



— 2024 MARKETING PLAN —







THE MOUNTAINS ARE CALLING

Wrapped in the Great Smoky Mountains, Gatlinburg is the perfect mountain getaway. Named by Tripadvisor as the #1 Trending Destination in the U.S. and #4 in the world, Gatlinburg serves up fine Southern hospitality and welcomes visitors from all over the world.

A walking town in the midst of scenic beauty, visitors find themselves immersed in the great outdoors, whether they are walking the Parkway or exploring the many hiking trails in the national park. Family attractions, great food and shopping, and arts and crafts galleries are just some of the things to do in Gatlinburg. Outdoor enthusiasts will enjoy hiking, fishing, ziplining and rafting in the Great Smoky Mountains.



WELCOME TO GATLINBURG

The Gatlinburg Convention and Visitors Bureau works closely with community stakeholders to maintain the momentum from record-breaking visitation over the last five years. As a gateway community to Great Smoky Mountains National Park, the most visited national park in the U.S., Gatlinburg works hard to create and maintain a welcoming presence for visitors. The Gatlinburg business community continues building on a strong hospitality industry with new and renewed hotels, restaurants and eateries, upscale retail spaces, and new attractions, while also elevating the presence of the Great Smoky Arts and Crafts Community.

Our Strategy

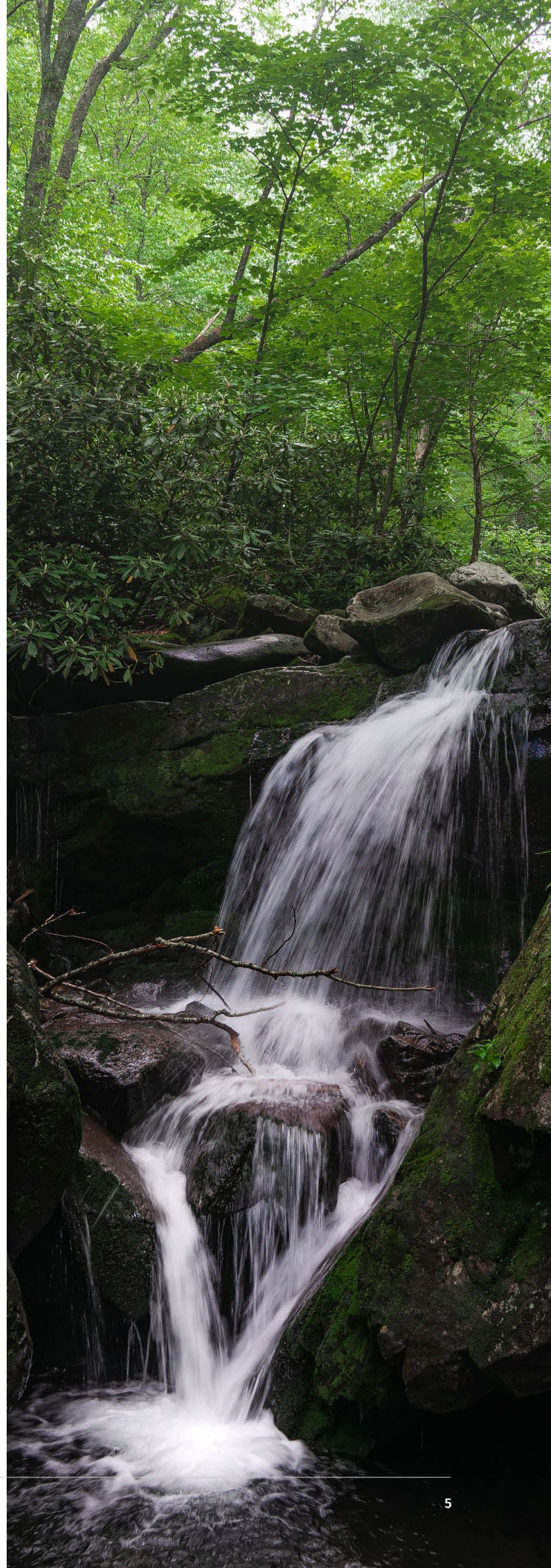
As stakeholders elevate the experience offered to visitors, marketing efforts will be aimed at acquiring a higher-income demographic with more discretionary spending capabilities.

Our Vision

To be the preeminent marketing organization for Gatlinburg, resulting in a vibrant economy, a sense of pride and an enhanced quality of life.

Our Mission

- Successfully identify and market the assets of our community, both internally and externally
- Develop and communicate a readily recognizable brand among our various constituencies
- Establish and reach measurable benchmarks for increasing economic impact
- Become a promotional and marketing resource to the community
- Promote a community-wide team spirit
- Encourage and support entrepreneurial efforts in the tourism industry
- Develop strategic relationships with other community stakeholders
- Recruit, train and retain the best possible talent to achieve our vision



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BOARD OF DIRECTORS

Chair

Logan Coykendall
Hospitality Solutions Inc.

Vice Chair

Beau Massey
Collier Food Groups

Treasurer

Mark Adams
Ober Mountain

Secretary

Maggie Bowers
Ole Smoky Candy Kitchen

Parliamentarian

Woods Hippensteal
Hippensteal Gallery

Elected Directors

Robert (Bob) Bentz
Anakeesta

David Faulkner
Little Log Wedding Chapel

Davy Thomas
Hospitality Solutions, Inc.

Mike Fowler
Fowler's Clay Works

Sid Maples
Sidney James Mountain Lodge

Dan Booth
The Hayloft

Gus Floodquist
SmartBank

Designated Directors

Randy Watson
Attractions Association

Cornelia Dobbins
Lodging Association

Dan Saffelder
Wedding Association

Ex-Officio Members

Cassius Cash
Liaison Designated
Great Smoky Mountains National Park

Trudy Hughes
Designated
Arrowmont School of Arts & Crafts

Lori Moore
Designated
Rocky Top Sports World

Robert Montgomery
Appointed
City of Gatlinburg

Mayor

Mike Werner
City of Gatlinburg

Vice Mayor

Mark McCown
City of Gatlinburg

City Manager

Cindy Cameron Ogle
City of Gatlinburg

Appointed

Robert Montgomery
City of Gatlinburg

Past Chair

Jackelyn Schafer
Gatlinburg CVB



ARTICLES & ACCOLADES

55 of the Best Fall Towns in the U.S. for Foliage

COUNTRY LIVING • AUGUST 2023

The 50 Best Small Towns in the South 2023

SOUTHERN LIVING • APRIL 12, 2023

12 Best Small Towns in the U.S. for Families

TRAVEL + LEISURE • APRIL 25, 2023

4 Tennessee Destinations to Visit This Season

STYLE BLUEPRINT • JUNE 5, 2023

9 Best Small Towns In Tennessee For A Weekend Escape

WORLD ATLAS • MARCH 14, 2023

10 Best Place to Visit for Fall

USA TODAY • SEPTEMBER 15, 2023



GROWTH & SUCCESS

TRACK, MEASURE AND GROW

Using longer-term goals as our guide, we measure performance against those goals throughout the year. By carefully tracking metrics along the way, we are able to pivot, persevere or add to our strategies as the results dictate. This flexibility ensures a great level of success, as the results show.

2023 GOALS & SUCCESSES

Statistics are for July 1, 2022-June 30, 2023



Paid & Earned Media Impressions

2023 Goal:
1 Billion

2023 Results:
707 Million



Social Media Impressions

2023 Goal:
200 Million

2023 Results:
220 Million



Social Media Engagements

2023 Goal:
15% Increase

2023 Results:
26% Increase
4M-3M



Website Visits to Gatlinburg.com

2023 Goal:
8 Million

2023 Results:
6.5 Million



Vacation Guide Requests

2023 Goal:
100k

2023 Results:
180k

Facebook Followers

2023 Goal:
20% Increase

2023 Results:
35% Increase
1M Followers

YouTube Views

2023 Goal:
20% Follower Increase

2023 Results:
24 Million Views

TikTok

2023 Goal:
20% Increase

2023 Results:
35% Increase
32k-43k Followers

Email Open Rate

2023 Goal:
15%

2023 Results:
18.5%

App User

2023 Goal:
15%

2023 Results:
18.5% Increase

On-Air Added Value

2023 Goal:
Double the appearance from 2022

2023 Results:
80 on air added value appearances

Vacation Guide Distribution

2023 Goal:
400k

2023 Results:
All Guides were distributed

Influencers

Pieces of Content
782

Earned Media Placements

2023 Goal:
Local, regional and national quarterly placements

2023 Results:
Gatlinburg PR secured local, regional and national placements including:
Travel + Leisure
Southern Living
World Atlas
StyleBluePrint
Good Housekeeping

MARKET UPDATE

YOY Statistics are from
July 1, 2022 — June 30, 2023

Hotel Rooms Sold:
1,334,265

Rental Property Rooms Sold:
2,557,560

HOTELS

OCCUPANCY
67.0%

DAILY RATE
\$144.86

REVPAR
\$98.30

RENTAL PROPERTIES (CABINS, CONDOS, CHALETs)

OCCUPANCY
62.9%

DAILY RATE
\$286.00

REVPAR
\$175.00

SHORT-TERM GROWTH

Recognizing that we are a city of 4,000 full-time residents hosting millions of visitors each year, Gatlinburg continued to consider how to add lodging opportunities while preserving our natural beauty.

We attracted new dining options for our diverse visitor base and provided support to build back a strong hospitality-oriented workforce with aspirations of long-term employment and a passion for Gatlinburg.

70

The Gatlinburg Chamber of Commerce added over 70 new memberships, ranging from restaurants to attractions.

6 New Broadcast Video Spots

782 Influencer Content Captured



Long-Term Goals

To support an impressive history of long-term economic growth as well as responsibly protect and preserve Gatlinburg's abundance of natural beauty, the city must have strategic goals in planning for the future. Gatlinburg must attract a strong hospitality-oriented workforce while providing opportunities for long-term growth and development as well as consider sustainable lodging options. We must also continue to create new experiences for our ever-growing, diverse visitor base.

