



# MEDIA KIT

[www.visitknoxville.com](http://www.visitknoxville.com)



# A NATURE-LOVING-ADVENTURE- SEEKING-ARTSY-KINDA TOWN



In this one, unique location, mountains meet music... art meets adventure... culture meets cuisine... and no one meets a stranger. The pure walkability of downtown allows people to explore and discover vibrant murals, local music, historic sites, art museums, parks, greenways and more. With its sophisticated mix of culture and cuisine, experience a destination served up with genuine hospitality.





# WHAT THEY'RE SAYING

How exactly did Knoxville come to be known as a nature-loving-adventure-seeking-artsy-kind-of-town? It's because Knoxville can't be defined by just one thing. The town itself is a run-on sentence you simply can't bring yourself to interrupt. A big city with hometown feels, Knoxville serves up endless opportunities for outdoor adventure, rich history, arts and culture – with an honest dose of southern hospitality. Foodies crave us and music lovers keep tuning in. Keep reading and you'll discover why!



"A Hidden Culinary Gem, home to an exciting and ever-growing culinary landscape."

**Forbes Magazine**



"I owe Knoxville a debt of gratitude... thoroughly infatuated with the city's cultural and culinary depth."

**New York Lifestyles Magazine**



"A big city with tons of fun, yet still considered a small town at heart, Knoxville has kept evolving throughout the years and in return that keep travelers and locals wanting more and more."

**Houston Style Magazine**

# JUST THE (FUN) FACTS



## Tennessee's third largest city

Settled in 1786 and established in 1791, the city now has a population of 192,000+ and 487,000+ (2021) in Knox County. The name comes from Henry Knox, President Washington's War Secretary (who never came here, and Fort Knox isn't here either!)



## Knoxville is a college town

Knoxville is home to the University of Tennessee with 33,000+ students. Go Vols!



## Easy to get to, hard to leave

Knoxville is at the crossroads of major interstates I-75, I-40, and I-81 and within a day's drive of half the US population. McGhee-Tyson Airport serves the region with 30 direct flights.



## Can't be defined by just one thing

Knoxville has that one thing you're hoping to find...and more.



# MUSIC + ENTERTAINMENT



Knoxville is one of America's most vibrant cities for live music. From classical to bluegrass, country to rock, live music is on the Square, on the streets and on the stages of the historic **Bijou** and **Tennessee Theatres**, hosting concerts and Broadway shows as well as performances by the **Knoxville Opera Company**, the **Knoxville Jazz Orchestra** and the **Knoxville Symphony Orchestra**.



**WDVX's Blue Plate Special** is a Knoxville must-do. The live radio show takes place Mondays-Thursdays and Saturdays from 12-1PM at the WDVX Studios in the downtown Visitors Center, and Fridays are held at Barley's Taproom & Pizzeria. Known primarily for Americana and Bluegrass, the Blue Plate welcomes a variety of performers from around the world.



# OUTDOOR ADVENTURE



The sounds of nature are also part of Knoxville's soundtrack. Located just three miles from downtown, Knoxville's **Urban Wilderness** is a spectacular 1000-acre outdoor adventure area where you can hike, bike, climb, paddle or just wander in the woods – within the heart of the city. Over 50 miles of trails and greenways connect **Ijams Nature Center** (home to **Navitat**, a unique, tree-based adventure park), pristine lakes, historic sites, Civil War battlegrounds, quarries, adventure playgrounds, city parks and 500-acre wildlife area.



The city also features more than 120 miles of **greenways** connecting all facets of the city.

Consider a slow ride to the **Knoxville Botanical Gardens** or the **University of Tennessee Gardens** and take a leisurely stroll amongst the flowers.

A variety of water activities beckons – fish, paddleboard, kayak, or take a dinner cruise on the beautiful **Tennessee River**. On football Saturdays in the fall, expect to see “sailgating” instead of tailgating – boaters from surrounding states line the waterfront ready to cheer on the Vols!



# ARTS + CULTURE



Knoxville is known to be a community of artistic souls looking to capture the heart and culture of Knoxville by not only reliving the past, but focusing on the present as well as looking forward into the future. We've even been declared as an Etsy **Maker City**. Our area local artists bring the essence and vitality of Knoxville's spirit to life in painted **murals**, artwork, sculptors and photography displayed throughout the city. Be sure to stop in **Glitterville Studios**, where some of Oprah's "favorite things" are found.



The **Knoxville Museum of Art** celebrates the art and artists of East Tennessee. The KMA presents an engaging schedule of exhibitions.

Every **First Friday** of the month, experience a growing number of galleries and venues throughout the city that feature a variety of artists' displays and live music. Downtown anchors include The Art Market, The Emporium, and our own Visitors Center – all conveniently located on Gay Street. Stroll, sip and shop throughout the evening! Meander over to Market Square and the Old City for additional art, entertainment and dining options. If you've worn yourself out, hop on the free **Trolley**!



## FOR THE FOODIES



Knoxville has more than its fair share of culinary arts as well. With a focus on locally sourced foods, Knoxville's unique culinary scene is shaped by a group of talented chefs including Tennessee's first James Beard Award Winner: Joseph Lenn. Lenn is the owner of **J.C. Holdway** and is one of several Blackberry Farm chefs who operate restaurants in Knoxville. Chef Matthew Gallagher operates **Emilia**, serving Italian inspired cuisine in a crisp atmosphere. The Old City is home to **Lonesome Dove**, a Western Bistro operated by celebrity chef and University of Tennessee grad Tim Love.



