



THE GATLINBURG UPDATE

Quarterly Newsletter
August 2018

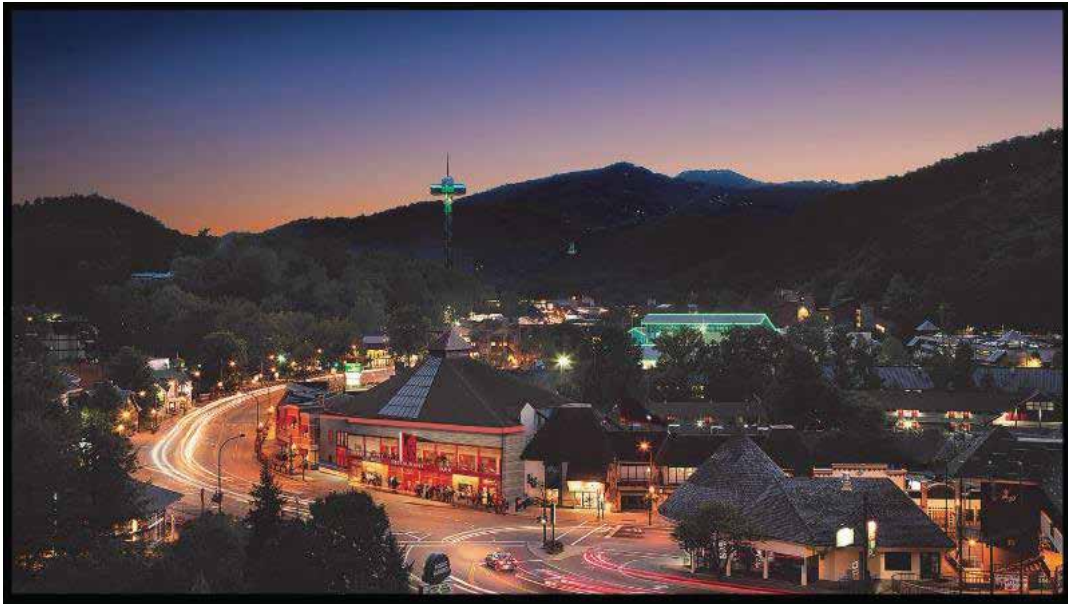
Gatlinburg Convention & Visitors Bureau

As we near the end of the year and come upon the holiday season, the entire sales staff of the Gatlinburg Convention and Visitors Bureau would like to thank all of our wonderful clients that conducted business in Gatlinburg this year. To all our prospective customers and friends, please consider Gatlinburg for your future meetings, conventions and events. We would really love to have you!

In this issue we highlight Blake Shelton stopping by Gatlinburg recently to discuss the opening of his lifestyle branded restaurant, Ole Red. Also, another hotel has just opened in Gatlinburg, The Appy Lodge. Ripley's Believe It or Not has reopened after going through extensive renovations, and Gatlinburg will be replacing scarecrows with snowmen for Gatlinburg's Winterfest.

Gatlinburg is constantly "updating" and is ready to accommodate your next convention, conference or event. Please contact Dave Esslinger at dave@gatlinburg.com to set up your personal tour with one of our experienced sales team members to learn all that 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



Ole Red Gatlinburg

Country star and "The Voice" coach Blake Shelton paid a visit to Gatlinburg last September to talk about Ole Red, his and Ryman Hospitality Properties' new entertainment complex coming to the town in Spring 2019.

Shelton and Ryman Hospitality Properties President and CEO Colin Reed held a press conference at the Gatlinburg Convention Center, where they gave updates on the building and spoke on how they want attendees to feel while they're at Ole Red. "The thing for me, and it's a hard thing to nail down ... you just kind of have to experience it and work on it, and it'll be ready by the time it opens, but I hope, I want it to feel like a state of mind when you go in there," Shelton said. "It needs to feel like country music used to feel, and I don't mean hokey," he said. "I just mean like country music used to be an experience and a story, an event and a place you kind of went to in your mind when you listened to it. And like the song 'Ol' Red,' I want the venue to feel like that when you walk into it. And it's easy for me to say that because I know that they're going to figure out how to do that, but that's what I hope for, and so far, we've been able to do that."

The Gatlinburg complex will be 13,500 square feet and will have multiple levels. It will include a two-story bar and restaurant, retail area, performance venue, dance floor and exterior terrace, according to a press release.

Gatlinburg's Ole Red will feature a grand opening event, where Shelton and other guests will perform, according to Shelton.