CREATIVE ASSETS

Video and image assets deliver on inspirational storytelling, create emotional connections and increase aspirational desire among travelers. The GCVB implements a seasonal strategy to procure, create and integrate high-quality visual content that has high sharability and engagement across all platforms.

CrowdRiff technologies, social influencers, local photographers and community partners continue to provide visitors with authentic, quality content.

50 Vertical Reels

600 New Assets Annually

300GB Photoshelter Library



Tennessee's premier mountain destination is composed of exciting adventure offerings and relaxing moments for lifelong memories.

PAID MEDIA HIGHLIGHTS

YOY Statistics are from
July 1, 2022 — June 30, 2023

35% increase in
Digital Impressions

59% Increase in Clicks YoY

Cost per-click improved
from \$1.53 to \$1.50 YoY

 Visit Gatlinburg

Sponsored · 🌐

Do you love Gatlinburg as much as we do? Help us reach one million likes! Visit our page to show us your love.



Visit Gatlinburg

👍

👍👍👍 10K

1.3K comments

Like

Comment

Share

 Visit Gatlinburg

Sponsored · 🌐

Have the heart of an ocean explorer, seeing the mysteries of 10,000 creatures of the sea — at Ripley's Aquarium of the Smokies.



gatlinburg.com

Explore Ocean Mysteries
Plan Your Adventure

Learn more

👍


👍👍👍 8.9K

593 comments

Like

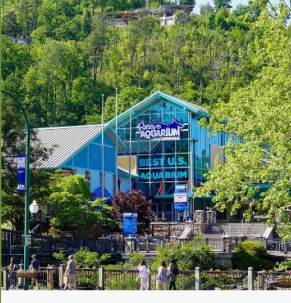
Comment

Share

 Visit Gatlinburg

Sponsored · 🌐

Make memories with your family at Ripley's Aquarium of the Smokies. The Mountains Are Calling.



gatlinburg.com

Find Underwater
Adventure

Learn more

👍


👍👍👍 8.9K

593 comments

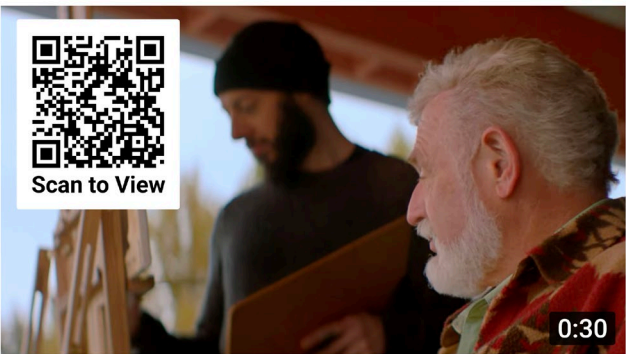
Like

Comment


Share



Scan to View



0:30


 Get Connected to Gatlinburg this Fall

Visit Gatlinburg · 104k views · 2 weeks ago




CALLING ALL
MOONSHINE
TASTERS &
MOUNTAIN
TRAVELERS






Scan to View

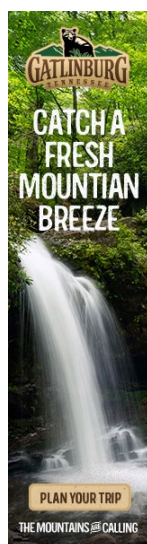
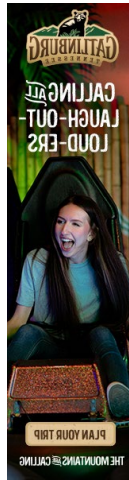
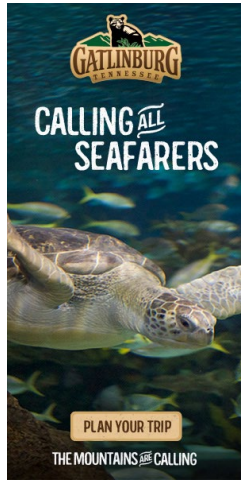
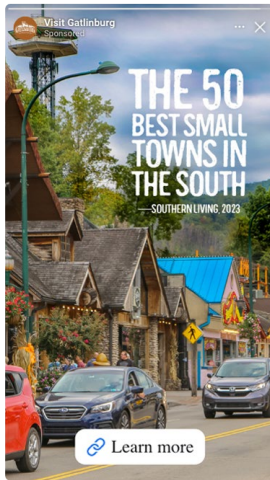


1:27

 A moment of zen in the Smoky Mountains

Visit Gatlinburg · 212 views · 4 months ago





ADDED VALUE HIGHLIGHTS

The Gatlinburg Public Relations team interviewed with stations in targeted DMAs quarterly through added value opportunities via Zoom or on-air. These interviews were broadcast in surrounding regional markets such as Lexington, KY, Birmingham, AL, Cincinnati, OH, Asheville, NC, and more. The purpose of these interviews is to showcase Gatlinburg's scenic beauty seasonally, as well as promote relevant upcoming events, happenings and area business highlights.

\$667K

Estimated Added Value

Broadcast TV Spend of \$1,992,000.

Estimated added value +33%.



Living East Tennessee - 4th of July (Summer 2023)



Spring Family Fun in Gatlinburg (Spring 2023)



Winter in Gatlinburg (Winter 2022)



Fall in Gatlinburg (Fall 2022)

PRINT MEDIA

PUBLICATION

Southern Living
USA Today
Blue Ridge Outdoors
Kentucky Monthly
Garden & Gun
Good Grit

DISTRIBUTION

11,913,000
2,862,229
300,000
126,000
1,600,000
300,000



INFLUENCER LEARNINGS

In Perpetuity

Cost Considerations: Perpetuity rights, while offering long-term benefits, come with a significant upfront cost that strained our budget. This approach has proven to be more expensive than we initially anticipated, and we needed to reallocate our resources to other essential marketing activities.

Diverse Collaboration Dynamics

Mix & Match Creator Success: Our strategy of combining photographers and content creators yielded remarkable results. This diverse approach generated an abundance of in-perpetuity selects that are more versatile than most creator content and can be utilized across multiple platforms seamlessly.

Regional Focus Insights

Nashville Influencers Shine: Through our Q2 and Q3 campaigns, we observed that Nashville influencers consistently delivered the highest engagement rates. We recommend prioritizing collaborations with Nashville-based influencers in all quarters of 2024 to maximize our reach and impact.



Hunter Premo Posts

THE DATA

17,303,476

YTD Total Impressions

16,941,068

YTD Total Engagements

\$30,557

YTD ROI

**Note: This ROI does not cover the value of 100+ pieces of original content that can be utilized in perpetuity by the client.*

