



# THE GATLINBURG UPDATE

*Quarterly Newsletter*

May 2018

## *Gatlinburg Convention & Visitors Bureau*

The spring season is truly a special time to be in Gatlinburg. Gatlinburg is both progressive and quaint, charming and slightly quirky. Gatlinburg is also bursting with vibrant arts and culture. In this edition, we detail how events can do group building activities at Arrowmont School of Arts & Crafts. Arrowmont, established in 1912, is in Gatlinburg right off the parkway near all the hotels and convention center.

Also in this edition is the exciting announcement that was made on March 21<sup>st</sup> about Blake Shelton's Ole Red entertainment venue which will be in the heart of Gatlinburg on the Parkway located next to the soon to be opened Margaritaville Resort.

Gatlinburg is always "updating" and is ready to accommodate your next convention, conference or event. To set up your personal tour with one of our experienced sales team members, please reach out to Dave Esslinger at [dave@gatlinburg.com](mailto:dave@gatlinburg.com). There is nothing like seeing our beautiful city first hand while having a knowledgeable Gatlinburg representative showing you all Gatlinburg has to offer making your next event so unique and successful.



## Gatlinburg at a glance

- **Convention Center:** (148,000 square feet of total space)
- **Sleeping Rooms** (4,000+ surrounding convention center including full and limited service hotels, condominiums, chalets and cabins)
- **Dining Options:** (100+ restaurants, from casual to elegant gourmet establishments with the majority within walking distance to hotels and convention center)
- **Shopping:** (500+ shops with 5 malls plus largest Arts & Crafts Community in the U.S.)
- **Attractions:** (40+ along with many other entertainment options with the majority within walking distance to hotels and convention center)
- **Rocky Top Sports Complex:** (Named 2017 top Multi-Use Sports Facility by SportsEvents Magazine)
- **Gatlinburg Golf Course:** (Named Best Municipal Golf Course in Tennessee by Golf Digest Magazine)

## What's New in Gatlinburg



### Ole Red Gatlinburg

Gatlinburg is excited to announce that its famous Parkway will soon be rolling out the welcome mat for Blake Shelton's lifestyle branded restaurant, Ole Red.

With a planned opening in spring 2019, Ole Red Gatlinburg will be a \$9 million, a multi-level 16,000-square-foot entertainment venue with a two-story bar and restaurant, exterior terrace, performance space, dance floor and retail area.

The venue will be equipped with state-of-the-art performance equipment and planned programming that will include curated concert line-ups and performances from up-and-coming talent.

This new development is one in a series of new businesses emerging in the Gatlinburg area, alongside Margaritaville Resort, Savannah Bee Company and the opening of outdoor family theme park Anakeesta, which opened in the summer of 2017. Once again showing how Gatlinburg continues to "update"!

[Ole Red Gatlinburg](#)

# Margaritaville Resort



## Margaritaville Resort

The resort will include a seven-story, 162-room hotel and will be located within a 10 minute walk to Gatlinburg Convention Center. Signature Margaritaville food and beverage restaurants Landshark Bar & Grill and Lobby Café will be offered. Complimentary WiFi. Outdoor pool and riverside gazebo. Indoor heated pool and hot tub. St. Somewhere Full Service Spa. Scheduled to open Summer 2018

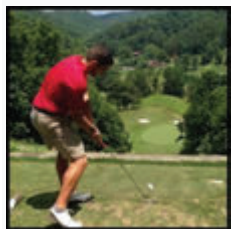
[Margaritaville Resort](#)

# Gatlinburg Group Activities and Team Building Options



## Gatlinburg Golf Course

Acclaimed as one of the most picturesque courses in America with breathtaking views of the Great Smoky Mountains and was voted by Golf Digest as one of the best 50 municipal golf courses in the United States. This 18-hole Gatlinburg Golf Course is open year-round with modern facilities, a fully equipped pro shop and food services area and is perfect for event group outings to compliment any event taking place in Gatlinburg.



[Gatlinburg Golf Course](#)



## Arrowmont School of Arts & Crafts

Event Planners who want to kick it up a notch and immerse their attendees in the mountain arts experience can plan events where attendees can participate in workshops along with attending special lectures and events.



