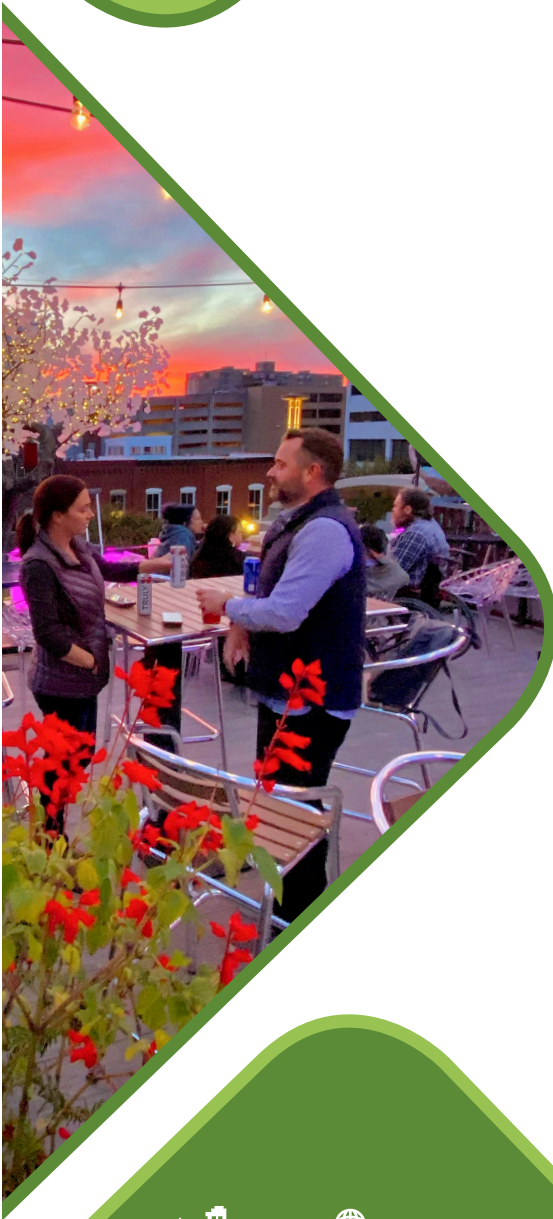


# SALES, SPORTS & CONVENTION SERVICES

Highlights of Visit Knoxville  
2nd Quarter FY 2021/2022



Booked a total of 35 bookings equating to 124,047 delegate days.

Generated 98 leads equating to 191,570 delegate days.

The Convention Sales and Sports Teams attended seven trade shows during 2Q. Shows included IMEX America, Connect Faith, and Sports ETA Symposium. More than 104 appointments were conducted and/or contacts met because of 2Q trade show activity.

The Convention Sales and Sports Teams hosted 16 site visits (with COVID-19 protocols) during 2Q. These included the American Society of Professional Estimators, LR Productions, Chi Alpha Campus Ministries, Loam Wolf (Mountain Biking), and Mid-Atlantic CrossFit® Challenge. The sports team also conducted a scouting trip to USA Cycling Cyclocross Nationals.

Issued 2Q sales e-newsletter promoting World's Fair 40th Anniversary Celebrations and programming throughout the spring as options of added value while planning a meeting itinerary. For example, the newsletter promoted the re-opening of the Sunsphere Observation Deck and the ongoing World's Fair exhibit opening at the East Tennessee History Center.

Updated motor coach tour profile sheet for use at travel trade shows. The profile sheet will be utilized by the Tennessee Department of Tourist Development at shows they attend including American Bus Association, National Tour Association and Student Youth Travel Association. The piece highlights motorcoach group-friendly tours, attractions, and experiences throughout the destination as well as detailing interstate accessibility.

The Convention & Sports Services Team supported 46 events/meetings, 16 festivals, and provided a total of 67 partner referrals.

Team Knoxville Volunteers were utilized at four events this quarter, during which a total of 87 hours were provided as a no-cost, service-added benefit.

Highlighted events included Farmer Veteran Coalition 2021 FVC Stakeholders Conference, Battle in Rocky Top, Drop It Like It's Hot Invitational, and the 2021 Puerto Rico Invitational & Laurie Hernandez Champions Challenge.

Developed the first edition of the volunteer handbook and created a year-end volunteer engagement survey to be distributed in January to recap the entire year. Also, developed a Family Friendly flyer highlighting kid related and family activities in the Knoxville area to be utilized for sports and youth specific groups.