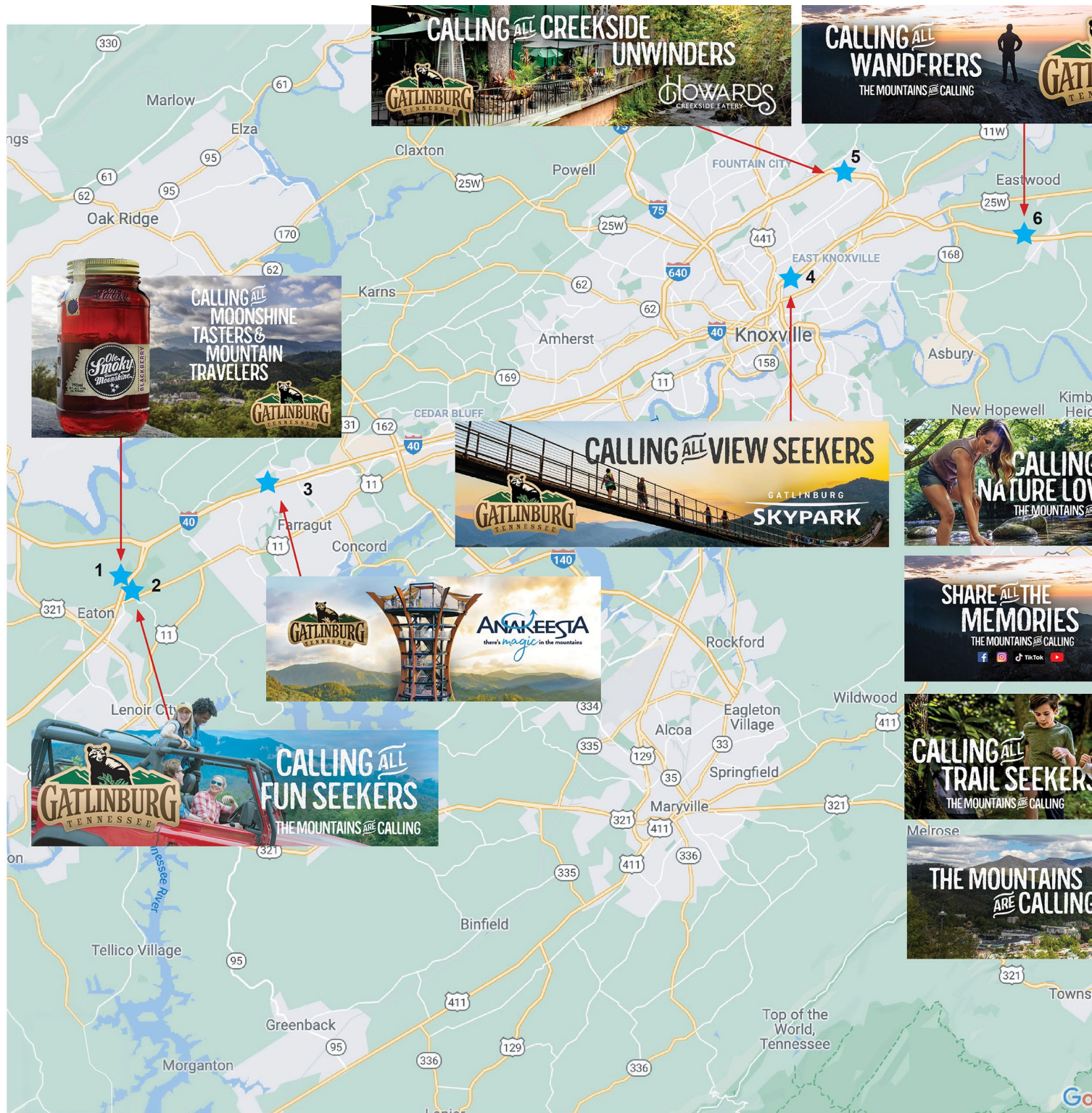


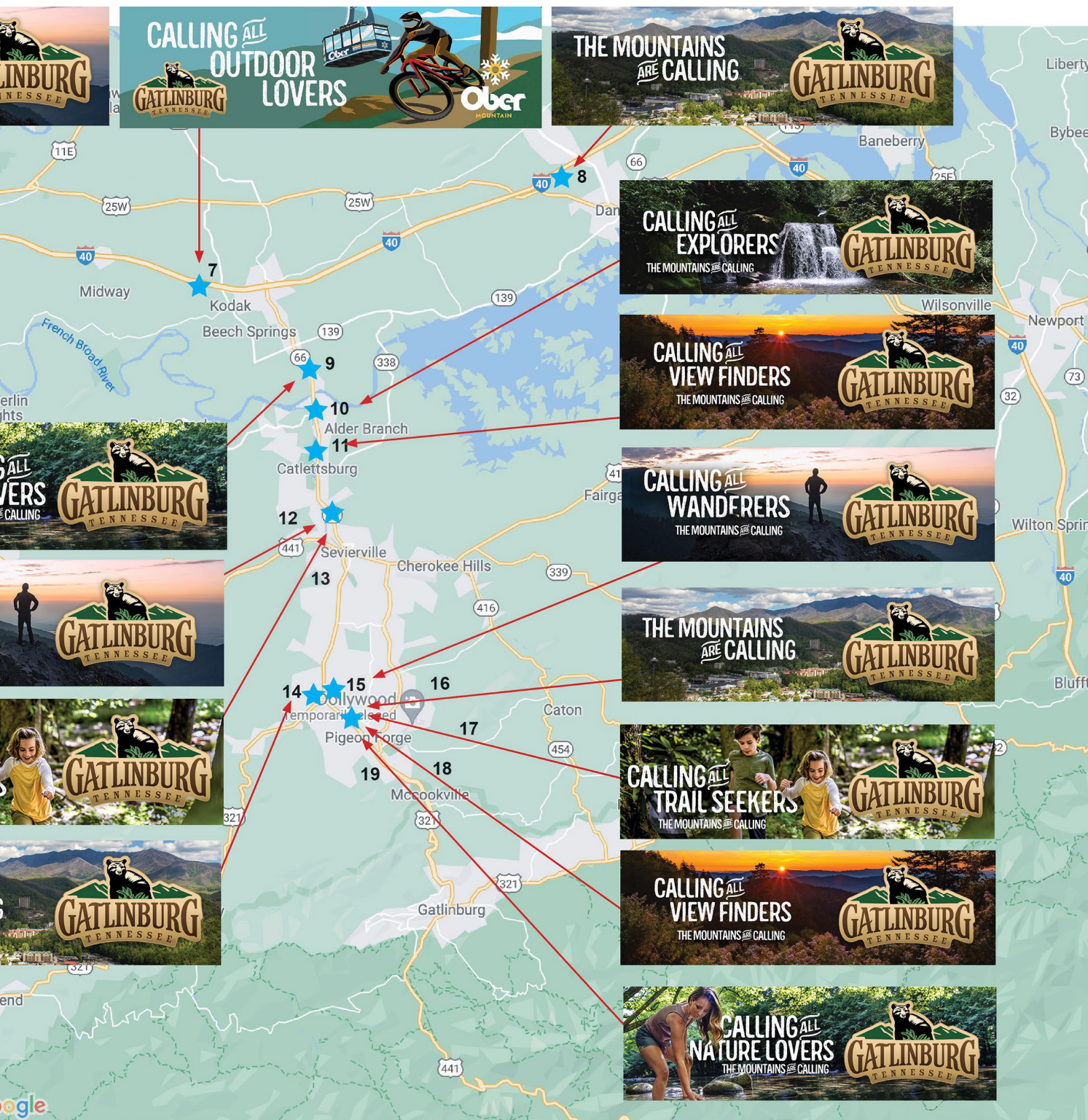
Influencer	Likes	Comments	Saves	Shares	Sticker Taps	Views	Total Reach	Total Engagement	Total Impressions
Annie Jiang	426,942	3,153	31,632	30,149	N/A	12,864,354	304,100	13,356,230	12,437,122
Tonya Morris	48,538	1,038	2,749	4,355	N/A	1,084,483	1,419,500	1,141,163	1,276,850
Ashley Houston	22,838	166	350	231	0	502,200	144,000	525,785	324,000
Hunter Premo	9,787	253	98	168	2,706	769,278	326,000	782,290	1,057,678
Laura Elizabeth Graham	4,747	389	206	251	444	224,911	242,000	230,948	309,461

OUT OF HOME PLACEMENTS

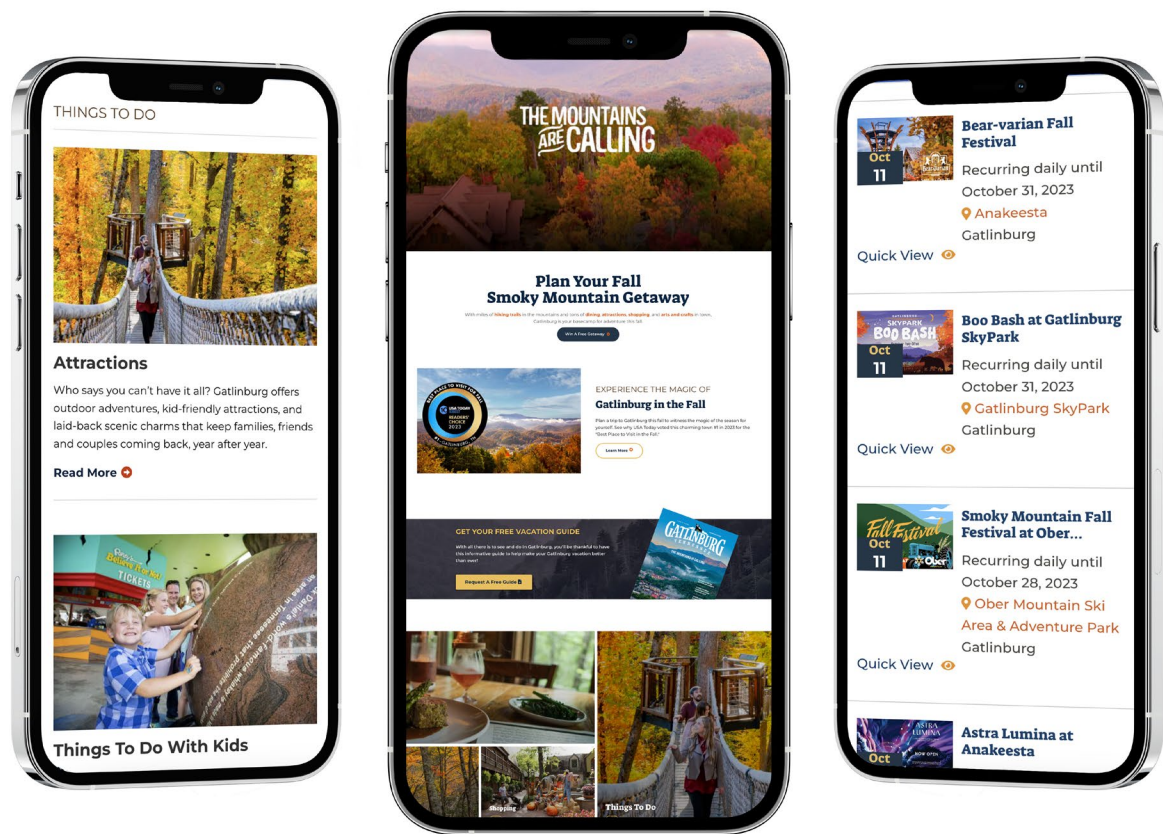
EAST TENNESSEE

Out of Home boards were placed in East Tennessee and Ohio. The CVB also maintained 35 additional boards in Atlanta, Nashville and Charlotte through the Dollywood co-op program. Artwork was updated seasonally to represent the seasonal changes of the destination.





WEBSITE PERFORMANCE



6.5M

Web Sessions

12M

Pageviews

545K

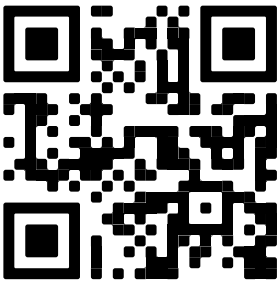
Average Sessions per Month

TOP PAGES

- Home Page
- Things to Do
- Cabins and Chalets
- Attractions
- Places to Stay
- Trolley

TOP CITIES

- Atlanta
- Chicago
- Nashville
- Ashburn
- New York



Scan to view website

DESTINATION MARKETING & TRAVEL TRADE

To secure earned media and increase unique and diverse perspectives of the travel landscape in Gatlinburg, the Gatlinburg Convention and Visitors Bureau continued to collaborate with travel writers, social media influencers and publications at the local, regional and national level.

- Partnered with the Tennessee Department of Tourist Development to host both domestic and international travel writers, bloggers and influencers promoting Gatlinburg's businesses and events.
- Secured editorial content through paid and earned media in national publications such as USA Today, Pioneer Woman and Southern Living, as well as through regional publications such as Good Grit, Blue Ridge Outdoors and Smoky Mountain Living.
- Gatlinburg was also mentioned in several digital publications such as StyleBluePrint, Travel + Leisure, Conde Nast Traveler and Cosmopolitan.



