



SALES, SPORTS & CONVENTION SERVICES

Highlights of Visit Knoxville
2nd Quarter FY 2019/2020

Exceeded the quarterly sales definite booking goal by 12% with a total of 37 bookings equating to 57,600 delegate days.

Exceeded the quarterly sales lead goal by 20% generating 104 leads equating to 392,164 delegate days.

Attended 11 trade shows/conventions during 2Q. Trade shows included Connect Medical/Tech, HPN Global Partner Conference, and USSSA National Convention. More than 186 appointments were conducted and/or contacts met because of 2Q trade show activity.

Hosted 16 site visits for potential booking opportunities, including the National Association of Scientific Materials Managers, the Suffragists Centennial Motorcycle Ride, and the NCCAA Volleyball Championships. These groups, along with several other site visits, represent potential and booked business for the Knoxville Convention Center (KCC), Chilhowee Park, and multiple hotel properties.

Performed Knoxville pre-promote for the American Chemical Society's Rubber Division, International Elastomer Conference.

Performed two scouting trips to USA Swimming TYR Pro Series and NASCAR Heat E-Sports Pro League Championship.

The VK Sports Commission supplied a basketball goal and worked with Tennessee Athletics to coordinate a media shoot on Gay Street for the 2019-2020 Tennessee Basketball season.

The VK Sports Commission hosted the 2019 AAU Cross Country National Championship at Victor Ashe Park. The event welcomed over 1,950 athletes, which represented the biggest turnout in 13 years.

The Convention Services Team supported 48 conventions/meetings and nine festivals/events in 2Q and provided 33 partner referrals. Featured groups included the Tennessee Forestry Association's 2019 Annual Conference, Tennessee County Services Association's 2019 Fall Conference and National Association of RV Parks and Campgrounds Outdoor Hospitality Conference & Expo.

Partnership and support of local festivals and events included Music Feeds October Concert, Foothills Craft Guild Annual Fine Craft Fair, Knoxville Brewers Jam, Garth Brooks Stadium Tour, Board Game Days, Fantasy of Trees, Holidays on Ice, Tour de Lights, and New Years on the Square.

Pre-planning visits included Alpha Kappa Alpha, Structural Building Components Association and Leisure Systems.

In addition to placing advertising leading up to the Garth Brooks concert at Neyland Stadium, VK worked with the University of Tennessee and Garth Brooks' management team to create the ultimate experience for fans visiting from throughout the world. Materials included a page on VK's website and app, street clings, digital billboards, bus signage, hotel welcome packages, buttons, a pre-concert promotional video and more.

Produced the 2020 Official Knoxville Relocation Guide in partnership with the Knoxville Chamber and released new and improved versions of the digital guides.

Launched the Sunsphere Fund to benefit the Sunsphere. Monies from the fund will be utilized for ongoing repairs and maintenance as well as enhancements to the experience on the Observation Deck.

Worked with the Tennessee Department of Tourist Development (TDTD) on events for 2020 Songwriter Week. Regional winners will compete at the Bijou on Wednesday, February 26th for the opportunity to go on and play the Bluebird Café.

Utilized the new "nature-loving-adventure-seeking-artsy-kind-a-meeting-town" branding to create photo murals for the Knoxville Civic Auditorium and Coliseum.

Produced three enewsletters and 24 blog posts.

The VK website had a total of 712,946 pageviews. Average length of session was 2 minutes 17 seconds. The top three metros were Nashville, Chicago, and Atlanta. These metros have improved on average of 47% YoY for visitation. In comparison to the same time last year, all sessions are up 17%, Users are up 18%, Pageviews are up 17%, and the Avg. Session Duration is up 9%.

The VK App had 1,098 downloads with a total of 3,354 sessions. The average time spent on the app was 7 minutes 14 seconds. (NOTE: Due to reporting issues around the publish date of the full 2Q report, it was reported that the VK App had 1,441 users with a total of 36,574 views. All information is accurate.)

Hosted Cammille Adams, two-time Olympian athlete, and staff with USA Swimming for a media tour to promote the USA Swimming TYR Pro Swim Series in January.

The VK Film Office assisted many local and out of town production companies on projects ranging from commercials, online content production, and crime re-enactment shows to hit network television, including The Bachelor, a huge hit for ABC network. In December, the Film Office hosted a screening and reception for Paul Harrill's latest film, Light from Light, starring Jim Gaffigan. The film was released in theaters the following week. The Film Office is currently working closely with several companies that have productions scheduled for this year including Accident on Relay Street directed by Rohit Batra. Production is scheduled to start later this summer and has A list talent attached to the project.

MARKETING COMMUNICATIONS & FILM

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VISITOR SERVICES

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Greeted 12,647 walk-in visitors to the Visitors Center, of those 4,637 (including 1,437 out of region) for the WDVX live shows. Live shows include: Blue Plate Special, First Friday, Kidstuff and Word Stream.

Created baskets for donation to many organizations, such as: Legal Aid of Tennessee, UT Biochemistry Department, Medic Regional Blood Center, Children's Dance Ensemble, Momentum Dance Lab, Greater Knoxville Hospitality Association, and UT Facilities Services Department, to name a few.

The Visitor Services Team actively participated in the Elf on the Shelf® Downtown Scavenger Hunt through participation inside the Visitors Center; participated in the Peppermint Trail through brochure distribution inside the Visitors Center and direct participation through peppermint candy sampling; and promoted the events surrounding all Christmas in the City programs, including the Celebration of Lights and Holidays on Ice, in the weekly Community Corner Newsletter and the VK online Events Calendar.

Visit Knoxville Volunteers (VK Vols) were utilized in five events this quarter, during which a total of 32.5 hours was provided as a no-cost, service-added benefit to VK's groups and local events. At these events, VK Vols assisted 296 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. Texas |
| 2. Florida | 7. New York |
| 3. Illinois | 8. Ohio |
| 4. North Carolina | 9. California |
| 5. Georgia | 10. Pennsylvania |

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

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

In late 2Q, VK began staffing a Knoxville information desk in the Sunsphere Observation Deck. Since the first day, on December 9, 2019, VK has greeted 6,833 walk-in visitors, of which 2,894 were personally assisted.

The Sunsphere saw visitors from these top 10 states:

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

visit
knoxville
TENNESSEE