

# SALES, SPORTS & CONVENTION SERVICES

Highlights of Visit Knoxville  
2nd Quarter FY 2020/2021



Met the quarterly booking goal with a total of 30 bookings equating to 64,185 delegate days.

Generated 87 leads equating to 200,869 delegate days.

Though COVID-19 continues to determine the possibility to attend live events, VK's sales and sports teams attended 3 virtual trade shows and 1 in-person trade show, including Small Market Meetings Conference, TNSAE Annual Trade Show and TEAMS Virtual Conference. More than 69 virtual and or in-person appointments were conducted because of 2Q trade show activity.

Hosted 2 site visits for potential bookings including Signature EquipoVision LLC and Simple Elegance Tennessee Bridal Show.

Participated in 1 scouting trip to Bassmaster Elite Tournament.

A number of special projects were completed including creating a summary presentation for partners of STR's DMAP report for meeting destinations, updating and expanding database of convention trade publications and contacts, updating list of hotels for 2021 film leads, and executing an email blast to database of more than 500 third party and independent meeting planners.

The Convention and Sports Services Team supported 12 events/meetings, two festivals and provided a total of 21 partner referrals. Of the 21 partner referrals, 17 were associated with groups that have rebooked for future dates and four were related to the 12 events/meetings that were supported this quarter. Highlighted events include 46th Annual Street Rod Nationals South, District 6 American Rabbit Breeders Convention, Energy Technology Environmental Business Association Annual Business Opportunities Conference and Hobie Bass Fishing Tournament of Champions.

During 2Q, the Visit Knoxville Volunteer program was restructured under Convention Services to best maximize the resources and efforts of volunteers for conventions, meeting and sporting events. VK Volunteers were utilized in six events this quarter, during which a total of 153.5 hours were provided as a no-cost, service-added benefit to VK's groups and local events.

A key highlight of this quarter involved some reorganization that brought the Visitor Services Department under Marketing. The “merge” is a perfect fit reflected in the organizational charts of numerous DMOs and came at an ideal time for Visit Knoxville.

Executed the “For the Love of Knoxville” campaign promoting a variety of things to see and do safely throughout the area. The CARES Act campaign included three videos (viewable on the VK YouTube channel) that now have over 11.8 million views combined. They ran alongside paid search, paid social, editorial content and influencer visits. The campaign delivered 38.5 million advertising impressions for VK and its partners.

Produced the 2021 Knoxville Visitors & Relocation Guide in partnership with the Knoxville Chamber. The printed and digital versions will be available mid-February.

Updated creative elements on the 4th floor Observation Deck of the Sunsphere (to reflect the artsy-town campaign/messaging).

Hosted a record number of 12 journalists and influencers this quarter. These visits had multiple objectives and partners involved and contributed to a 270% YOY growth in social media traffic to [visitknoxville.com](https://www.visitknoxville.com) (includes both paid and organic traffic).

Promoted local partners with 28 blog posts shared through various social media outlets.

The VK website had a total of 622,144 pageviews. Average length of session was 1 minute 42 seconds. The top three metros were Nashville, Atlanta, and Charlotte. The VK App had 325 downloads with a total of 1,575 sessions.

Visitor Services recorded a record 136 online orders. These orders helped account for impressive total sales of \$20,895.40 for the quarter (\$11,742.30 in December alone). For perspective, retail sales for FYE20 were \$86,206.68. Rolled out a new interactive Hootboard in the Visitors Center enabling guests to explore local attractions, businesses, maps, trending hashtags, and the local events calendar.

# MARKETING, COMMUNICATIONS, VISITOR SERVICES & FILM

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visit  
knoxville  
TENNESSEE



Actively participated in holiday events including the “Elf on the Shelf® Downtown Scavenger Hunt” and the “Peppermint Trail”.

**The Top 10 states requesting guides were:**

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

**The Top 10 states of visitors  
checking into the Visitors Center:**

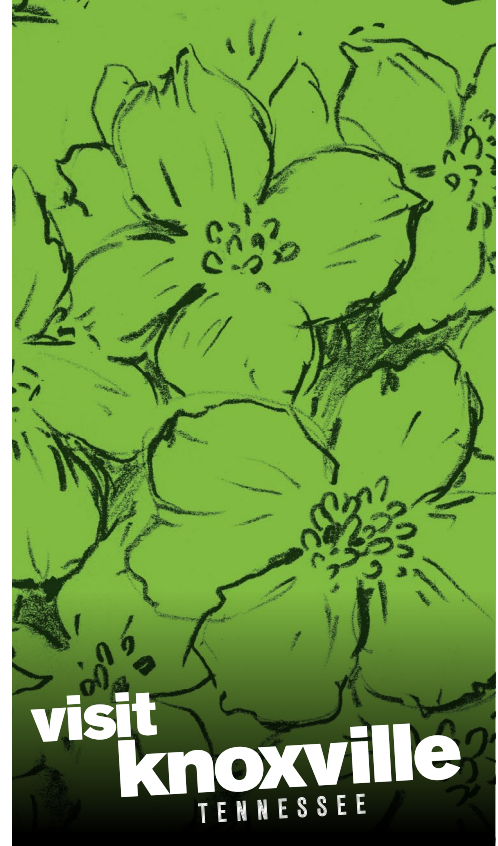
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|--------------------|-------------------|
| 1. Tennessee       | 6. North Carolina |
| 2. Florida         | 7. Ohio           |
| 3. California      | 8. South Carolina |
| 4. Georgia         | 9. Indiana        |
| 5. Illinois, Texas | 10. Michigan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

During this quarter, there were 1,154 pageviews to the View Digital Visitors Guide page. VK distributed 1,045 printed guides based on online requests.

In November, the VK Film Office assisted The Lovely Works, a production company based in Brooklyn, New York in the filming of a spot for clothing brand, American Eagle. Filming took place in several locations around Knox County including Meads Quarry and Seven Islands State Birding Park. The Film Office is also communicating with this group to bring three additional feature film projects to Knoxville in 2021. The Film Office welcomed the feature film, Banking on Christmas, to Knoxville in December. In addition to recruiting this film, the Film Office aided with permits, locations, city services, crew, film incentives, and many other items. This film will be distributed by PureFlix Entertainment which was recently acquired by Sony Pictures.

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