Terry Ward

CNN, TRAVEL + LEISURE



Colleen Kelly

NATGEO, PBS



Malika Bowling

MSN



Robyn O'Neal Smith

TRAVEL AWAITS



Zoey Goto

BBC TRAVEL, GQ



Chris & Will Antie

IHEARTRADIO

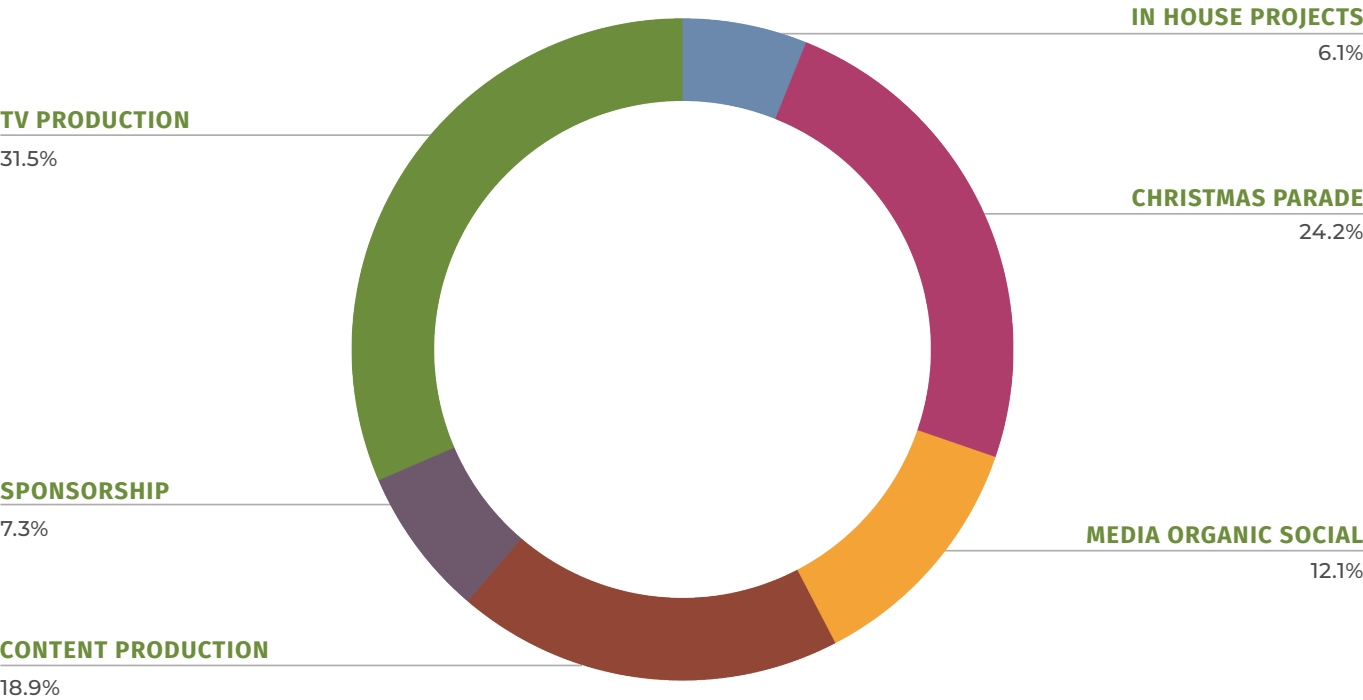


PLANNING FOR THE FUTURE

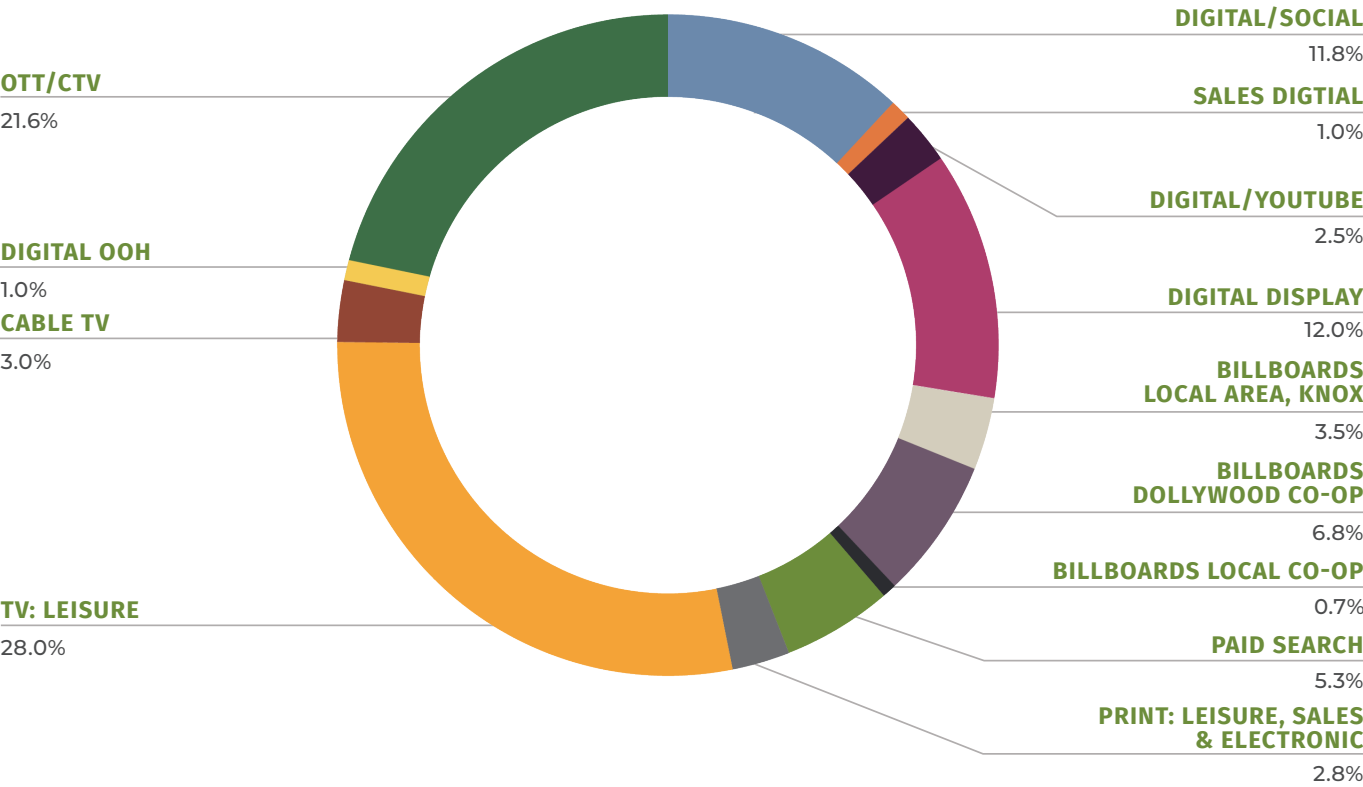
BUDGET, ANALYZE AND SET GOALS

To sustain the growth seen over the past 5 years, Gatlinburg must be strategic in its planning. With measurable long-term goals in mind, we can use past performance and sophisticated strategies and analytics to set a realistic budget for future work.

MISCELLANEOUS MARKETING



PAID MEDIA PLACEMENTS



VISITOR PROFILE



Gen Z

HHI \$32,500
Age 10-25
No Children



Millennials

HHI \$60k+
Age 25-40
No Children



Families

HHI \$75k+
Age 25-60
One or More Children



Couples

HHI \$100k+
Age 25-60
Primarily Women



Affinity Target

Travel Buffs
Family Vacationers
Outdoor Enthusiasts



Gatlinburg Was Named as One of the Top Places to Visit in the USA.

U.S. NEWS & WORLD REPORT

KEY PERFORMANCE INDICATORS & METRICS

ADVERTISING

Monitor each individual media channel's performance, using Designsensory Dashboard and Google Analytics to complete the picture.

PUBLIC RELATIONS

Measure using media value, impressions and audience reached. Measure website traffic spikes aligned with publicity coverage dates.

SOCIAL MEDIA

Monitor and evaluate using social metrics of impressions, website referrals, engagements, reach and shared media value.

WEBSITE

Drive traffic to Gatlinburg.com, increase total unique visitors, mobile visitors, organic search traffic, page views and user interaction. Use Google Analytics and Simpleview's monthly SEO reports for insights to build additional pages and content that reflect visitor needs.

ADDITIONAL METRICS

- Visitors Guide Downloads and Requests
- App Downloads
- Increases in Tax Revenue
- STR Report
- Area Visitation Monitoring Platforms
- Datafy
- Flock Report (Car Tag Reader)

MARKETING COMMUNICATIONS GOALS

DESTINATION MESSAGING

Messaging will showcase the ultimate leisure traveler experience by illuminating the vibrancy, diversity and depth of Gatlinburg's cultural and natural attributes along with the immense variety of over 50 unique attractions and plentiful dining and shopping opportunities.

Dynamic storytelling, expanded content creation, social media outreach, strategic public relations and integrated advertising strategies will share the messages.

Key marketing plan points will further the destination's appeal as a legacy, a familiar and welcoming place that is focused on safety and cleanliness for both residents and visitors and is also filled with new treasures to discover.



**Walkable
Outdoor
Activities**



Attractions



**Arts &
Culture**



Shopping



**Diverse &
Inclusive**



**Safe &
Clean**

UNIQUE DIFFERENTIATORS

UNIQUE DIFFERENTIATORS

Located adjacent to Great Smoky Mountains National Park, Gatlinburg is a mountain playground like no other. A variety of opportunities and activities provide for many magical moments and unforgettable experiences. Gatlinburg is built on a passionate and welcoming community.

"Domestic leisure travel is expected to remain strong, but with normalized rates of growth (around 2%) in 2023 and 2024. Volume is expected to grow faster year-over-year (YOY) than inflation-adjusted spending in 2024 and beyond."

