Greenville and Cincinnati. The digital sweepstakes campaign is in the final stages of approval and will launch in 4Q. Local participating partners include The Oliver Hotel and Ijams Nature Center.
- Marketing and Communication assisted with a number of “lists” and stories that highlight the Knoxville experience, as well as individual restaurants and attractions.  
<http://www.travelchannel.com/destinations/us/tn/knoxville/articles/the-best-of-knoxville-tennessee>
- Visit Knoxville launched a new partnership with Roots Rated. Their website provides information on the “best local trail runs, hiking trails, paddling routes, bike rides, rock climbing, and more in select cities across the country – always according to local grassroots experts.” <https://rootsrated.com/knoxville-tn/>
- Marketing and Communications developed sales sheets and presentations for VKTV, a VK owned channel for hotels. A number of site visits are underway for installation.
- The marketing and communications team utilized banner ads, emails, and Facebook ads to promote specific pillars of our local industry. These include festivals (Dogwood Arts, Rhythm N’ Blooms, Big Ears, International Biscuit Festival, Sesquicentennial, and

Rossini), attractions (Urban Wilderness, Knoxville Zoo, and Women’s Basketball Hall of Fame), museums (Knoxville Museum of Art, East Tennessee History Center, and McClung Museum), our free trolley service and more.

### ***Visitor Services Highlights***

- TEAM Knoxville volunteers were utilized in 9 groups/events as a no-cost, service-added benefit to Visit Knoxville’s clients.
- Visitors Guides requests are received from around the world. The Top 10 states requesting guides:
  1. Illinois
  2. Pennsylvania
  3. Ohio
  4. Texas
  5. Tennessee
  6. New York
  7. Florida
  8. Michigan
  9. Wisconsin
  10. Missouri
- The Top 10 states of visitors checking into the Visitors Center:
  1. Tennessee
  2. Florida
  3. North Carolina
  4. Texas/Ohio
  5. New York
  6. Michigan
  7. Illinois
  8. Kentucky
  9. Pennsylvania
  10. Virginia
- Visitor Services fulfilled 5,048 requests for Visitors & Relocation Guides, serviced 38 local groups totaling 4,167 visitors guides picked up, and shipped 10,075 copies in bulk.
- The Visitors Center greeted 5,015 walk-in visitors and assisted 286 callers regarding Knoxville information.
- The number of brochures distributed from the Visitors Center totaled 8,236, up from 7,999 in 2Q.
- Visit Knoxville provided tours aboard downtown trolleys to attendees of the Big Ears Music Festival for both the secret show at SawWorks Brewery, as well as the trolley to the Big Ears Brunch on the festival’s final day.

### ***Ongoing Initiatives:***

- Programming is in place for all aspects of the 2015 Tennessee Civil War Sesquicentennial Commemoration, an important and highly anticipated 4-day event to be held in Knoxville April 29 – May 3. Promotion via Visit Knoxville and the Tennessee Department of Tourism Development is now underway. An event website at [www.eastTNhistory.org/BlueGray](http://www.eastTNhistory.org/BlueGray) lists all of the event activities.
- Visit Knoxville and Legacy Parks began collaboration on content advertising for the Nature & Outdoor section of TNVacation.com.
- The Visit Knoxville Film Office continued to support local production companies on a variety of television shows including Fatal Attraction, Love at First Bite, and Killer Couples, all produced by Jupiter Entertainment and airing on networks such as TV One, Food Network, and Investigation Discovery. The Film Office also assisted out of town

production companies shooting in Knoxville such as Cream Productions, based in Toronto and shooting for the Smithsonian Channel, Beyond Productions, based in Australia and shooting for Investigation Discovery, and Mentorn Media, based in London. The Film Office provided location scouting, assistance in obtaining proper permits, and lined up crew members needed for filming.

- Knoxville continues to be active with METTC (Middle East Tennessee Tourism Council) regarding ways to cross promote within the region. Additionally, Visit Knoxville is taking part in a media tour developed by METTC and partnered on the production of a new Pink Marble Trail brochure.
- Visit Knoxville continues to provide support to our tourism partners and is proud to do so. Highlights of this quarter include:
  - Serving as Presenting Sponsor for the 2015 Big Ears Festival. VK had a major presence at the KMA (the only free venue for festival goers) and staffed an information table for visitors. Visit Knoxville also served as tour guide and visitor information source for the documentary team here as part of the festival.
  - Serving as Presenting Sponsor for Rhythm N' Blooms. We have been working hard to get regional promotion for this festival.
  - Promoting the International Biscuit Festival. We have been working with the International Biscuit Festival to get the word out about the festival and the Southern Food Writing Conference to a national audience. We have also been working with our services team for the SFWC Luncheon.
  - Creating decal posters for the interiors of the elevators at the Knoxville Convention Center. The VK branded posters communicate information on the KMA, Urban Wilderness, Market Square, and the Sunsphere to visitors at the KCC.
  - Developing updated copy for the brochure/guide for Knoxville Area Transit (in process). The VK team also met with KAT for a listening/brainstorming session regarding trolley routes, needs, and opportunities.
  - Meeting with the Provision Proton Therapy team to brainstorm ways to assist in their Medical Tourism efforts.
  - Updating the photo gallery in the Sunsphere. New images are now on display for Ijams Nature Center, Women's Basketball Hall of Fame, the Knoxville Marathon, Scruffy City Hall, the Knoxville Zoo, James White's Fort, and the East Tennessee History Center.

For more information on any of the above, please contact Lisa Coulter, VK Marketing & Communications Coordinator at [lcoulter@knoxville.org](mailto:lcoulter@knoxville.org).