

SALES, SPORTS & CONVENTION SERVICES

Highlights of Visit Knoxville
1st Quarter FY 2021/2022

Booked a total of 34 bookings equating to 54,496 delegate days.

Generated 106 leads equating to 323,155 delegate days.

The Sales Team attended seven trade shows during 1Q. Shows included ConferenceDirect Annual Partner Meeting, MeetingsToday Live!, Professional Fraternity Association, TEAMS Sports Conference, and Connect Marketplace including appointment tracks for Association, Corporate and Sports. More than 198 appointments were conducted and/or contacts met because of 1Q trade show activity.

The Sales Team hosted seven site visits (with COVID-19 protocols) during 1Q. These included AMVETS Tennessee, National Academic Advising Association, and Portman Holdings.

Created additional side to existing trade show booth with new graphics for Visit Knoxville Sports Commission (VKSC). Both sides of booth can be utilized in conjunction with each other for a 20 by 20 space, or separate if exhibiting in a stand-alone 10 by 10 booth area.

Issued first communication of sales quarterly e-newsletter and highlighted destination assets including new Marriott Knoxville Downtown and rooftop bars/event spaces.

The Convention & Sports Services Team supported 51 events/meetings, 11 festivals, and provided a total of 80 partner referrals. Of the 80 partner referrals, 11 were associated with groups that were affected by COVID-19, and 69 were related to the 51 events/meetings and 11 festivals that were supported this quarter. Featured groups included the 2021 AAU All-American Games, North American Board of Certified Energy Practitioners Continuing Education Conference, AAU 3-on-3 Girls Basketball All-Star Games, Women's Basketball Hall of Fame Induction, and Southeast Regional Institute on Deafness Annual Conference

Four pre-planning visits were hosted by the Convention Services Team including Academic Games League of America, Southeast Regional Institute on Deafness, Tennessee Health Occupations Students of America, and Enlisted Association of the National Guard of Tennessee.

Partnership and support of local festivals included Eighth of August Jubilee, Creepycon, Brewfest, Second Bell Festival, GermanFest, Big Kahuna Wing Festival, Tennessee Valley Fair, New Ground Music Festival, Knoxville Film Festival, John Sevier Days Living History Weekend, and Hola Festival.

The Visit Knoxville Volunteer program was rebranded as Team Knoxville Volunteers, and a new logo was created. Team Knoxville Volunteers were utilized at four events this quarter, during which a total of 100.5 hours were provided as a no-cost, service-added benefit.



MARKETING & COMMUNICATIONS

VISITOR SERVICES & FILM OFFICE

Highlights of Visit Knoxville

1st Quarter FY 2021/2022

Developed and promoted the Sunsphere Sundays Concert Series in partnership with Tennessee Department of Tourist Development and Born & Raised Productions. The four-part “Sunsphere Sundays” concert series takes place at World’s Fair Park in October. A portion of all sales benefits the Sunsphere Fund. For tickets and information, visit sunspheresundays.com.

Promoted Tennessee on Me, a national campaign Governor Lee launched with country superstar Brad Paisley on July 4. Tennessee on Me offered 10,000 free airline vouchers with the purchase of a 2-night stay in Chattanooga, Knoxville, Memphis, Nashville, or Tri-Cities. Several Knoxville hotel partners took part in the promotion that also involved McGhee Tyson Airport. Knoxville has sold over 500 total packages/1,147 total room nights (second only to Nashville) with an average length of stay of 2.3 nights. The VK Sales Team assisted in the setup and continues to assist in the ongoing reservation process for booking rooms through the program.

Hosted/assisted with 10 journalist visits. These journalists represent a diverse collection of publications, including the Moon Guide, New York Lifestyles Magazine, and Edible Nashville just to name a few. Five of the writers were part of a Familiarization Tour (FAM) coordinated by THE TENNESSEAN.

Partnered with the University of Tennessee on a new mural by Paris Woodhull. “It’s Great to Be a Tennessee Vol” is located just behind downtown Knoxville’s Gay Street on one side of the State Street Garage.

Partnered on UT’s Gameday App and placed advertising and maps in the official football program.

Produced three e-newsletters and 26 blog posts.

The VK website had a total of 1,061,379 pageviews. Average length of session was 2 minutes 11 seconds. The top three metros were Nashville, Atlanta, and Chicago.

The VK App had 751 downloads with a total of 3,792 sessions. The average engagement time per session spent on the app was 2 minutes 57 seconds.

The Visitors Center Gift Shop reached a sales record of \$32,172, averaging around \$350 for daily sales. The Visitors Center continues to support Knoxville’s maker community by sourcing over 70% of retail product locally.

Hosted six Gotta Know Knoxville (GKK) classes, registering 32 attendees for the downtown walking tour (free for hospitality members). Two private presentations were conducted for East Tennessee Project Management Institute (70 guests) and The University of Tennessee: Real World Rocky Top (15 guests).



MARKETING & COMMUNICATIONS

VISITOR SERVICES & FILM OFFICE

Highlights of Visit Knoxville

1st Quarter FY 2021/2022

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

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

During this quarter, there were 2,068 pageviews to the View Digital Visitors Guide page. VK distributed 2,692 printed guides based on online requests.

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

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

The Visit Knoxville Film Office assisted many local and out-of-town production companies. The first quarter has proven to be the busiest quarter to date for feature films in Knoxville. A total of five films were on site producing, including:

Best Clowns, starring Clayne Crawford (*Rectify*, *Lethal Weapon*), Thomas Lennon (*Reno 911*, *I Love You Man*), and Robyn Lively (*Light as a Feather*, *Chicago Hope*), filmed their final shots in July and is now in post-production. The project was written and directed by Knoxvilleian Ashley Edwards. She along with her husband Linds Edwards (*Rectify*, *Walking Dead*) produced and acted in the film as well.

Nothing is Impossible, a feature film by Sony/Affirm Studios and Pinnacle Peak Productions and starring David A.R. White (*God's Not Dead*), Nadia Bjorlin (*Days of Our Lives*), Steven Baur (*Scarface*, *Ray Donovan*), and Harry Lennix (*The Blacklist*). The film wrapped at the end of July and is now in post-production.

Devil's Hollow, a feature film starring Shuler Hensley (*Van Helsing*) and David Dwyer (*Stranger Things*), wrapped in mid-August and is now in post-production.

Homestead, a feature film starring Jake McLaughlin (*Quantico*), Leven Rambin (*The Hunger Games*, *True Detective*), and Shane West (*A Walk to Remember*), began filming in September and will wrap in mid-October.

The Neighbor, a feature film starring Vicky Jeudy (*Orange is the New Black*), began filming in September and will wrap in mid-October. The project is a Lifetime/TV One co-production.