U.S. TRAVEL



ANALYTICS & DATA OPTIMIZATION

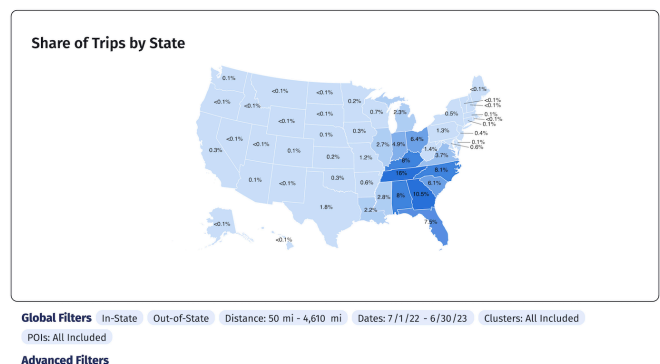
- Build strategy and tactics on robust analytics using data to optimize efforts.
- Sophisticated targeting and retargeting will be used to reach the right audience, at the right time, with the right message to connect with audiences and showcase additional messages to the highest number of potential visitors. Optimize digital messaging and delivery using analytical tools to maximize performance and goal conversion that deliver on KPIs.

TOOLS & TRACKING

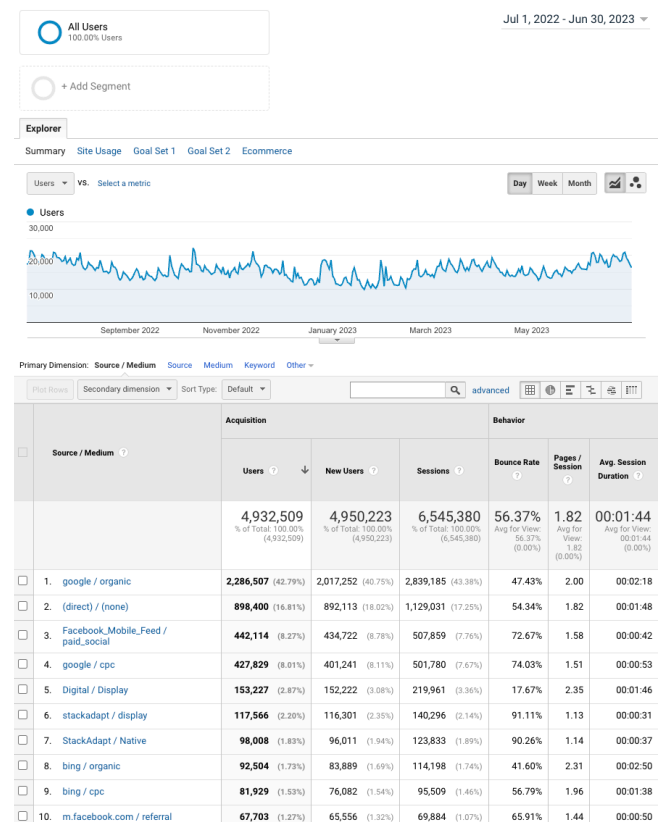
- Use insights and measurement tools to identify public relations and social media opportunities, gauge effectiveness of specific efforts and make adjustments as needed.
- Continue to track effectiveness and ROI of media relations efforts by employing news clip services, tracking media touch points and site visits, logging proactive pitches, monitoring release performance and assessment of online, print and broadcast placements.
- Refine best practices for deployment and integration of destination news content that will strategically boost SEO/keyword share, backlinks and positively impact Gatlinburg.com's online and social authority.
- Use Google Analytics to measure traffic and social engagement generated by placements, influencer content and online stories.
- Develop strategies to leverage media coverage insights that may include high-impact targeting, promotion of trending or high-SEO stories, media influencer outreach, keyword-based pitching, competitor coverage analysis and optimization or promotion of back-linked content.
- Leverage added value opportunities with paid media placements.
- Utilize CrowdRiff for user-generated content and tracking visitor experience preferences.

- Different creative messages will continue to be tested for different audience segments within digital and paid social to understand nuances and responsiveness, which showcases the most engaging messaging.
- Available visitation data will be utilized to shift media dollars between tactics, partners and channels based on data and other insights.

Datafy Map to represent where visitors come from July 1, 2022 thru June 30, 2023

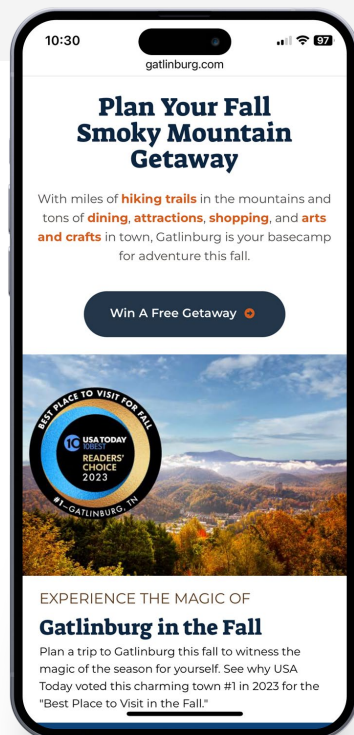


Google Analytics - website traffic from July 1, 2022 thru June 30, 2023



SHORT-TERM GOALS

Gatlinburg CVB Staff established the following goals for 2024 to reflect the strategic creation and implementation of quality messaging, information and positive rapport for the city of Gatlinburg. These goals are established to increase awareness of the city's many physical and natural attributes, to enhance the overall visitor experience and to provide pertinent information regarding our great destination through various platforms including strategic campaigns, PR efforts and digital and social media.



WEBSITE

- Increase new users by 15%
- Increase sessions duration by 15%
- Drive 7.5 million visits to Gatlinburg.com

EMAIL MARKETING

- Optimize an online outreach program that leverages email newsletters to consumers and to the local industry.
- Send monthly destination e-blasts that drive traffic to Gatlinburg.com and inspire travelers to plan and book with an annual goal for 18% open rate and increase subscribers by 10%.
- Send monthly destination e-blasts that drive traffic to Gatlinburg.com and inspire travelers to plan and book with an annual goal for 15% open rate. 2024 Goal is to increase open rate and subscribers by 10%.



VACATION GUIDE & VISITORS GUIDE

The Vacation Guide contains detailed information about attractions, events, lodging, restaurants and shopping. It caters to traveling families, as well as travel agents, AAA offices and state visitor centers. It is also available online as a downloadable PDF. The Visitors Guide is also a resource for the lodging businesses to provide information to guests regarding the city activities.

Vacation Guide: 400,000 copies

Visitors Guide: 100,000 copies



VISIT GATLINBURG APP

36k
Users

64%
Female

950k
Views

36%
Male

GOALS FOR 2024

- The goal for the Visit Gatlinburg app in 2024 will be to increase sessions and active devices by 15%.
- Redesign the app to maintain a consistent branding for Gatlinburg.
- Incorporate new features into the app such as Passports to increase engagement and downloads.
- Utilize the app for events and activities to increase downloads.
- Move app to a new, up-to-date platform which utilizes better technology and includes an interactive map that displays on the Gatlinburg.com website.

PUBLIC RELATIONS ADDED VALUE

EARNED MEDIA GOALS FOR 2023

- Secure editorial opportunities for earned media in local, regional and national publications on a quarterly basis.
- Increase media pitching by providing FINN Partners with increased knowledge of area businesses, regional attributes and destination highlights.
- Increase destination awareness through social and online media platforms through trade partnerships with relevant content creators, bloggers and influencers.

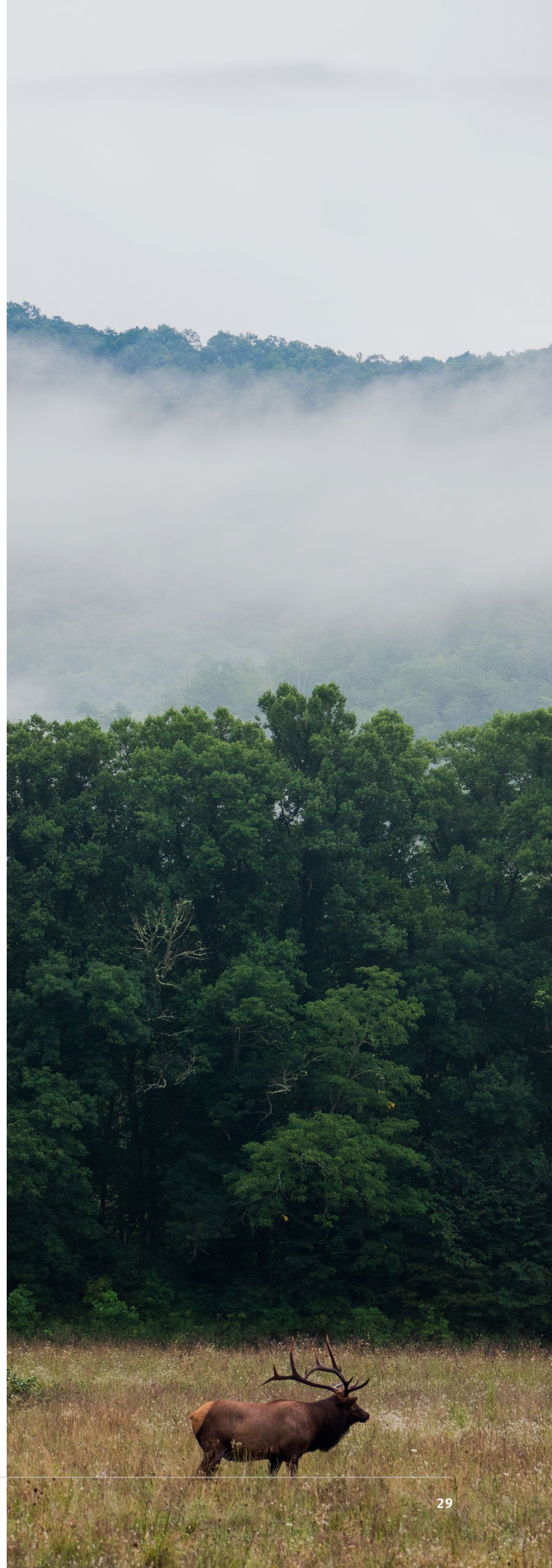
BROADCAST PLACEMENT GOALS FOR 2023

- Quarterly appearances in top drive markets to promote seasonal interests and events.
- Keep consistency with the total amount of interviews for each station each quarter.

