

SALES, SPORTS & CONVENTION SERVICES

Highlights of Visit Knoxville
1st Quarter FY 2019/2020

Exceeded the quarterly sales definite booking goal by 13% with a total of 26 bookings equating to 50,730 delegate days.

Exceeded the quarterly sales lead goal by 21% generating 104 leads equating to 177,431 delegate days.

Attended eight trade shows/conventions during 1Q. Trade shows included IMEX America, Cvent Connect, Professional Fraternities Association, S.P.O.R.T.S. Conference, and Connect Sports. 174 appointments were conducted and/or contacts met because of 1Q trade show activity.

Hosted 10 site visits for potential booking opportunities, including the Building Industry Association of Central Kentucky, Congress for the New Urbanism, and Tyrant Wrestling.

Performed a scouting trip to the Northern Trust Open as a guest of the PGA Tour to get ideas to create a better fan experience for the Visit Knoxville Open in 2020.

Attended E-Sports Business Summit in Las Vegas, NV to learn more about this growing market. Made connections that could lead to events in the next couple of years.

The Convention Services Team supported 57 events/meetings and 23 festivals in 1Q. Featured groups included Amateur Athletic Union 7th Grade Girls Basketball National Championships, Zeta Phi Beta Bi-Annual Zeta Organizational Leadership Conference, International Clarinet Association Annual Conference, ClarinetFest® 2019, International Doctors in Alcoholics Anonymous Annual Meeting, International Society of Arboriculture International Tree Climbing Competition and Annual Conference & Tradeshow and Bridges to Bluffs Open Water Swim (USMS Marathon Distance National Championship).

Partnership and support of local festivals included Festival on the Fourth, Music Feeds July Concert, Music Feeds August Concert, Eighth of August Jubilee, Second Bell Festival, East Tennessee History Fair, CreepyCon, Bubba Fest, Knox Asian Festival, GermanFest, Music Feeds August Concert 2, Big Kahuna Wing Festival, Tennessee Valley Fair, 9/11 Memorial Stairclimb, Knoxville Film Festival, Wine on the Water, Columbus's Ships – The Nina and Pinta, Arab Fest, IndiaFest Knoxville, John Sevier Days Living History Weekend, Knoxville Startup Week, Greek Fest and Hola Festival.

Pre-planning visits included Alpha Kappa Alpha (two of five scheduled) and National Association of Teachers in Singing.

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MARKETING COMMUNICATIONS & FILM

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Revealed the new branding campaign now in place for Knoxville, including four new videos and a new “destination logo”. The digital campaign launched in late July. By the end of 1Q, the new videos had been viewed more than 2,135,800 times and contributed to thousands of hotel bookings. The videos can be viewed on the Visit Knoxville YouTube channel.

Partnered with the University of Tennessee to announce and promote the Garth Brooks Concert.

Hosted six international journalists representing Germany and the UK.

Hosted three influencers from Atlanta, New York and Nashville to create social content for the new branding campaign.

Partnered with Tennessee Department of Tourist Development (TDTD) on Pinterest promotion.

Collaborated with California-based Social Media Influencers Bobby and Alli Tally (@traveling_newlyweds) on a Knoxville/Louisville getaway contest. The contest produced a total of 331 new followers for Visit Knoxville.

Updated creative for Dollywood billboard partnership. The 12-week campaign runs September 23 – December 15 in the Atlanta market.

Produced three enewsletters and 26 blog posts.

The VK website had a total of 808,986 pageviews. Average length of session was 2 minutes 1 second. The top three metros were Nashville, Chicago, and Atlanta. These metros have improved on average of 22.1% YoY for visitation. The VK App had 892 downloads with a total of 4,028 sessions. The average time spent on the app was 1 minute 46 seconds.

Partnered with Pigeon Forge to host four members of the Midwest Travel Journalists Association (MTJA) on a post-conference FAM. Published stories to date include: “Tale of Two Cities, Tennessee Style” in print and at lavendermagazine.com and “The Good Life” online at detroitnews.com.

Coordinated the visit and production schedule for the TV show “Pets Welcome Here”. The show airs in 38 markets including Nashville, Tri-Cities, Chattanooga, Atlanta, Tampa, St. Louis, Greenville and Asheville.

The VK Film Office assisted local production companies on a variety of series that are seen on networks such as HGTV, the ID Channel, TV One, and Oxygen. The office wrapped “A Hard Problem” with Hazart Films out of Los Angeles in late September and is currently working with Rohit Batra on his upcoming feature film, “Accident on Relay Street”. Batra’s project is scheduled to film in Knoxville in 2020 and feature well-known actors.





VISITOR SERVICES

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Greeted 14,434 walk-in visitors to the Visitors Center, of those 4,062 (including 1,004 out of region) for the WDVX live shows. Live shows include: Blue Plate Special, First Friday and Kidstuff.

Created baskets for donation to many organizations, such as: Friends of the Library, Greater Knoxville Hospitality Association, Smoky Mountain Quilt Show, the Sertoma Center, Immaculate Conception Church, Bless This Child Ministries, Contemporary Dance, and the University of Tennessee College of Nursing, to name a few.

The Visitor Services Team actively participated in the Downtown Knoxville find Waldo Scavenger Hunt by incorporating the event into the daily visitor experience with the addition of photo props, coloring materials for the Kid's Corner, and mentions in the weekly Community Corner Newsletter.

The Knox Smokies Shuttle took its first official ride in 1Q, providing shuttle service to a visitor from Michigan to the Smoky Mountains. The visitor was highly pleased by the service provided and felt a security around it being serviced by the official Convention and Visitors Bureau. The logo has also been updated to reiterate the reciprocal shuttle service provided.

VK gift shop sold merchandise and distributed Knoxville information this quarter at Festival on the 4th, IndiaFest Knoxville, Knox Asian Festival, and HoLa Festival.

Visit Knoxville Volunteers (VK Vols) were utilized in six groups/events this quarter, during which a total of over 154 hours were provided as a no-cost, service-added benefit to VK's groups and local events. At these events, VK Vols assisted over 500 attendees with Knoxville information.

Visitors Guide Requests – Requests are received from around the world. The Top 10 states requesting guides were:

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| 1. Tennessee | 6. North Carolina |
| 2. Florida | 7. Georgia |
| 3. Illinois | 8. New York |
| 4. Texas | 9. Pennsylvania |
| 5. Ohio | 10. California |

Visitors Center Traffic – The Top 10 states of visitors checking into the Visitors Center were:

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|-------------------------|--------------------------|
| 1. Tennessee | 6. California/Illinois |
| 2. Florida | 7. Georgia |
| 3. North Carolina | 8. Pennsylvania/Virginia |
| 4. South Carolina/Texas | 9. Maryland |
| 5. New York | 10. Ohio |

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