"We'll do something fun. I can promise you one thing: I will be here," Shelton said.

St. Somewhere Spa



Margaritaville Resort

Located right in front of the new Margaritaville Resort in Gatlinburg is the St. Somewhere Spa. Inspired by the breathtaking surroundings of the mountains and the island vibe of Margaritaville, the spa's indulgent treatments and services will nurture your body and kick-start your relaxing escape and pamper yourself with beauty treatments. Spa services include massage, facial, manicure, pedicure, waxing, spray tan, haircut and color and special event hair and makeup.

St. Somewhere Spa is open to the general public year-round and being a hotel guest is not required. Located on the Parkway in Gatlinburg, the St. Somewhere Spa is the perfect mini get away during your meeting or event.



NOW OPEN

Gatlin's Rugged Ropes Adventure



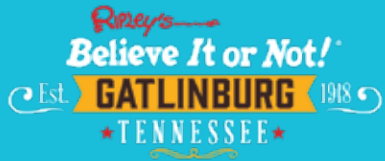
Gatlin's Rugged Ropes Adventure

Come towards the sky on the brand-new high ropes adventure course! Gatlin's Rugged Ropes Adventure Course is the first of its kind in Gatlinburg. Adventurers, while safely harnessed in an overhead track, will be able to climb three stories in the air to face thirty-eight challenges including rickety bridges, suspended ropes and other balancing obstacles.

The law of gravity doesn't apply here, just your skills, agility and precision. The course is a blast whether you are a seasoned international trekker or an adventure newbie: special athletic ability is not required. Kids of all ages will love it. Even grown-up kids.

The multi-level aerial obstacle course is a challenging and fun experience for the whole family and great for team building events. With our Rugged Ropes Adventure Course, you can work together for team building or enjoy it as a solo adventure.

Ripley's Believe It or Not!



Ripley's Believe It or Not!

A Must See for All! The All New Ripley's Believe It or Not! is now open and back better (and stranger) than ever after the largest renovation project in Ripley's history! See the weirdest and most remarkable items from around the world that will entertain and fascinate the entire family.

The new renovation presents the adventurous spirit of Robert Ripley who traveled to over 200 countries to search for the odd and unusual. Full of Unique Exhibits, Fun Interactives, Crazy Art, Incredible People, Animals and Creatures plus much more. Located on the Parkway in downtown Gatlinburg.

The Appalachian Lodge



The Appy Lodge Hotel in Gatlinburg opened this past September and is located on the Gatlinburg Parkway, close to attractions, dining and entertainment. The 101 guest rooms provide guests with hard wood flooring, custom hickory furniture, walk-in showers, microwaves, refrigerators, 2-cup coffee makers and more. Guest rooms with whirlpools and fireplaces are available. "The Appy" offers complimentary breakfast, indoor and outdoor pools and complimentary parking.

Anakeesta



Congratulations to Anakeesta on being named “Attraction of the Year” at the 2018 Tennessee Hospitality & Tourism Association Gala. With 70 acres of entertainment, playing, relaxing and dining for all ages, it’s no surprise that the magic in the mountains received this prestigious honor.

Anakeesta is located on the Parkway in Gatlinburg 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 where you can access Dueling Ziplines, Rail Runner Mountain Coaster, Treehouse Village, Vista Gardens, Gem Mining and Cliff Top Grill and Bar.

The Mountains are Calling



Scarecrows are in Gatlinburg & Snowmen are Coming!



Scarecrows will give way to Snowmen as we head into the winter months. The whimsical three-dimensional scarecrows that have been placed throughout the city of Gatlinburg since September has been a huge success! Visitors to Gatlinburg have submitted 5,000+ photos on Facebook and Instagram posing with the various themed scarecrows for the past two months. Gatlinburg will now be invaded by life-size snowmen figurines until February where visitors can take photos to enhance their Gatlinburg experience.

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

- Gatlinburg Chili Cookoff – November 7, Downtown Gatlinburg
- Winter Magic Trolley Ride of Lights – November 8 to December 31, Downtown Gatlinburg
- Great Smoky Thanksgiving Arts & Crafts Show – November 20-25, Gatlinburg Convention Center
- Winter Tunes & Tales Weekends – November 23 to December 15, Downtown Gatlinburg
- Great Smoky Christmas Arts & Crafts Show – November 26 to December 2, Gatlinburg Convention Center
- Fantasy of Lights Christmas Parade – December 7, Downtown Gatlinburg
- New Year's Eve Ball Drop & Fireworks Show – December 31, Historic Nature Trail

Gatlinburg Convention Center List of Events

November

Smoky Mountain Gift Show
11/4-7/18
GSACC Thanksgiving Craft Show
11/20-25/18
GSACC Christmas Craft Show
11/26-12/2/18

December

COA Rocky Top Nationals
12/1-2/18
East Tennessee Federal Programs
Conference
12/4-7/18
Hospitality Solutions Holiday
Banquet
12/10/18

January

TN Christian Teen
1/11-13/19
Crossroads Ministries
1/18-21/19
N GA Dist Cong. Holiness Church
Winter Renewal
1/25-27/19
Special Olympics
1/27-28/19

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 Seven Time Award Winner by Convention South Magazine.