**Total added value opportunities will be based upon the allocation for broadcast spend at 25% of the total spend.*

LONG-TERM GOALS

To support an impressive history of long-term economic growth as well as responsibly protect and preserve Gatlinburg's abundance of natural beauty, the city must have strategic goals in planning for the future. Gatlinburg must attract a strong hospitality-oriented workforce while providing opportunities for long-term growth and development as well as consider sustainable lodging options. We must also continue to create new experiences for our ever-growing diverse visitor base.



CREATIVE RECOMMENDATIONS

CREATE, CO-CREATE, CURATE AND INTEGRATE

As our destination evolves, so should our messaging and visual approach. Our choice of photography should inspire the viewer with new perspectives. Our compositions striving for an authentic tone will provide our potential guests with a taste of what their experiences can be in our destination.



CAPTURING & LEVERAGING ASSETS

A seasonal strategy will be implemented to procure, create and integrate high-quality visual content that has high sharability and engagement across all digital platforms. CrowdRiff technologies, social influencers, local photographers and community partners will continue to provide visitors with authentic, quality content.



Video



Video Tours



Graphics



UGC

Photography & Video

- Work with Designsensory to implement recommendations for asset organization and updates in Photoshelter.
- Continue to work with travel writers and influencers to collect relatable content to enhance the current photo & video libraries of assets.
- Create a seasonal series of 30-second, 15-second and 06-second spots that speak to family and generational experiences in Gatlinburg. The spots will run on digital media, YouTube, OTT/CTV and streaming television.
- Utilize in-house staff and production equipment to capture vertical video for placing on TikTok and other social platforms.
- Grow the Community Stakeholder Co-Op Programs by collecting visual assets that deliver on experiential content captured in partnership with area attractions.
- Increase aspirational desire among travelers using the channels best suited for reaching the target audiences.

Video and image assets will deliver on inspirational storytelling, create emotional connections and increase aspirational desire among travelers using the channels best suited for reaching target audiences.

Present Gatlinburg as Tennessee's premier mountain destination, composed of exciting adventure offerings and relaxing moments for lifelong memories.

These assets should:

- Engage visitors in dynamic experiences.
- Showcase the diversity of experiences.
- Include integrated video assets for cross-channel units, maximizing views and increasing click-throughs to Gatlinburg.com.
- Include new, tailored videos to individual markets based on insights and interests.



STYLE GUIDE & REVISED LOGO

VISUAL IDENTITY

Gatlinburg's visual identity lets potential visitors know who we are and gives a little taste of what we're all about. A cohesive and consistent presence across all platforms is vital when it comes to strengthening perception and loyalty. These guidelines are here to help us steward the brand and unite our communications around it.

COLOR

Gatlinburg is a colorful place to visit, so our visual storytelling should match. Keep in mind, the primary way we tell people about Gatlinburg is through photography. However, these colors provide a way to augment our visuals that bring our communications to life.

TYPOGRAPHY

Typography is one of the many brand expressions we can use to tell potential visitors about Gatlinburg. Each font should be used in the proper context. If there are questions about font usage, please contact the Director of Marketing and PR.

**YOUR HEADLINE
IS SET *IN* THIS STYLE**



PRIMARY COLORS



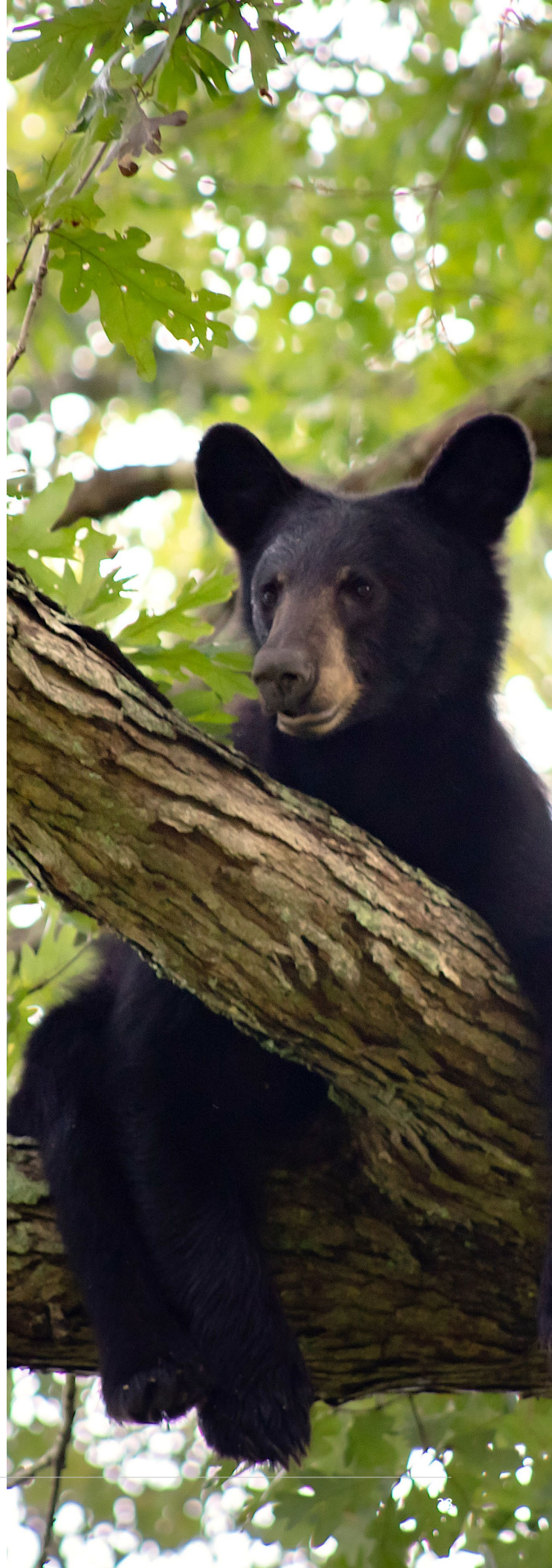
ACCENT COLORS



WEBSITE REDESIGN

The Gatlinburg CVB is working in partnership with Simpleview to redesign the Gatlinburg website with the following key points:

- A new aesthetic to reinvigorate the site and the audience while utilizing the new brand style guide.
- Improve UX across mobile and desktop with new color, sizing and navigation strategies
- Use screen real estate better by getting content in viewport on load
- Improve Vacation Guide interest and motivation with more prevalent and prominent placement
- Build more qualified leads by providing users relevant content early in the user journey



WEBSITE

With the goal of improving search result rankings, increasing overall web traffic and improving the user experience, all while keeping the branding for Gatlinburg consistent, Gatlinburg.com will implement a full redesign. This redesign will improve the quality of the site to match users needs and give a more personalized experience. It will maintain a mobile first mindset with a fresh, updated look that utilizes more modern colors and layouts.

