

# SALES, SPORTS & CONVENTION SERVICES

Highlights of Visit Knoxville  
3rd Quarter FY 2020/2021



Met the quarterly booking goal with a total of 42 bookings equating to 60,688 delegate days.

Exceeded quarterly lead goal by 7% generating 94 leads equating to 254,142 delegate days.

VK's Sales team attended 1 virtual trade show and 1 in-person trade show, including PCMA's Convening Leaders Conference and Religious Conference Management Association's Emerge. More than 83 virtual and or in-person appointments were conducted because of 3Q trade show activity.

Hosted 4 site visits for potential bookings including Innovative Consulting Group, Mid-Atlantic CrossFit® and TSSAA Golf.

Hosted the 2021 Bassmaster Elite Tournament in February. The anglers fished out of downtown at Ned McWhorter Park and did the weigh-ins on Saturday and Sunday at World's Fair Park.

The VK Sales team along with members of the Services, Visitor Services, and Marketing teams attended a half-day Mini-FAM hosted by the Visit Farragut team. We toured the Farragut Museum, Farragut parks, the Pinnacle at Turkey Creek, 35 North, Farragut Community Center, and the Plaza at the Campbell Station Inn. VK looks forward to continuing our partnership with Visit Farragut to share all the town has to offer.

The Convention & Sports Services team supported 13 events/meetings, three festivals and provided a total of 26 partner referrals. Of the 26 partner referrals, 17 were associated with groups that were affected by COVID-19 and nine were related to the 13 events/meetings that were supported this quarter.

Featured events included K2 Volleyball 2021 Presidents' Day Bash and 2021 Sunsphere Smash, Bassmaster Elite Series and Tennessee Miracle Spring Classic.

VK Volunteers were utilized at one event this quarter, Movies at the Midway - Spring Edition, during which a total of 35 hours were provided as a no-cost, service-added benefit.

Launched distribution of the Knoxville Visitors & Relocation Guide produced in partnership with the Knoxville Chamber (including an online digital version).

Teamed up with the Knoxville Entrepreneurial Center on their [Made for Knoxville](#) campaign. The series highlights entrepreneurs via stories in the Knoxville Business Journal (and online). The March issue was hospitality focused and told not only the stories of our makers and entrepreneurs but Visit Knoxville and the industry as a whole.

In an effort to assist our hotels, restaurants, shops, and attractions, VK partnered with Knox County on a Spring Break initiative to promote staycations.

Worked with Travelzoo® on an Editorial Piece for Knoxville. The story is part of VK's overall marketing plan for the second half of the fiscal year and features links to several partners. A second editorial will be released in May.

Promoted local partners with 25 blog posts shared through various social media outlets. VK's Blog accounts for 11.73% of all 3Q website traffic. Casa HoLa is a new partner writer, highlighting Latino culture and local restaurants.

The VK website had a total of 599,955 pageviews. Average length of session was 2 minutes 4 seconds. The top three metros were Nashville, Atlanta, and Charlotte. The VK App had 384 downloads with a total of 1,359 sessions.

The Visitors Center "Cut the Ribbon" on an updated Gift Shop in the Visitors Center with new and exclusive merchandise focusing on local makers. The Gift Shop also converted the point-of-sale system to a single platform that encompasses the online store, the Gift Shop registers and mobile checkouts.

3Q Gift Shop sales totaled \$12,185. Of this, \$6,402 took place in March after the launch of the new products. For perspective, March 2021 sales were more than January and February combined, \$1,500 short of FYE20 2Q total sales, and more than March 2019 sales that included Bassmaster Classic retail sales.

# MARKETING, COMMUNICATIONS, VISITOR SERVICES & FILM

Highlights of Visit Knoxville  
3rd Quarter FY 2020/2021



visit  
knoxville  
TENNESSEE

# MARKETING, COMMUNICATIONS, VISITOR SERVICES & FILM

Highlights of Visit Knoxville  
3rd Quarter FY 2020/2021

## The Top 10 states requesting guides were:

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

During this quarter, there were 2,524 pageviews to the “View Digital Visitors Guide” page. VK distributed 2,692 printed guides based on online requests.

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

- |                       |  |
|-----------------------|--|
| 1. Tennessee          | 6. North Carolina/<br>New York         |
| 2. Florida            | 7. Ohio                                |
| 3. Illinois           | 8. Kentucky/Texas                      |
| 4. Michigan           | 9. Wisconsin                           |
| 5. California/Georgia | 10. Minnesota/ Oregon/<br>Pennsylvania |

The VK Film Office had a busy quarter. In February, the Pureflix feature film, *Banking on Christmas*, wrapped principal photography which started in December 2020. The film was incentivized by the Film Office and will be released later this year. The VK Film Office has also met with the producers of the feature film *Devil’s Hollow* starring Tony Award winner, Shular Hensley. The Film Office will be incentivizing and assisting that project, scheduled to begin filming in April. The Office has also been recruiting a basketball-themed film from Sony/Affirm Studios that is scheduled to begin production in June. In March, the feature film *A Hard Problem* - filmed in Knoxville in 2019 - had its World Premiere at the prestigious Cinequest Film Festival. The film is at the beginning of its festival run and is already getting excellent reviews from some major trade publications and critics.



visit  
**knoxville**  
TENNESSEE