Convention Services hosted a pre-planning visit with the Rubber Division of the American Chemical Society and in conjunction with UT Conferences & Event Services, hosted the NOAC Conference Planning Meeting December 27th – 30th.

## MARKETING & COMMUNICATIONS

# VISITOR SERVICES & FILM OFFICE

Highlights of Visit Knoxville  
2nd Quarter FY 2021/2022

Designed and produced the Official 2022 Knoxville Visitors & Relocation Guide as a commemorative issue highlighting the 40th Anniversary of the World's Fair and the 1982 Fair itself. The printed guide is now available; the digital version is also viewable at [visitknoxville.com](http://visitknoxville.com)

Promoted and executed the Sunsphere Sundays Concert Series in partnership with the Tennessee Department of Tourist Development (TDTD) and Born & Raised Productions. Ticket sales to the four-part concert series at World's Fair Park in October represented 12 states.

Hosted the 40th Anniversary World's Fair Celebration Press Event in partnership with the City of Knoxville and Knox County at World's Fair Park on December 5th. With special guests the world famous Budweiser Clydesdales in the background, VK revealed the 40th Anniversary logo (produced locally through a partnership with the Art and Culture Alliance and The Maker City), announced plans for events taking place throughout 2022, and announced the highly-anticipated reopening of the 4th Floor Observation Deck of the Sunsphere.

Hosted/assisted with 17 journalist visits representing a diverse collection of publications. Five of the writers were part of a Familiarization Tour (FAM) hosted in partnership with TDTD, six were individual visits, and six others were part of visits hosted by THE TENNESSEAN.

Visit Knoxville's Visitors Center Gift Shop reached a sales record of \$52,832, averaging over \$500 in daily sales. The Visitors Center continues to support Knoxville's Maker Community by sourcing over 80% of retail product locally.

Produced a holiday e-newsletter and 26 blog posts.

In October 2021, [visitknoxville.com](http://visitknoxville.com) achieved its highest monthly traffic ever with 387,618 pageviews. Pageviews for the quarter totaled 941,134. In addition, pageviews for the site in 2Q were up 50% over 2020 and 32% over 2019 numbers for the same period. Average length of session was 2 minutes 3 seconds. The top three metros were Nashville, Atlanta, and Washington DC.

The VK App had 642 downloads with a total of 3,525 sessions. The average engagement time per session spent on the app was 2 minutes 9 seconds.

Created Instagram story series including features of Mabry Hazen House, Sunsphere Sundays, a mural tour in Strong Alley, Black Friday/Shop Small Saturday, Tour de Lights, Elf on the Shelf® Adventure, Peppermint Trail, and more. VK's Instagram surpassed 50K followers this quarter.

Hosted three Gotta Know Knoxville (GKK) classes, registering 22 attendees for the downtown walking tour (free for hospitality members). The Visitor Services Team also hosted the first translated GKK Class for the Knoxville Asian Festival in Japanese. Four Step-On Bus Tours were also conducted.



## MARKETING & COMMUNICATIONS

# VISITOR SERVICES & FILM OFFICE

Highlights of Visit Knoxville  
2nd Quarter FY 2021/2022

The Visit Knoxville Visitors Center participated in the Elf on the Shelf® Adventure and the Downtown Knox Peppermint Trail.

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

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

During this quarter, there were 1,454 pageviews to the View Digital Visitors Guide page. VK distributed 1,161 printed guides based on online requests.

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

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

The Visit Knoxville Film Office assisted many local and out-of-town production companies. Projects included industrial videos, commercials, national marketing campaigns, and television shows such as *Storm of Suspicion*, *Snapped*, and *Killer Couples*.

The second quarter also saw two great feature films wrap in Knoxville, finishing off the busiest year to date for feature films in our area, as they were the fifth and sixth films shot in our city in 2021.

*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 wrapped in mid-October. The film tells the story of a meteor coming to earth and how people respond in their last days. The Film Office recruited the project and assisted with lodging, crew, permits and locations, city services, and film incentives. *Homestead* is now in post-production. The Film Office looks forward to a 2022 release.

*The Neighbor*, a feature film starring Vicky Jeudy (*Orange is the New Black*), and Skyh Alvester Black (*Sistas*), began filming in late September and also wrapped in mid-October. The project is a Lifetime/TV One co-production. The Film Office recruited this project and assisted with crew, locations and permits, city services, and film incentives. *The Neighbor* is now in post-production and plans on a 2022 release on the Lifetime Movie Channel and TV One platforms.