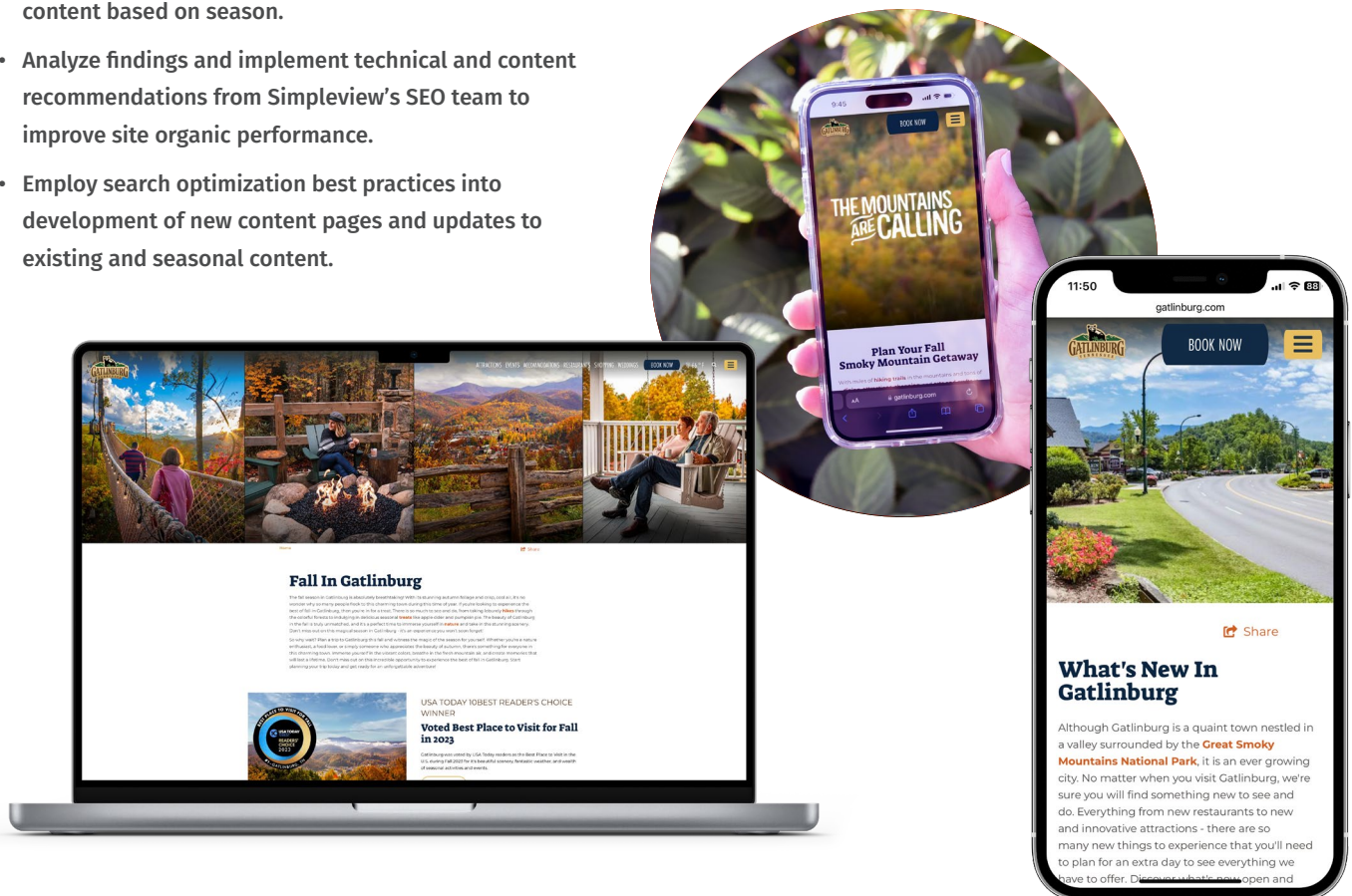
BOOSTING ENGAGEMENT

- Optimize the online experience and social media channels to provide information according to individual needs and interests.
- Drive advertising and social communications to Gatlinburg.com content and landing pages and measure specific click-through actions.
- Maintain an editorial calendar and regularly update the Gatlinburg.com homepage with fresh and engaging content based on season.
- Analyze findings and implement technical and content recommendations from Simpleview's SEO team to improve site organic performance.
- Employ search optimization best practices into development of new content pages and updates to existing and seasonal content.

- Engage and retain web users with content that balances detailed, practical destination insight and resources with more aspirational destination context, incorporating dynamic functionality and high impact visuals to inspire and improve online travel planning.
- Leverage Gatlinburg.com to serve as main point of fulfillment and to motivate actual and aspirational visitation, promote saving and sharing content, and encourage additional exploration and vacation bookings.

MEASURABLE GOALS FOR 2024

- Increase new users by 10%
- Increase sessions duration by 10%.
- Drive 7.5 million visits to Gatlinburg.com





SEARCH ENGINE OPTIMIZATION

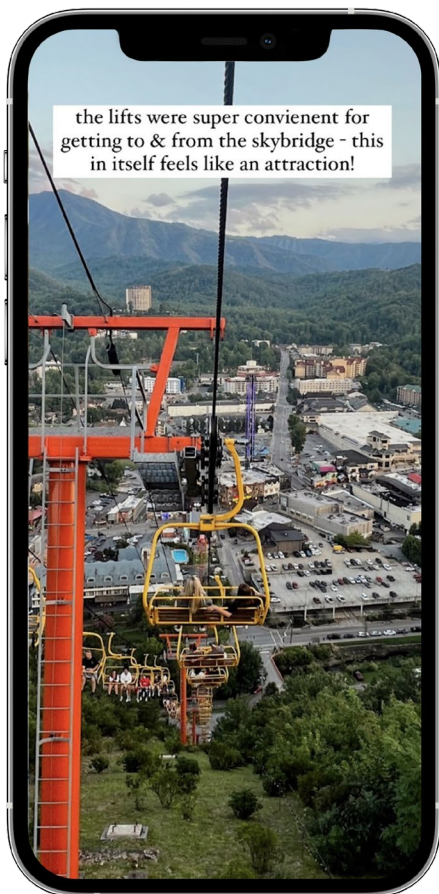
- Develop, curate and promote world-class content through dynamic and diverse storytelling.
- Develop creative that integrates with paid media campaigns and keeps the traveler engaged on Gatlinburg.com.
- Draw on data from Simpleview, Google Analytics and the expertise of local partners to determine editorial coverage based on consumer interest, news value and search trends.
- Continue to work with local freelance contributors to develop written and visual content with destination authority.
- Create contests and giveaways to assist in growing databases and collecting first-party data.
- Build custom landing pages that speak specifically to hyper-targeted markets.
- Create and build custom pages for specific content based on popular Google searches to increase engagement and visitation of website.
- Optimize and structure landing pages and blogs for a better user experience and to be more user friendly for Google crawlers.

INFLUENCER CAMPAIGN

The GCVB will work with Designsensory to activate an annual campaign to collect experiential content through influencers as follows:

HERO INFLUENCER ACTIVATIONS

- Gatlinburg will host popular influencers (500k to 3M followers) for a weekend getaway, highlighting a variety of attractions and seasonal activities.
- Each influencer will produce 10 to 15 pieces of content.
- Reels & Stories; Static Post (Instagram/Facebook or blogs); TikTok; Long-form (Vlog, IRL, Lives, blogs).
- Well-rounded, full coverage of a Gatlinburg weekend experience.
- Incorporate contests, giveaways and tracking codes.





NICHE INFLUENCER ACTIVATIONS

- A time for creators and influencers of specific niche interests to shine.
- 50k+ follower range
- Each influencer activation will produce at least 10 pieces of content.
- Reels & Stories; Static Post (Instagram/Facebook or blogs); TikTok; Long-form (Vlog, IRL, Lives, blogs).
- Influencer used for a specific goal/attraction/marketing initiative.
- Activations to feature contests, giveaways and tracking codes.

GROUP VIP EXPERIENCES

A seasonal group experience that brings impactful members of the Influencer Tribe back to Gatlinburg for a unique, one-of-a-kind group experience such as:

- An Influencer Cabin
- Hosted Dinners
- Influencer Party

AUDIENCE & MARKET TARGETING

TARGET, ACTIVATE AND OPTIMIZE

Reach the right audience, at the right time, with the right message through sophisticated targeting and retargeting. Optimize digital messaging and delivery using analytical tools to maximize performance and goal conversion that deliver on KPIs.



DESIGNATED MARKET AREAS

DYNAMIC DIGITAL

GENERAL DMA'S

We are hitting 200+ additional DMA's each quarter based on user demand.

Bowling Green, KY

Charleston-Huntington, WV

Chattanooga, TN

Columbus, OH

Dayton, OH

Greensboro-High Point-
Winston-Salem NC,

Greenville-Spartanburg-
Asheville NC-SC

Indianapolis, IN

Johson City-Kingsport
Bristol TN-VA (Tri-Cities)

Louisville, KY

Raleigh-Durham, NC

TARGETED DMA'S

Atlanta, GA

Birmingham, AL

Charlotte, NC

Knoxville, TN

Lexington, KY

Nashville, TN

Cincinnati, OH

Huntsville, AL

TRADITIONAL

BROADCAST

Chattanooga, TN

Dayton, OH

Greenville-Spartanburg-Asheville

Tri-Cities

Louisville, KY

Knoxville, TN

Nashville, TN

Cincinnati, OH

Lexington, KY

Birmingham, AL

Huntsville, AL

CABLE

Nashville, TN

Knoxville, TN

Chattanooga, TN

Charlotte, NC

PLANNING TOOLS

- Datafy
- Flock Report (Car Tag Counter)
- STR Report
- Travel Data: leverage travel data in real time from 65+ brands (including purchase data)
- In-Market Targeting: Reach people based on their interests and intent



TRIP PLANNING WINDOWS



TRENDING WATCH LIST

DMAs to watch for need to increase spend:

Central to South Florida

Charlotte, NC

Raleigh, NC

Core Audience:

Generation Z who are entering adulthood with more discretionary income and a hunger for outdoor experiences, as well as outdoor enthusiasts.

VACATION PLANNING WINDOWS

1-2 Weeks

Knoxville, Chattanooga, Tri-Cities

2-3 Weeks

Nashville, Atlanta, Charlotte, Lexington

3-4 Weeks

Cincinnati, Columbus, Birmingham, Huntsville, GSA

4-5 Weeks

Indianapolis, Louisville, Dayton

TACTICS & RECOMMENDATIONS

OVERALL PAID MEDIA PLAN

- Increase targeted HHI to \$50k - \$150k
- During 2024 will include monthly analysis of needs to pivot budget due to election preempts

DIGITAL MEDIA TACTICS & RECOMMENDATIONS

Overall

- Continue with all 2023 placement platforms except targeted DMA Competitive Conquesting
- Targeted DMA's - In Birmingham, Cincinnati, Lexington, and Huntsville, there is a budget broken out for each DMA, plus some additional money that may come from the General/Ripley's budget during the months that are - \$0- in the market-specific budget, as these will be included in General locations for Jan/Feb/Mar/Nov/Dec.

Paid Social

- Drop Lexington and Birmingham from Paid Social as individual markets and layer into the General markets.
- These two markets have been in the bottom when looking at both CTR & Link Clicks in 2023 and 2022.
- This will allow more Paid Social budget to be allocated across higher performing individual markets, and open up budget for new channels
- Roll Cincinnati into General markets during January, February, March, November & December
- Increase Social Proof ads due to strong performance in 2023

Paid Search

- Revise buying strategies to optimize non Gatlinburg keywords and search terms
- Roll Lexington, Birmingham and Cincinnati into General markets for January, February, March, November, and December.
- Add National Parks to the Competitive Conquesting search
- Reduced Paid Search by \$88K overall YoY.

OTT/CTV & Youtube

- Roll Lexington into General markets for January, February, March, November, and December.
- Nov-Feb dynamic campaign targeting South Florida for people that want to see snow - need special ad set for this
- Feb-mid Mar dynamic campaign targeting South Louisiana (Mardi Gras)
- Connected with Datafy. We have noted the need for both of these micro-campaigns and will plan for these accordingly.

Digital OOH in Atlanta, Knoxville, Nashville markets.