How about some other unexpected Knoxville flavors? For Knoxville's version of hot chicken, go see Miss Jackie at **Jackie's Dream**. She always serves with a smile but make no mistake - hot is hot! **Yassin's Falafel House** not only claims some of the best Middle Eastern cuisine around, but has also been recognized by Good Morning America as the "Nicest Place in America".

If your sweet tooth is in control (or maybe out of control), sample sundaes at the **Phoenix Pharmacy & Fountain** or try some swirled soft serve at **Cruze Farm Creamery**. Yum!



# TAKE IT TO THE TRAIL



The **Ale Trail** that is! The city has established itself as one of the best craft beer towns in the Southeast, a place to relax with some of the country's finest beers and finest people – hop on the Ale Trail and taste for yourself!

From Hefeweizen in a German castle (**Schulz Bräu**) to experimental brews in a glass-blowing studio (**Pretentious Craft Co.**), you'll find plenty to whet your whistle.



If you don't know where to start, consider spending an afternoon with **Knox Brew Tours**, or pop into the **Knox Brew Hub**. This bar turned beer concierge will point you in the right direction - possibly the only drinking hole encouraging you to take your business elsewhere!

Need another "trail" to follow? Knoxville is also home to a few stops on the **Tennessee Whiskey Trail**, so be sure to have a sample at **Knox Whiskey Works**, **PostModern Spirits**, or **Drop Zone Distilling**.



# HISTORY + HERITAGE



As the first capital of Tennessee, Knoxville is proud of its heritage and committed to preserving it. Many visitors come to Knoxville to learn more about **Civil War** sites in our area, and tour earthworks, battle sites and historic homes. The **East Tennessee History Center** holds the key to Knoxville's past. Ever-changing, award-winning exhibits tell the history of the people, places and events that shaped this region from the time of the Cherokee until the **World's Fair in 1982**.



From log cabins to frame houses to stately stone mansions, there are seven **Historic House Museums of Knoxville** which invite you to step back in time to learn firsthand the history of Knoxville and experience the times and events that shaped them and the families who occupied them. From the pioneers engaging in both trade and skirmishes with the native Cherokee post-Revolutionary War, to enterprising women leading the crusade for suffrage in the early 20th century, **Knoxville is the perfect snapshot of American life and is full of human interest story possibilities.**



# ATTRACTIONS + MUSEUMS



Other popular Knoxville attractions include:

- **Women's Basketball Hall of Fame** – The only facility in the world dedicated to preserving the history of women's basketball
- **McClung Museum of Natural History & Culture** – Exhibits in this facility on the University of Tennessee's campus showcase the geological, historical, and artistic past of Tennessee and cultures from around the globe
- **Knoxville Ice Bears** – Come for a game of fast-paced hockey and fun!
- **Zoo Knoxville** – One of the premiere zoological experiences in the southeast where guests come face to face with the world's most fascinating animals.
- **The Sunsphere** – Built for the 1982 World's Fair, the Sunsphere stands 266 feet tall with 26 stories and is topped by a 75-foot gold-colored, glass-paneled sphere. **No trip to Knoxville would be complete without a 360° view of the city from the 4th Floor Observation Deck.**



# FESTIVALS + EVENTS



Year round, this diverse and welcoming city hosts more than 80 cultural festivals and events. We're a city with four seasons which makes Knoxville a unique and exciting place to visit all year long!



**Spring** – Spring is a time of beats, eats, and the celebration of the beautiful dogwood trees that cover our landscape. March kicks off with the ever-eclectic and internationally-acclaimed Big Ears Festival. April celebrates arts of the Appalachian region with a multitude of events that include the Dogwood Arts Festival (a juried craft show), Rossini Festival (Knoxville's biggest street party hosted by the Knoxville Opera), and Southern Skies (Americana & folk music festival).

**Summer** – Things heat up with Bike, Boat, Brew, & Bark which celebrates the outdoor adventurer, the dog lover, the craft beer enthusiast, the local and the tourist looking to discover a secret in Knoxville's Urban Wilderness.

**Fall** – Fall is one cultural event after the other, with the Knox Asian Festival. HoLa Festival, Greek Fest, German Fest, and others.

**Winter** – With events like the Elf on the Shelf® Adventure (the country's first community-wide elf hunt), Holidays on Ice (open-air ice skating in Market Square), and the Peppermint Trail (peppermint themed decorations, drinks, and treats), the holidays in Knoxville are truly a magical experience.



# SPORTS + FILM



## Visit Knoxville Sports Commission

Knoxville, Tennessee loves sports and loves to host sporting events. The city continues to welcome top events like USA Cycling National Championships, USA Swimming TYR Pro Series, and will welcome USA Diving Olympic Trials in 2024. In 2019, Knoxville welcomed the National Association of Sports Commissions Symposium, and the 49th Annual Bassmaster Classic. Bassmaster returns to Knoxville in 2023.



## Visit Knoxville Film Office

Knoxville is one of the leading production towns in the country, home to Warner Bros. Discovery, Jupiter Entertainment, RIVR Media, and others. The VK Film Office has successfully recruited nearly 20 feature films since 2016, putting Knoxville on the map as a premier film location for independent films. Knoxville has been ranked as one of MovieMaker Magazine's Best Cities to Live and Work as a Filmmaker.





HEY Y'ALL!



865.306.4341 c



kcombs@knoxville.org



301 S. Gay St. Knoxville, TN 37902



**Kristen Combs**

Director of Communications

**LOOKING FOR SOMETHING  
FUN TO WRITE ABOUT?  
NEED IDEAS OR PHOTOS?**

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