Established in 1912, Arrowmont is an internationally recognized visual art education center that offers:

- Lodging & Dining
- Event Spaces, including a gallery, studio and library

- Auditorium for up to 175 guests

[Arrowmont School of Arts and Crafts](#)

## Gatlinburg CVB Roadshow Presentation



### "Update Gatlinburg" in Chattanooga

The Gatlinburg Convention & Visitors Bureau Sales Team did an "Update Gatlinburg" lunch and presentation in Chattanooga for 15 convention and hotel meeting planners on April 18, 2018. The meeting planners were educated and "updated" on all that Gatlinburg has to offer for their future conventions, meetings and conferences.

Each meeting planner was also "updated" on all the existing and newly opened and renovated hotels, restaurants, shops and attractions validating that Gatlinburg is a city that is constantly developing and "updating". Each meeting planner left the presentation and lunch with various door prizes graciously donated by Gatlinburg hotels and attractions for complimentary room nights and attraction passes. The meeting planners also left the lunch knowing that when it comes to their future conventions and meetings, Gatlinburg has their event covered!

## The Mountains are Calling



[Visit our website](#)

# Gatlinburg Convention Center List of Events

## May

Church of God S. M. KidFest 5/4-6/18  
 Smoky Mountain Music Festival 5/4/18  
 U.S.A.O. Law Enforcement Training  
 5/8-10/18  
 Encore DCS Regional Comp. 5/11-  
 12/18  
 Vacation Rental Seminar 5/12/18  
 Fire Chiefs Assn S. M. Weekend  
 5/18-20/18  
 8th Grade Graduation 5/22/18  
 GPHS Commencement 5/24/18  
 Family Fest in the Smokies 5/25-27/18

## June

Stage One 6/11-15/18  
 PCG IMPACT Summerfest  
 6/18-20/18  
 2018 WorshipLife Event  
 6/25-29/18  
 Arise 2018 Youth  
 Conference 6/25-28/18

## July

NexStar National Talent  
 Competition 7/5-9/18  
 Nail Tech Event of the Smokies  
 7/7-9/18  
 ACHF Extreme 7/13-15/18  
 Gatlinburg Craftsmen's Fair  
 7/13-22/18  
 Isshin-Ryu Hall of Fame  
 7/20-21/18

## Gatlinburg Accolades



Forbes

Forbes Magazine listed Gatlinburg one of its top 20 prettiest towns in America in 2017.



Rocky Top Sports World Voted 2017 Top Multi Use Sports Facility



MSN listed Gatlinburg "The Prettiest Town in Every State" for the state of Tennessee in 2017.



Ripley's Aquarium of the Smokies Named Best U.S. Aquarium for 2017 by USA Today Readers' Choice.



Gatlinburg Convention & Visitors Bureau Annual Readers Choice Award for 2017 and Six Time Award Winner by Convention South Magazine.

## Customer Testimonials

### What Recent Customers are Saying about Gatlinburg

We had a great time in Gatlinburg this year with a record crowd of happy cloggers for our Smoky Mountain Encore. The City of Gatlinburg and the facility are top-notch, and our attendees enjoyed the town.

Lynne Ogle, Director, Elite Events  
 (March 2018 / 3,000 attendees)

We look forward to our Performance Food Service Spring Food Show every year and can't imagine having it any place other than the great city of Gatlinburg. The staff at the CVB and convention center are second to none—helpful, accommodating, timely, responsive and best of all, friendly and real. The PFH staff and our customers appreciate the hospitality extended us by the great city of Gatlinburg year-after-year. See you next year!

Joelle Lyons, Director of Marketing, Performance Food Service  
(February 2018 / 1,000 attendees)

We have partnered with the Gatlinburg Convention Center for many years now for our Timothy Barnabas Pastor & Wives Retreat and value the relationship. In my opinion the downtown location, the facility and house equipment are impossible to beat in Gatlinburg. Every year the house caterer and the amazing staff from the sales office to the event staff are all top shelf.

Allen Scroggs, Director of Operations, Timothy+Barnabas, Inc.  
(March 2018 / 300 attendees)

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We would love the chance to “update” you on all the new and exciting developments that Gatlinburg has going to ensure that when it comes to your future conventions, meetings and events, Gatlinburg has your event covered!

This edition of the Gatlinburg Update Quarterly Newsletter is the second of this year. If you are interested in viewing earlier editions, please click here [CVB Sales Quarterly Newsletter](#) .