- Utilize Adara data to provide a comprehensive list of origin market cities to identify the most suitable screens and POIs for video units. Knowing that these audiences are more likely to visit Gatlinburg, we can strategically place OOH ads at Airports, Taxis, and Rideshares within those markets.
- Provides ability to retarget those exposed to the OOH ad, enabling us to reach those users with Programmatic/Video/CTV.
- Engage with our target audience based on geo, time, weather, venue type and media owners.

TRADITIONAL BROADCAST MEDIA TACTICS & RECOMMENDATIONS

Overall

- The plan is based on an annual average cost per point for 200 GRPs per week, with the exception of GSA which is planned for 150-175 GRPs per week due to high market costs. If any markets need adjustments per quarter, we will make recommendations at that time. Indianapolis, Columbus, and Raleigh were dropped in order to increase to 200 GRPs. In markets with Ripley's budgets, the GRPs are split between General and Ripley's to total 200.
- We will evaluate availability of inventory (due to election) and negotiate for non-preemptible spots as needed when we build the buys.

Broadcast Placement Information

- Continuing with no Traditional Media in Atlanta, Bowling Green, Columbus, Charleston (WV), Evansville, Greensboro, Indianapolis, and Raleigh markets - pulled back recommendation to add Columbus and Raleigh and removed Indianapolis in order to bump weeks up to 200 GRPs and secure non-preemptable rates, as needed
- Market spend will be flighted according to seasonality and trip & vacation planning windows
- Dark in January, February, November & December due to limited budget and seasonality
- Proposed seasonal shares = Q1 17%; Q2 42%; Q3 31%; Q4 11% - increased Apr-May with Lookback funds



MEDIA ACTIVATIONS

DIFFERENTIATE, ENGAGE AND DRIVE AWARENESS

Activations will center around community-wide partnering opportunities to promote Gatlinburg with the goal of boosting engagement, driving awareness and encouraging patronage.

DESTINATION MESSAGING

- Differentiate Gatlinburg by promoting its diverse and distinctive offerings to elevate the destination's visitor appeal and encourage increased patronage by residents of what is in their own backyards.
- Continue to build on community communications to welcome new partners, including restaurants, boutiques and custom tour providers for destination visits and storytelling subjects.
- Collaborate with all local hospitality partners for cooperative media visits to demonstrate the depth and scope of the destination's quality tourism product.
- Engage established content creators with followings as traditional media or influencers to create story, video and photo assets to promote key activities, including fishing, GSMNP outdoor adventures, dining, cultural activities and more.
- Continue to utilize print media, online publications (sponsored content) and influencer marketing to enhance other paid media efforts.



TRADITIONAL/BROADCAST MEDIA FLOW CHART

Allocations may fluctuate due to market conditions.

2024	January					February				March				April					May			
	1	8	15	22	29	5	12	19	26	4	11	18	25	1	8	15	22	29	6	13	20	27
General - Broadcast TV ** 200 GRPs per week (incl. Ripley's)																						
Chattanooga TN																						
Cable - Chattanooga																						
Dayton OH																						
Greenville- Spartanburg-Asheville NC-SC (GSA) ** 150 GRPs																						
Johnson City-Kingsport-Bristol TN-VA (Tri-Cities)																						
Louisville KY																						
Ripley's																						
Charlotte																						
Chattanooga																						
Cincinnati																						
Johnson City-Kpt-Bristol																						
Knoxville																						
Lexington																						
Louisville																						
Nashville																						
Knoxville TN																						
Broadcast																						
Cable																						
Nashville TN																						
Broadcast																						
Cable																						
Charlotte NC																						
Broadcast																						
Cable																						
Cincinnati OH																						
Broadcast																						
Lexington KY																						
Broadcast																						
Birmingham AL																						
Broadcast																						
Huntsville AL																						
Broadcast																						
											PRE SPRING BREAK					PRE MEMORIAL DAY						

DIGITAL MEDIA FLOW CHART

2024			January					February				March				April						
			1	8	15	22	29	5	12	19	26	4	11	18	25	1	8	15	22	29	6	13
General																						
Paid Social - Single Image, Carousel, Video, Dynamic Ads, Instant Storytelling, Retargeting																						
Paid Search - Responsive Text Ads (Google & Bing) - Competitive Conquesting included																						
Programmatic - Desktop + Mobile // Display, Native & Video																						
Alternative Destination Intercepting																						
OTT / Connected TV - :30, :15																						
YouTube - :30, :15, :06																						
Ripley's																						
Paid Social - Single Image, Carousel, Video + Dynamic Ads, Retargeting																						
Programmatic - Desktop + Mobile / Display, Native & Video																						
OTT / Connected TV - :30, :15																						
YouTube - :30, :15, :06																						
Knoxville																						
Paid Social - Single Image, Carousel, Video + Dynamic Ads																						
Paid Search - Responsive Text Ads																						
Programmatic - Desktop + Mobile // Display, Native & Video																						
OTT / Connected TV - :30, :15																						
YouTube - :30, :15, :06																						
Digital OOH - Image & Video																						
Nashville																						
Paid Social - Single Image, Carousel, Video + Dynamic Ads																						
Paid Search - Responsive Text Ads																						
Programmatic - Desktop + Mobile // Display, Native & Video																						
OTT / Connected TV - :30, :15																						
YouTube - :30, :15, :06																						
Digital OOH - Image & Video																						
Atlanta																						
Paid Social - Single Image, Carousel, Video + Dynamic Ads																						
Paid Search - Responsive Text Ads																						
Programmatic - Desktop + Mobile // Display, Native & Video																						
OTT / Connected TV - :30, :15																						
YouTube - :30, :15, :06																						
Digital OOH - Image & Video																						
Charlotte																						
Paid Social - Single Image, Carousel, Video + Dynamic Ads																						
Paid Search - Responsive Text Ads																						
Programmatic - Desktop + Mobile // Display, Native & Video																						
OTT / Connected TV - :30, :15																						
Cincinnati																						
Paid Social - Single Image, Carousel, Video + Dynamic Ads																						
Paid Search - Responsive Text Ads																						
Programmatic - Desktop + Mobile // Display, Native & Video																						
OTT / Connected TV - :30, :15																						
Lexington																						
Paid Search - Responsive Text Ads																						
Programmatic - Desktop + Mobile // Display, Native & Video																						
OTT / Connected TV - :30, :15																						
Birmingham																						
Paid Search - Responsive Text Ads																						
Programmatic - Desktop + Mobile // Display, Native & Video																						
OTT / Connected TV - :30, :15																						
Huntsville																						
Paid Search - Responsive Text Ads																						
Programmatic - Desktop + Mobile // Display, Native & Video																						
OTT / Connected TV - :30, :15																						

[illegible]

PRINT MEDIA FLOW CHART

Allocations may fluctuate due to market conditions.

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
		BR Country Gateway to the Smokies		BR Country Parkway Guide		
			BR Outdoors			BR Outdoors
		Evansville Living				
					Garden & Gun (co-op section)	
		KY Monthly			KY Monthly	
		Outside (issue TBD)				
	Smoky Mountain Living					
		Southern living (co-op section)				
		USA Today Southeast Travel			USA Today National Parks	

	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
						2x 1/2 page
doors				BR Outdoors		3x 1/2 page
						1/2 page
on)						1/4 page (co-op sections)
			KY Monthly			3x 1/2 page
						1/2 page
			Smoky Mountain Living			3x 1/2 page
						1/2 page (co-op sections)
s						2x full page
		Pioneer Woman				1 full page/ remnant

ANNUAL GATLINBURG EVENTS

Gatlinburg is a four-season destination with a long line-up of seasonal events for guests to enjoy all year round. Listed below are just a few of the staple events and festivities found throughout the city, annually.

[Gatlinburg.com/events](https://gatlinburg.com/events)



GATLINBURG ST. PATRICK'S DAY CELEBRATION

The city comes alive with a fun-filled, family-friendly festival of Irish culture. Decorated in Shamrock Green with the official Irish flag throughout the city, Gatlinburg celebrates the Celtic holiday with traditional Irish food, music and more.



GATLINBURG PANCAKE WEEK

Highlighting the rich history of the sweet breakfast treat in Gatlinburg, the city showcases its famous pancake stacks for an entire week at various participating restaurants.



GATLINBURGER WEEK

Competing for the title of "GatlinBURGER Meister," participating Gatlinburg restaurants create a special burger to sell for one week only. Visitors and locals are invited to order and vote for their favorite burger plus download the Visit Gatlinburg app to access the GatlinBURGER passport for a chance to win prizes.



GATLINBURG INDEPENDENCE DAY CELEBRATION

The 4th of July Midnight Parade is coined as the "First Independence Day Celebration in the Nation." Patriotic floats, performers, marching bands and more line the Parkway as the parade kicks off at midnight. The festivities continue with performances and the annual River Raft Regatta, with a spectacular Fireworks Finale to mark the end of the holiday.



WINTER MAGIC KICKOFF

Marking the start of the season, the Winter Magic Kickoff begins the illumination of thousands of twinkling lights, LED displays and the lighting of Gatlinburg's Christmas tree on the downtown Plaza. With special performances throughout the night, the city comes alive with the sights and sounds of the holidays.



GATLINBURG'S FANTASY OF LIGHTS CHRISTMAS PARADE

The annual Gatlinburg Fantasy of Lights Christmas Parade is recognized as one of the "Top 20 Events in the Southeast" featuring lighted floats, marching bands, performers and balloons. Led by the Budweiser Clydesdales in 2021, the parade was streamed into over 150 million households through a collaborative partnership with Nexstar.



GATLINBURG NEW YEAR'S EVE BALL DROP AND FIREWORKS SHOW

A decades-old tradition sparks excitement for the new year with an annual fireworks show and ball drop at the Gatlinburg Space Needle. The celebration has been coined the "Best New Year's Eve Show in the South."



**BOOK YOUR
ADVENTURE!**

ARCADE
WE DARE
TO HAVE



Gatlinburg Convention & Visitors Bureau

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Gatlinburg, TN 37738

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