



Exceeded the quarterly sales definite booking goal with a total of 30 bookings equating to 79,089 delegate days

Exceeded quarterly leads goal and generated 105 leads equating to 470,061 delegate days

Hosted nine site visits for potential booking opportunities, including Tennessee Municipal League, Zeta Phi Beta, Baker Marketing Group, Dock Dogs, Kentucky Indiana Volleyball Association, and K2 Volleyball. These groups, along with several other site visits, represent potential business for the Knoxville Convention Center (KCC), the Knoxville Civic Auditorium & Coliseum (KCAC), and multiple hotel properties

Attended nine trade shows/conventions during the third quarter. Trade shows included Connect's Diversity Marketplace, DMAI Destinations Showcase, NASC, and Experient Envision Conference. Three of these shows covered the Tour/Travel market segment including American Bus Association, Heartland Travel, and Travel South. The Sales Team also attended two educational opportunities and executed a sales blitz to the Washington, DC market

The VK Marketing and Sales Departments collaborated to create a new booth featuring "Knoxville Will Surprise You" branding. This new structure will occupy a 10' by 10' tradeshow space and will be utilized at trade shows, pre-promotes, and Knoxville Information tables for select groups at the KCC throughout the year.

The Convention Services Team supported 40 events/meetings and 5 festivals in 3Q. Featured groups included Ozone Invitational, Bassmaster Elite Series, University of Tennessee Collective Conference, Tennessee Valley Cat Fanciers Springtime in Tennessee Annual Show, Southeast Tourism Society Spring Symposium and the April Fools Duel AAU State Qualifier Basketball Tournament. 3Q festival support included Dogwood House and Garden Show, Women in Jazz Jam Festival, Big Ears Festival, Mardi Growl and the Knoxville Shamrock Festival.

As members of Event Services Professionals Association (ESPA), the Visit Knoxville Convention Services team continues to develop and learn skills that will provide 'wow factor' service! Team members attended the 2017 ESPA Annual Conference "Live from Austin" January 5th – 8th where they had the opportunity to LEARN new trends, EARN continuing education credits and ENGAGE with fellow CSM's and meeting planners.





Executed a robust marketing plan for 2017 Beats & Eats that included, but was not limited to, digital, print and broadcast advertising

Aired both versions of "Knoxville Will Surprise You" commercials on the ABC, NBC, CBS, FOX, and CW affiliates in the Chattanooga market

Collaborated with the Knoxville Chamber to create and install signage at McGhee Tyson Airport (TYS) that promotes visitation and relocation to Knoxville
Created signage for KCC and KCAC promoting the Knoxville Trolleys, Knoxville Visitors Center, and several attractions around the KCC and downtown

Designed and posted a billboard promoting the USA Cycling Pro Road & Time Trial National Championships that is now rotating throughout Knoxville (VK also created the microsite usacycleknox.com)

Publicly launched the Visit Knoxville App at the Grand Opening Party of the newly-renovated Visitors Center.

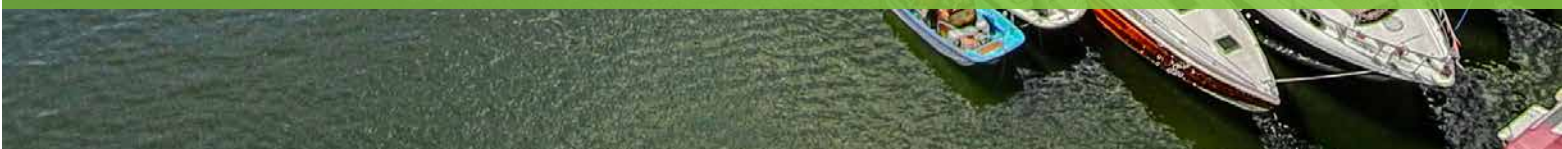
Helped Knox Brew Tours coordinate a tour of all the breweries in the state of Tennessee. As part of the promotion, VK assisted with a press release then engaged the state tourism office to inform all the CVBs across the state that the tour could be coming to their city or town.

Worked with Pivot Cycles to create a partnership highlighting Knoxville as a world class destination for mountain bikers (for leisure and training)

Designed wraps for the tractor trailers containing the sports flooring utilized for basketball and volleyball tournaments organized by the VK Sports Commission

Assisted Draft Magazine on two Knoxville stories; one story on Pretentious Glass Co. and one on the newer breweries coming to Knoxville

Revealed our first "event wall" featuring an Instagram feed of photos tagged with #bassmasterelite17 on two large monitors during the Bassmaster Elite weigh-in at the KCC
The Visit Knoxville Film Office worked closely with AC Entertainment as a partner in the film portion of the Big Ears Festival, hosting a reception for filmmakers and the Tennessee State Film Commissioner, Bob Raines. The VK Film Office also continues to work closely on their future slate of films, ensuring they keep their productions in Knoxville. VK has been preparing for the premiere of Dog Years, a Burt Reynolds film produced by Whitener Entertainment. The film will premiere at the Tribeca Film Festival in April 2017. The VK Film Office will be in attendance, partnering with Whitener Entertainment on a reception after the world premiere of the film.



Opened the newly renovated Downtown Visitors Center on March 3rd, after conducting business-as-usual in temporary offices during the months of January and February

Greeted 3,365 walk-in visitors and assisted 400 callers with Knoxville information

Visitors picked up 6,368 brochures inside the Downtown Visitors Center

Distributed 47,121 Visitor Guides (7,512 individual visitor guide requests; 13,334 to 36 local groups; and 26,275 distributed through bulk and local/regional pockets)

Hosted 11 group tour & travel planners for the Heartland Travel Show #Knoxrocks Pre-FAM, featuring Zoo Knoxville, Mabry-Hazen House, Women's Basketball Hall of Fame, Volunteer Princess, and the newly re-opened Visitors Center

Visit Knoxville volunteers serviced six groups/events, totaling 277 man-hours, providing a no-cost, service-added benefit to groups and local events

Trained an additional 40+ ambassadors through a private Gotta Know Knoxville class executed for Knoxville's newly opened property, The Tennessean

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

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

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

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