

## SALES, SPORTS & CONVENTION SERVICES

Met the quarterly sales definite booking goal with a total of 39 bookings equating to 92,979 delegate days.

Exceeded the quarterly sales lead goal by 29% generating 106 leads equating to 279,297 delegate days.

Attended five trade shows including Connect Diversity Marketplace, ConferenceDirect Annual Partner Meeting, Experient Envision Conference and PCMA Convening Leaders Hosted Buyer Appointments. More than 78 appointments were conducted and/or contacts met.

Hosted 10 site visits for potential booking opportunities, including International Choreographed Ballroom Dancers Association, Tennessee Department of Education, Tennessee Health Occupations Students of America, AAU National Championships for basketball, and AAU State Basketball Championships.

Participated in Tennessee Hospitality & Tourism Association's 'Day on the Hill' in Nashville.

Updated and created sales marketing pieces including Digital Meeting Planner Guide and Countywide Venues Map.

The Visit Knoxville Sports Commission took two scouting trips. The first one was to prepare for the NAIA Swimming and Diving Nationals Championships to be hosted in Knoxville in 2020 and 2021. The second was the Tennessee Miracle Classic to prepare for the two Tennessee Miracle Basketball events in Knoxville in May 2019.

Hosted the 2019 Bassmaster Classic. The 49th Classic in the series set multiple records over the three-day event, including a total attendance of 153,809. Attendees represented all 50 states and several countries. The event generated an economic impact of \$32.2 million dollars and produced more than \$3,567,500.00 in total media value.

The Convention and Sports Services team supported 33 events/meetings and 8 festivals in 3Q. Featured groups include Cirrus Aircraft CX 2019, TYR Pro Swimming Series, Southeastern Theatre Annual Conference, Smoky Mountain Winterfest The Collective Annual Conference and Bassmaster Classic.

Partnership and support of local festivals included Dogwood Arts House & Garden Show, Chocolatefest, Mardi Growl, Women in Jazz Jam Festival, Knoxville Shamrock Fest, Knox St Patrick's Parade & Cel-O'bragh-tion, Big Ears Festival and Foothills Craft Guild Artisan Market.

Pre-planning visits included Southeastern Theatre Conference, National Association of Sports Commissions, Association of RV Parks & Campgrounds, International Society of Arboriculture, Rotary International, Babson College Entrepreneurship Research Conference, International Purchasing and Supply Education and Research Association, USA Cycling and National Street Rod Association.





## MARKETING, COMMUNICATIONS & FILM

Partnered with Tennessee Department of Tourist Development (TDTD) to produce Knoxville's Open Mic Night Roadshow as part of the inaugural Tennessee Songwriters Week on the WDVX stage located at the Knoxville Visitors Center.

Partnered with East Tennessee PBS to support and promote Ken Burns' "100 Years of Country Music" series that will air beginning September 15 of this year.

Collaborated with Beck Cultural Exchange Center to update their current brochure.

Consulted with Knox Pride to create a pride page on the website at [www.visitknoxville.com/pride](http://www.visitknoxville.com/pride). Also worked with tourism partners to add The Maker City Tour and the French Broad Driving Tour to the website along with a variety of Trip Ideas (ex: Family Friendly, Foodie, Pet Lover, History Buff and Neighborhoods).

Created Welcome to Knoxville Banners for Clinch Avenue outside the Knoxville Convention Center.

Hosted TDTD's public relations counterparts in the UK, TTM Travel as part of a state-wide tour. On a separate visit, VK hosted Emma John, a freelance writer from the UK.

The Visit Knoxville blog had 27 posts go live. Contributing writers include Jack Neely of Knoxville History Project, Eric McNew of KnoxFoodie, and several members of the Arts & Culture Alliance.

The VK website recorded a total of 652,091 pageviews in third quarter. Average length of session is 2 minute 14 seconds. Pages per session is 2.19.

The VK App had 723 downloads with a total of 4,085 sessions. The average time spent on the VK App was 1 minute 45 seconds.

VK Film Office continued to support local and out-of-town production companies as well as a production company from Belgium. The Film Office worked closely with Stein Michaels of De Chinezen NV on their new Documentary film, Forever Young. Another film shot in Knoxville in 2018, Paul Harril's Light From Light, starring Jim Gaffigan premiered at the prestigious Sundance Film Festival at the end of January. This quarter, Moviemaker Magazine named Knoxville one of the "Top Cities to Work and Live in for a Filmmaker" for 2019. This provides invaluable exposure for Knoxville as the city continues to grow as a film hub. Moviemaker Magazine premiered this edition at the 2019 Sundance Film Festival in January.



## VISITOR SERVICES

Greeted 12,161 walk-in visitors to the Visitors Center, of those 5,816 (including 1,429 out of region) for the WDVX live shows. Live shows include: Blue Plate Special, First Friday and Kidstuff.

Created baskets for donation to Shangri-La Therapeutic Academy of Riding, Junior League of Knoxville, The Greater Knoxville Hospitality Association (GKHA), The Knoxville Chamber of Commerce, the University of Tennessee Department of Retail, Hospitality and Tourism Management, Pellissippi State Technical Community College, Knox Area Physicians Association, L&N Stem Academy, and Mount Olive Parent, Teachers, and Student Association to name a few.

Visit Knoxville Volunteers (VK Vols) were utilized with five groups/events this quarter, during which a total of 323.5-man hours were provided as a no-cost, service-added benefit to VK's groups and local events.

VK Gift Shop showcased, sold merchandise, and distributed information this quarter at The Bassmaster Classic Expo. VK was able to speak to over 7,700 people about Knoxville, our gift shop inside the Visitors Center, as well as the event. The VK Gift Shop also worked to bring in five new items this quarter, three of which were custom-designed for our gift shop.

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

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

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

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

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

