



THE GATLINBURG UPDATE

Quarterly Newsletter
August 2018

Gatlinburg Convention & Visitors Bureau

As summer starts to wind down and we look forward to Autumn, the fall and winter months are the perfect time to have your next convention, conference or event in Gatlinburg. In this edition, we detail on all of the exciting Fall and Winter activities that take place in Gatlinburg. In true “updating” Gatlinburg fashion, the introduction of three dimensional Scarecrows and Snowmen will be added throughout the city during the fall and winter months, which will be a perfect photo opportunity of your visit to Gatlinburg.

The anticipated opening of the new Margaritaville Resort took place in July and the new Cherokee Orchard Cabins, which is located near the convention center, opened in June. Ober Gatlinburg has added two new attractions, Bumper Ice Cars and Rock Wall, to go along with many other existing attractions. Anakeesta Mountain continues to grow its attraction portfolio by adding the Cliff Top Grill & Bar located in Firefly Village.

As always, Gatlinburg is constantly “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 . 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)

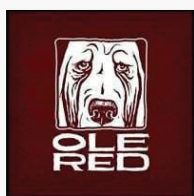
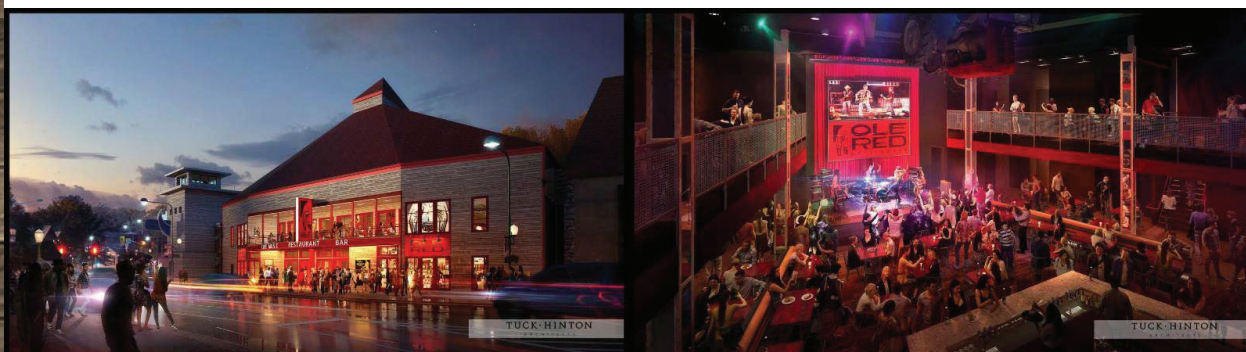
Shopping: (500+ shops with 5 malls plus largest Arts & Crafts Community in the U.S.)

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) and (2018 Favorite Indoor Venue by Sports Destination Management 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"!

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.



NOW OPEN

Ober Gatlinburg



Ober Gatlinburg has recently added two new attractions, Ice Bumper Cars and Rock Wall, to its year round list of various activities and attractions.

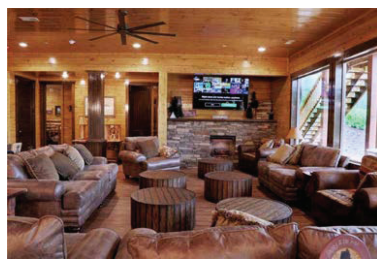
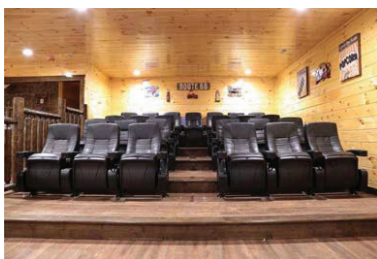
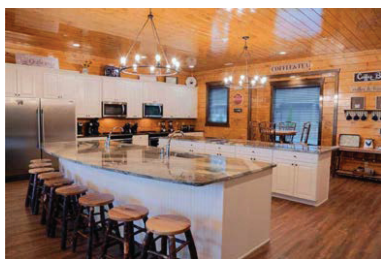
Bump, spin and zoom around the Ice Rink in Ober's new Ice Bumper Cars. Ages 3 & 4 are free with paying adult.

Come test your climbing at Ober's new Rock Wall. Race your friends or just enjoy the view at the top.

Ober Gatlinburg offers the Ariel Tramway, Ski Mountain Coaster, Wildlife Encounter, Indoor Ice Skating Rink, Alpine Slide, Amaze'n Maze, Chair Swings, Scenic Chairlift, Shopping Mall and Dining, Arcade, Carousel, Kiddie Land, Mini-Golf and Water Raft Rides. In the Winter, Ober Gatlinburg also offers Skiing & Snowboarding, Snow Tubing and Cubbies Snow Zone.

Ober Gatlinburg is perfect for bringing church and youth groups as well as corporate and team building activities. Discounts offered for groups of 15 or more with reservations made two weeks in advance.