ConventionSouth's Annual Readers Choice Award

Gatlinburg Convention Center and Gatlinburg Convention & Visitors Bureau Is Honored with ConventionSouth's Annual Reader's Choice Award



Gatlinburg Convention Center – 6 Time Winner!

"ConventionSouth readers and fans have voted to decide the best meeting sites in the South, and it is no surprise to us that the Gatlinburg Convention Center has been selected to receive our annual Readers' Choice Award," said ConventionSouth Publisher J. Talty O'Connor. "The value in receiving this prestigious recognition is that it comes from the United States' top meeting professionals who hold events in the South. These planners demand the highest level of customer service and quality facilities, and they have contributed in determining that Gatlinburg Convention Center indeed displays the commitment to professionalism, creativity and service that they require."

This is the sixth time that the Gatlinburg Convention Center has received the award, making it an even greater honor to present it with the 2018 Readers' Choice Award.

ConventionSouth's Annual Readers Choice Award cont.



Gatlinburg Convention & Visitors Bureau – 7 Time Winner!

“ConventionSouth readers and fans have voted to decide the best meeting sites in the South, and it is no surprise to us that Gatlinburg Convention & Visitors Bureau has been selected to receive our annual Readers’ Choice Award,” said

ConventionSouth Publisher J. Talty O’Connor. “The value in receiving this prestigious recognition is that it comes from the United States’ top meeting professionals who hold events in the South. These planners demand the highest level of customer service and quality facilities, and they have contributed in determining that Gatlinburg Convention & Visitors Bureau indeed displays the commitment to professionalism, creativity and service that they require.”

This is the seventh time that the Gatlinburg Convention & Visitors Bureau has received the award, making it an even greater honor to present it with a 2018 Readers’ Choice Award.

Customer Testimonials

What recent customers are saying about Gatlinburg

*The Convention Center staff is incredibly easy to work with. They are really on their game and make my life easier as a meeting planner. If I ever need something I know that I can page someone on the radio and have full confidence that it will be taken care of. I cannot say enough good things about Missy Reagan as my event manager. She’s in a league of her own! I also received numerous compliments on the catered food this year provided by Proof of the Pudding. The **Tennessee Association of Utility Districts** event has grown, and both the catering staff and convention center staff have handled that growth with ease. With new hotels coming into the city it makes it so convenient to have several choices within walking distance.*

Beth Hardiman, Meeting Planner, Tennessee Association of Utility Districts

(August 2018 / 765 attendees)

*We had a great time during the 44th **Tennessee Square & Round Dance Convention** where the weekend was full of fun and fellowship, with wall to wall dancers! Beginning Thursday evening and continuing through Saturday evening, Callers, Cuers & Line Dance Instructors entertained and challenged dancers from 25 states and Canada. A registration of 1,300+ sets a new high and raises the bar for 2019 where we will once again be in Gatlinburg!*

R.G. Pratt, Tennessee State Association of Square & Round Dance Clubs

(August 2018 / 1,320 attendees)

Customer Testimonials cont.

The Western Kentucky University T/TAS held a 3-day training event at the Gatlinburg Convention Center and we were very happy with the professional services provided. The Home-Based Institute is an annual training that we have held every year for the last 29 years. The entire Convention Center staff was attentive to our needs throughout our event, and the facility itself is attractive, comfortable, and appealing. We loved working with Dian with the CVB Sales Department, Scott and Ed with the building, and with the entire Proof of the Pudding catering staff. Someone was always within a short walk or shout away to help us out. Our trainers and participants enjoyed the time spent at the Convention Center as well as the city of Gatlinburg. We are excited to return next year for our 30th anniversary of this particular event.

**Holly Hatcher, Program Coordinator, Western Kentucky University
(September 2018 / 275 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 Sixth. If you are interested in viewing earlier editions, please click [here](#) GCVB Sales Quarterly Newsletter .

