

SALES, SPORTS & CONVENTION SERVICES

Highlights of Visit Knoxville
1st Quarter FY 2020/2021

Exceeded the quarterly booking goal by 13% with a total of 26 bookings equating to 61,450 delegate days.

Generated 86 leads equating to 337,690 delegate days.

Though COVID-19 continues to determine the possibility to host live events, VK's Sales and Sports Teams attended 3 virtual trade shows, including the Professional Fraternity Association Virtual Annual Conference, Connect Sports Virtual, and Sports ETA Sports BizXchange. More than 51 virtual appointments were conducted because of 1Q trade show activity.

Hosted 6 site visits for potential bookings including AMVETS Tennessee, Appalachian College Association, Enlisted Association of the National Guard of the United States, Teammate Basketball, and Tennessee Juvenile Court Services Association.

A number of special projects were completed including working with VK Marketing to 1) prepare website and CRM to provide Special Offers functionality for partners 2) building and launching a comprehensive Extranet Training Resources Guide for the website and 3) creating a digital marketing piece to appeal to both sports planners and attendees.

The Convention and Sports Services Team supported 18 events/meetings and three festivals and provided a total of 114 partner referrals. Of the 114 partner referrals, six were affected by COVID-19, 96 were associated with groups that have rebooked for future dates and 12 were related to the 18 events/meetings that were supported this quarter. Highlighted events include The Suffragists Centennial Motorcycle Ride and The 2nd Annual Tri-Star Championship.

Pre-planning visits included Leisure Systems and American Bell Association. Pre-planning conference calls involved USA Cycling, National Street Rod Association and American Rabbit Breeders Association for their District 6 Convention and the 2021 Southern States Rabbit and Cavy Breeders Show.

Partnered with Marketing Team to create Virtual/Hybrid Meeting Package that was shared with seven groups/events. Also collaborated on a 'Knox Rocks Safe Services' document outlining the safe services that are being offered to planners to ensure the highest level of success for their event/meeting. Produced "I'm Cool" temperature check stickers and safety signage including the message "Spread Kindness Not Germs" promoting core messages of health and safety related to COVID-19 for use at upcoming events.



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Began planning for a \$500,000+ CARES Act-funded “For the Love of Knoxville, Travel Safe” marketing campaign. As part of the campaign, ads will link/direct visitors a landing page on the VK website that will feature special offers and coupons for stakeholders free of charge.

Launched an Expedia Marketing Campaign in partnership with Tennessee Department of Tourist Development (TDTD).

Partnered with Legacy Parks to create a Birding page on the Visit Knoxville website that will be utilized to market to both leisure travelers and groups.

Partnered with DMA-Events’ Walls for Women to honor 100 Years of women’s right to vote with a new mural at Printshop Beer Co. installed by local artist Paris Woodhull.

Partnered with the University of Tennessee to produce their 2021 Visitor Guide.

Hosted Bailey Freeman of Lonely Planet to create three articles focused on traveling safely during COVID-19, an outdoor-centered itinerary, and a piece highlighting Knoxville as The Maker City.

Hosted Tyler Benedict, Founder and Editor of Bikerumor.com to update content from their previous visit last year.

The VK website had a total of 274,363 pageviews. Average length of session was 1 minute 58 seconds. The top three metros were Nashville, Atlanta, and Chicago. The VK App had 409 downloads with a total of 2,400 sessions.

Social media traffic to the VK website is up 65% YoY. This number includes both organic (unpaid) and paid promotion.

Paid digital marketing was paused on March 13 and relaunched on June 1. According to ADARA, organic (unpaid) website traffic digital marketing in 1Q contributed to 6,953 hotel bookings (10,450 for calendar year 2020 to date). These numbers will continue to increase up to 60 days post campaign. Additionally, organic website traffic in 1Q contributed to 5,555 hotel bookings (15,668 for calendar year 2020). Through Arrivalist data, we can report stay lift is 21.6% for FYE20, 30.9% for 2020 calendar to date and 20.7% for 1Q*. Stay lift is defined as the ad placements’ propensity to influence incremental time spent in the destination compared with a similar control group. *It is important to note that we are still inside the 60-day travel window, which means travelers exposed to ads in September may not have traveled yet, which would positively influence the stay lift.

VK Film Office assisted production companies on local and national marketing campaigns, shows such as Vengeance, For My Man, Killer Couples, and Snapped for networks such as the ID Channel, TV One, and Oxygen. Additional assistance was provided for a professional wrestling memorabilia show and a new competition television show. The VK Film Office is currently working with Rohit Batra on his upcoming feature film, Accident on Relay Street (scheduled to film at the beginning of 2021) and has an agreement in place with producers from PureFlix Entertainment on a Christmas themed feature film titled Banking on Christmas (scheduled to film in early December).

MARKETING COMMUNICATIONS & FILM

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VISITOR SERVICES

Highlights of Visit Knoxville

1st Quarter FY 2020/2021

Greeted 3,868 walk-in visitors, of which 1,325 were personally assisted (787 logged themselves as visitors to the destination), assisted 384 callers with Knoxville information and distributed 380 parking permits.

Created baskets for donation to many organizations, such as Emerald Youth Foundation and University of Tennessee College of Nursing to name a few.

The Visit Knoxville Online Events Calendar is monitored and edited by the Visitors Services Team. In 1Q 97 events were added to the calendar and 115 events were updated to reflect the current changing climate of events and/or requested updates.

Visit Knoxville Volunteers (VK Vols) were utilized in one event this quarter, during which a total of 30 hours were provided as a no-cost, service-added benefit to VK's groups and local events.

Brochure distribution plays a large value to our Visitor Services. Weekly inquiries are received, processed and mailed out to awaiting visitors. This quarter we sent out 1,480 individually requested VK Visitors Guides, distributed 15,508 by way of bulk distribution, and provided 14 unique groups with 1,400 Visitors Guides for their own distribution. Brochures are used to provide valuable resources to visitors, and are used inhouse for information and training purposes. This quarter brochure movement inside the Visitors Center totaled 1,976 pieces of collateral taken by visitors collecting information and tools to enhance their travel experience.

Visitors Guide Requests - Requests are received from around the world. The Top 10 states requesting guides during 1Q were:

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

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

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

During this quarter, there were 1,438 pageviews to the Request a Visitors Guide page and 1,572 pageviews to the View Digital Visitors Guide page.

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