

SALES, SPORTS & CONVENTION SERVICES

Highlights of Visit Knoxville
3rd Quarter FY 2021/2022

Booked a total of 48 bookings equating to 169,404 delegate days.

Generated 116 leads equating to 227,803 delegate days.

The Sales Team attended four trade shows during 3Q. Shows included MPI Tennessee Connect and Professional Convention Management Association. More than 42 appointments were conducted and/or contacts met because of 3Q trade show activity.

The Convention Sales and Sports Teams hosted 13 site visits (with COVID-19 protocols) during 3Q. These included Mid Atlantic CrossFit Challenge/Syndicate Crown, ConventionSouth, Chi Alpha Campus Ministries, and Perfect Game Baseball. The sports team also conducted a scouting trip to the 2022 Bassmaster Classic to get ready to host the 2023 Classic and conducted meetings in Florida with the President of the Korn Ferry Tour with PGA and President of Amateur Athletic Union to discuss future events in Knoxville.

The Convention and Sports Services Team supported 43 events/meetings, six festivals, and provided a total of 44 partner referrals. Highlighted groups included Cirrus Aircraft CX2022, K2 Presidents' Day Bash, Tennessee Miracle Spring Classic and Tennessee HOSA - Future Health Professionals 2022 State Leadership Conference.

Two pre-planning visits were hosted by the Convention Services team including Congressional Medal of Honor Society and USA Cycling.

Partnership and support of local festivals included Knox Asian Festival Japanese New Year Celebration, Dogwood Arts House and Garden Show, Mardi Growl Dog Parade, Foothills Craft Guild Artisan Market, Knox Shamrock Fest, and Big Ears Festival.

Team Knoxville Volunteers were utilized at three events this quarter, during which a total of 17.5 hours were provided as a no-cost, service-added benefit to local events.



MARKETING & COMMUNICATIONS

VISITOR SERVICES & FILM OFFICE

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Hosted the 2022 official Knoxville Visitors & Relocation Guide launch party at The Foundry – a site chosen in honor of the theme of the guide: the 40th Anniversary of the World's Fair. Team members from Visit Knoxville and the Knoxville Chamber welcomed and thanked partners for their support.

As part of the annual celebration of Tennessee Songwriters Week, partnered with Tennessee Department of Tourist Development (TDTD) to host the Tennessee Songwriters Knoxville Showcase at the Bijou Theatre. East Tennessee native Tyson Leamon was this year's winner.

After 13 months of planning, launched a re-organized website with a new look based on industry research and design trends; the first full redesign since the initial website launch in 2015. The re-design embraces the nature-loving-adventure-seeking-artsy-kind-of-town branding with elements in the same spirit.

Re-opened the 4th Floor Observation Deck of the Sunsphere as a ticketed, staffed attraction. A 1982 World's Fair timeline, gallery, memorabilia and gift shop await visitors. After opening February 22, the staff had welcomed over 7,300 visitors by the end of the quarter.

Launched promotion for the 40th Anniversary Celebration of the 1982 World's Fair; includes digital ad placement, local digital/print/billboard placement, e-newsletters, and VK Network videos in the Visitors Center, Sunsphere, and area attractions/hotels – all directing to worldsfairknoxville.com (also promoted as worldsfair40.com).

Assisted/hosted Melissa Corbin with Eater Magazine and Southern Brew News, and Los Angeles-based influencer Nate Fluellen (@WorldWideNate).

Hosted a “Big City Fun & Small Town Heart” media FAM in partnership with TDTD. Attendees included Mary Ann Anderson, a freelance writer with the McClatchy Company (group of newspapers distributed across the U.S. with titles including The Miami Herald, Fort Worth Star-Telegram, The Charlotte Observer, The Sacramento Bee, The Wichita Eagle, The Kansas City Star, and The Lexington Herald-Leader), and Reggie Dominique, a journalist with Houston Style Magazine who has since published several Instagram stories and TikToks on his personal handle @iamreggo and @stylemagazinehtx.

Produced a holiday e-newsletter and 26 blog posts.

Created Instagram story series including features Tennessee Songwriters Week Showcase at the Bijou, Valentine's Day and Mardi Gras specials, the reopening of the Sunsphere's 4th Floor Observation Deck, and more.

Pageviews for visitknoxville.com totaled 820,006. Site traffic is up 35% year over year for 3Q and 40% over 2020 for the same period. Average length of session was 2 minutes 15 seconds. The top three metros were Nashville, Atlanta, and Charlotte. The VK App had 544 downloads with a total of 2,314 sessions. The average engagement time per session spent on the app was 2 minutes 41 seconds.



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

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

During this quarter, there were 2,143 pageviews to the View Digital Visitors Guide page. VK distributed 2,393 printed guides based on online requests.

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

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

Visit Knoxville's Visitors Center Gift Shop, grossed \$36,843 in sales, averaging nearly \$400 in daily sales. The Visitors Center maintains a strong relationship with Knoxville's Maker community and continues to source locally made merchandise from both established and new artisans.

The Visit Knoxville Film Office provided assistance on locations needs, permitting, city services, and other important resources to local production companies such as Jupiter Entertainment/The Hive, Lusid Media, Fisher Films, and others. Filming included content for television shows such as *Atlanta Homicide*, *American Detective*, *Mark of a Serial Killer*, and others which air on networks like Discovery Plus, TV One, and Oxygen.

The VK Film Office is currently working with Storyboard Entertainment on their feature film *The Legend of Cooperville*, a Warner Media family friendly adventure film. Filming is scheduled to start the first week in May. We are also working with producer, Hudson Hickman on the recruitment of a Warner Brothers Studios film to Knoxville starring Dolly Parton. The film will air on NBC next Christmas.