Cherokee Orchard Cabins



Cherokee Orchard Cabins is a brand new cabin resort community and is located just off Gatlinburg's main Parkway and a five minute walk to the Convention Center. Cherokee Orchard offers five different cabin accommodations within its own resort community. All cabins offer handicap accessible bedrooms and bathrooms. Community indoor swimming pool located inside the resort.

Cherokee Orchard is an alternative accommodation option is great for groups of all sizes and market segments.

Cherokee Orchard Cabins

Mighty Crabapple Manor

- 8 Bedrooms / 8 Bathrooms
- Sleeps up to 46 people

Great Maple Retreat

- 13 Bedrooms / 13 Bathrooms
- Sleeps up to 64 people

Majestic Pine Retreat

- 13 Bedrooms / 13 Bathrooms
- Sleeps up to 60 people

Big Oak Lodge

- 16 Bedrooms / 16 Bathrooms
- Sleeps up to 82 people

Impossibilities Magic Mindreading & Mayhem



Now in its third year, *"Impossibilities - Magic, Mindreading and Mayhem!"* is going strong at the Gatlinburg Space Needle's Iris Theater. Located in the heart of Downtown Gatlinburg, the Iris Theater is the place to go for shows and entertainment in Gatlinburg. At the Iris Theater, we have the best performers, the funniest shows, the most eye-popping performances, and most importantly, the biggest fun in Gatlinburg.

Featuring the Magical Comedian Chris Collins and the Master Mentalist Erik Dobell, Impossibilities presents an evening of unbelievable magic, mind-reading and comedy in an intimate 89 seat theater.

Unlike any magic show you've ever been to, Chris and Erik perform their baffling illusions right in front of you. No smoke or mirrors. Impossibilities is also an interactive magic show so there is a good chance you or someone in your family will be brought up on stage to be part of the show.

For more information, including show dates, visit [Iris Theater](#) or call (888)482-3330. Mention that you heard about us from this newsletter and save \$4 on full priced adult tickets!"

The Mountains are Calling



Rocky Top Sports World



Sports Destination Management Magazine has named the city of Gatlinburg and Rocky Top Sports World as a winning combo in this year's Reader's Choice Awards. The city of Gatlinburg was named as "Favorite Small Market Destination" and Rocky Top Sports World was named "Favorite Indoor Venue".

What makes Gatlinburg a Favorite Small Market Destination? With a state of the art Rocky Top Sports complex just located 10 minutes from vibrant downtown Gatlinburg offering the perfect blend of sports and tourism. Gatlinburg is a walkable city with a full array of lodging, dining and entertainment to ensure your sports trip is memorable, both on and off the field. Dubbed the "Gateway of the Great Smoky Mountains", Gatlinburg is conveniently intersected by four major highways making it a day's drive from most major cities.

What makes Rocky Top Sports World a Favorite Indoor Venue? Rocky Top Sports World, an 80-acre sports complex nestled in the heart of the Great Smoky Mountains in beautiful Gatlinburg, Tennessee, boasts an incredible 86,000-square-foot indoor multi-sport and events facility. Featuring six basketball courts (plus four more onsite), 12 volleyball courts (plus five more on site), and 53,000 square feet of open event space, Rocky Top Sports World offers world-class amenities, unmatched spectator viewing options, meeting space and a full-service food and beverage operation.

Anakeesta



The magic in the mountains, Anakeesta, continues to add on to its already impressive 70 acres of entertainment, playing, relaxing and dining for all ages.

The latest edition to Anakeesta Mountain is the Cliff Top Grill and Bar located in Firefly Village. The menu includes ½ pound char-grilled burgers, entrée salads, slow smoked dry-rubbed baby back ribs, famous fried green tomatoes and much more. The Bar at the Top of the World, adjacent to the Cliff Top Restaurant, serves your choice of liquor, specialty cocktails, wine and beer. This one of a kind setting allows you to relax and enjoy great viewing of the Great Smoky Mountains.

Other dining options located in Firefly Village is Pearl's Pie in the Sky (ice cream cones, milkshakes and sundaes) and Anakeesta Smokehouse Southern Barbeque.

Anakeesta is located right on the Parkway and begins with a scenic ride from the Chondola Base Station in Downtown Gatlinburg to the top of Anakeesta Mountain on either a four-person chairlift or six-person enclosed gondola cabin where you'll arrive at Firefly Village and find the following activities:

DUELING ZIPLINES

This fun-filled experience includes three dual zip lines and two adrenaline pumping rappel drops. Zip over 2,600 feet through the canopy of the trees, side-by-side with friends! TREE CANOPY WALK Stroll among the tree tops on a series of 16 hanging bridges more than 40 feet in the air.

RAIL RUNNER MOUNTAIN COASTER

Zoom down the mountain on our high-speed single rail mountain coaster that sits low to the forest floor. Guests can ride single or tandem and you control your speed. Experience the first Brandauer single-rail coaster in the U.S.!

ANAKEESTA GEM MINING COMPANY

Mine for that special gemstone or fossil and discover a treasure of your own.

TREEHOUSE VILLAGE

Interconnected bridges, plank walks and tunnels make up the treehouse playground designed to entertain all ages!

