

SALES, SPORTS & CONVENTION SERVICES

Exceeded the quarterly sales definite booking goal by 3% with a total of 34 bookings equating to 52,703 delegate days.

Exceeded the quarterly sales lead goal by 6% generating 86 leads equating to 302,835 delegate days.

Attended nine trade shows including Nursing Organization Alliance, TEAMS Conference, the Amateur Athletic Union National Convention, and Connect Faith. More than 154 appointments were conducted and/or contacts met.

Hosted 20 site visits for potential booking opportunities, including National Association of the Deaf, USA Cycling Mountain Biking, Alpha Kappa Alpha, and Emergency Management Association of Tennessee.

Executed one sales blitz trip to Washington, DC. Eight appointments were conducted including Aerospace Industries Association, Experient, National Apartment Association, and American Composites Manufacturers Association.

The Convention and Sports Service Teams supported 46 events/meetings and 11 festivals in second quarter. Featured groups include Tennessee Recreation & Parks Association, DockDogs World Championships, American Astronomical Society, Tennessee Public Transportation Association, Battle in Rocky Top Youth Football Tournament and Sunsphere New Year's Eve Ball Drop Youth Basketball Tournament.

Partnership and support of local festivals included Knoxville Brewers Jam, Mabry-Hazen's Lineage & Legacy, International Food Festival, Arab Fest, Foothills Craft Guild Annual Fine Craft Fair, Fantasy of Trees, Celebration of Lights, Holidays on Ice, WIVK Christmas Parade, Tour de Lights and New Years on the Square.

Pre-planning visits included Grassroots Outdoor Alliance, American Baptist Association, Association of RV Parks and Campgrounds, USA Cycling/Paracycling, Bassmaster Classic Sponsor Site Survey Visit and USA Swimming TYR Pro Series Media Day.





MARKETING, COMMUNICATIONS & FILM

Produced the 2019 Knoxville Visitors & Relocation Guide in partnership with the Knoxville Chamber. The guide was revealed and distributed at the annual launch party on January 22nd at Vienna Coffee at Regas Square.

Partnered with the Tennessee Department of Tourist Development (TDTD) on a southeast regional press tour. Stops on the tour included media outlets in Asheville, Greenville and Charlotte.

Developed a Why Knox Podcast to promote on the Visit Knoxville website. The podcast is hosted by Jody Collins and highlights folks that make Knoxville a wonderful place to live.

Worked with the City of Knoxville and CBID to coordinate local and regional press attention for Christmas in the City, the Peppermint Trail and Elf on the Shelf.

Partnered with Knox Area Transit to enhance the appearance of the bus stop located outside the Civic Auditorium and Coliseum garage on Howard Baker Jr. Boulevard. The image features members of the Knoxville Symphony Orchestra and the Knoxville Ice Bears

Created an East Knox Dining Card that also features East Knoxville attractions. The card is available in the Visitors Center and will be made available to guests.

Hosted winners and photographer from Go Amerika's Go or NoGo (a popular travel contest program in the Netherlands) via a partnership with TDTD as well as bloggers/influencers including Those Crazy Nelsons and Jasmine Sweet, a team from Dirt Rag magazine and guests with Allegiant Airlines.

The Visit Knoxville blog had 21 posts go live. Partner writers include Jack Neely of Knoxville History Project, Eric McNew of KnoxFoodie, and several contributors from the Arts & Culture Alliance.

The VK website continues to perform well with a total of 609,060 page-views in the second quarter. Average length of session is 2 minutes 5 seconds. Pages per session is 2.02.

The VK App had 597 downloads with a total of 3,907 sessions. The average time spent on the app was 1 minute 45 seconds.

The VK Film Office assisted several companies including Jupiter Entertainment, World Wrestling Entertainment, Tombras and Pop Fizz on projects that will air on networks such as Investigation Discovery, HGTV and Travel Channel. The Film Office also assisted with America's Got Talent and worked closely with Elevating Entertainment and Dave and Josh Moody on their new feature film, "No Time to Run" (which wrapped in November). The film was recruited by the Film Office and filmed entirely in Knox County. Paul Harrill's "Light From Light", starring Jim Gaffigan and shot entirely in Knoxville, was accepted in to the prestigious Sundance Film Festival. In addition, MovieMaker Magazine placed Knoxville on its Top 10 list of Best Places to Live and Work as a Moviemaker.



VISITOR SERVICES

Greeted 12,321 walk-in visitors to the Visitors Center, of those 5,010 (including 1,130 out of region) for the WDVX live shows. Live shows include: Blue Plate Special, First Friday and Kidstuff.

Trained a total of 28 Knoxville Ambassadors through one regularly scheduled Gotta Know Knoxville (GKK).

Created baskets for donation to many organizations, including Greater Knoxville Hospitality Association, TN Dance Ensemble, United Way and Tour De Lights to name a few.

Visit Knoxville Volunteers (VK Vols) were utilized in eight groups/events this quarter, during which a total of 71 man-hours were provided as a no-cost, service-added benefit to VK's groups and local events. During our VK Thankful Party, we recognized our volunteers and awarded prizes to the top four from this calendar year. Our 1st place winner contributed more than 100 volunteer hours.

VK Gift Shop increased our Ecommerce store by 30 items.

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

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

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

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

The results of the lists above reflect Visit Knoxville's ad agency's digital ad placements.