VISTA GARDENS

This enchanting botanical garden with walking trails meanders through a lush garden filled with a variety of flowers and plants. Enjoy a cascading stream, a pergola where you can rest a bit and enjoy the views, a children's play area, a delightful gnome village and interpretive signs along the way.

Scarecrows & Snowmen are Coming to Gatlinburg!



Gatlinburg is expanding the Smoky Mountain Fall and Winter Magic Celebrations by adding whimsical 3D Scarecrows and Snowmen throughout the city for our visitor's enjoyment. From September to February the life-size figurines will make attractive vignettes where visitors can take photos.

With the expanded Smoky Mountain Fall and Winter Magic Celebrations along with Gatlinburg annual traditional festivities, these events will enhance your attendees Gatlinburg experience during your event!



- Taste of Autumn – September 13, Gatlinburg Convention Center
- Oktoberfest at Ober – September 28 to October 20, Ober Gatlinburg
- Gatlinburg Craftsmen's Fair – October 4-21, Gatlinburg Convention Center
- Tennessee Whisky Experience – October 6, Doubletree Park Vista
- Gatlinburg Chili Cookoff – November 7, Downtown Gatlinburg
- Great Smoky Thanksgiving Arts & Crafts Show – November 20-25, Gatlinburg Convention Center
- Great Smoky Christmas Arts & Crafts Show – November 26 to December 2, Gatlinburg Convention Center
- Fantasy of Lights Christmas Parade – December 7, Downtown Gatlinburg

Gatlinburg Convention Center List of Events

August

TN Square & Round Dance 8/2-4/18
TN Assn. of Utility Districts 8/8-10/18
This is Me! Ladies Retreat 8/18/18
Gburg Pittman Class Reunion 8/25/18
Public Agency Training 8/27-31/18

September

ALJC WE Conference
9/20-21/18
TN Boys & Girls Council
9/20/18
Western KY University
9/25-27/18
Slammeduff 9/29-30/18

October

Gatlinburg Craftsmen's Fair
10/4-21/18
TAPA Fall Convention 10/7-12/18
TN Law Institute 10/18-19/18
ACHF World Championships
10/26-27/18

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.



City of Gatlinburg and Rocky Top Sports World named winning combo in this year's Reader's Choice Awards by SDM Magazine.



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

The service provided to us by the Gatlinburg Convention Center Staff was nothing short of excellent and attentive. With a partnership between the Tennessee Future Farmers of America event and the City of Gatlinburg exceeding forty years, it's easy to say that the hospitality we receive ensures that we will not want to look anywhere else! Thank you to everyone in Gatlinburg for making our annual State Convention a success year after year.

Courtney Halfacre, Middle Tennessee Consultant, Tennessee Department of Education

(March 2018 / 3,400 attendees)

The Gatlinburg Regional Bridge Tournament has been held in Gatlinburg at the Gatlinburg Convention Center for over 25 years. We have found the Convention Center Staff to be outstanding and responsive to our every need. Their contribution in making this tournament "America's Favorite Regional" has played no small part in the success the tournament has enjoyed over the years. We look forward too many additional years working with the talented group of Gatlinburg hospitality professionals.

Pete Misslin, Gatlinburg Regional Bridge Tournament, Regional Co-Chair

(April 2018 / 8,100 attendees)

Customer Testimonials

The Gatlinburg Convention Center and city of Gatlinburg is one of the best! The convention center and CVB staff provided us incredible service once again at the annual Church of God Smoky Mountain Kidfest . The facility is great, and we are thankful to have the opportunity to work with familiar faces each year, providing stability to our program.

Tony Lane, Coordinator, Smoky Mountain Kidfest

(May 2018 / 1,600 attendees)

We at Smoky Mountain by Owners had a first-class experience with your center and your CVB Sales crew. As soon as we arrived everything was taken care of and your staff waited on us for anything we needed. It was a pleasure to know everything was working and ready for our event! You made us look great! Thanks to everyone for your help.

Joe Godard, Partner & Lead Designer, Smoky Mountains by Owners

(May 2018 / 150 attendees)

For the past fifteen years Stage One Productions has hosted a National Dance Competition at the Gatlinburg Convention Center. We have come to know and trust the staff as family. From the time we arrive to our departure there is always helpful staff available to provide assistance. One of the things we have appreciated in our fifteen years of hosting a competition is the friendliness and consistency of the staff. Each year the Gatlinburg Convention Center team helps us create an atmosphere that is professional and fun for the dancers and their families. It is a favorite for our clients and they have returned for multiple years. The location of the convention center gives our clients many options for entertainment. The partnership between Stage One Productions and the Gatlinburg Convention Center is perfectly suited. We both maintain the same core values of friendliness, professionalism and family. We plan to continue partnering with them for many years to come.

Lisa Hamilton, Stage One Productions

(June 2018 / 1,525 attendees)

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!

If you would like to be on the distribution list and receive future Gatlinburg Update Quarterly e-newsletters, please email sales@gatlinburg.com and request to be added. Please feel free to forward The Gatlinburg Update to anyone you feel will find it informative.

This edition of the Gatlinburg Update Quarterly Newsletter is our fifth.

