

## SALES, SPORTS & CONVENTION SERVICES

Exceeded the quarterly sales definite booking goal with a total of 43 bookings equating to 77,219 delegate days.

Exceeded the quarterly sales lead goal by 7% generating 88 leads equating to 237,164 delegate days.

Attended four trade shows including Fraternity Executives Association, HelmsBriscoe Annual Business Conference, National Association of Sports Commissions Symposium, and Association of Chief Executives in Sports. More than 115 appointments were conducted and/or contacts met.

Hosted six site visits for potential booking opportunities, including the Rubber Division of the American Chemical Society, the American Netherland Dwarf Rabbit Club, and the Tennessee Baptist Mission Board. These groups, along with several other site visits, represent potential and booked business for the Knoxville Convention Center (KCC), Chilhowee Park, and multiple hotel properties.

Conducted two sales blitzes to Indianapolis and Nashville.

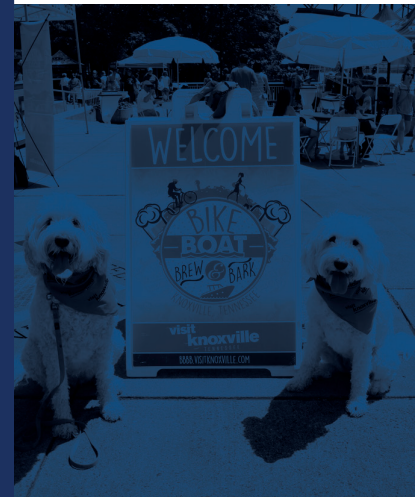
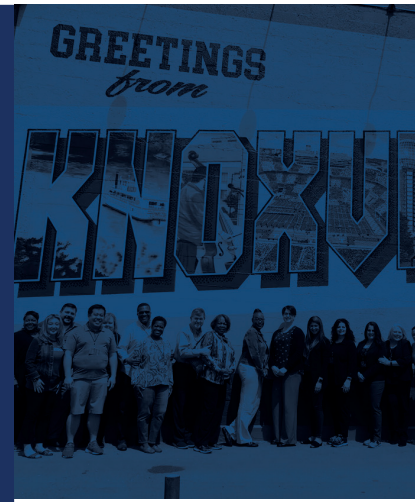
Performed two scouting trips to AJGA Junior Golf and Bassmaster Elite Stop.

Hosted 15 meeting planners for the Spring FAM, "Maker City - A Knoxville FAM Experience". The FAM began with a Partner Fair and Opening Dinner hosted at the Jackson Terminal, with 20 exhibiting partners, including a special collaboration and presentation by the Maker City Project. Groups who attended the FAM include Tennessee State Chapter of the PEO Sisterhood, Professional Fraternity Association, Tennessee Nurses Association, CDISC Corporate and NACADA (National Academic Advising Association).

The Convention & Sports Services Team supported 57 events/meetings and 17 festivals in 4Q. Featured groups include Codestock Annual Meeting, Street Rod Nationals South, National Association of Sports Commissions Annual Symposium, Bike Boat Brew & Bark, Powerboat Nationals, Grassroots Outdoor Alliance, American Baptist Association and USA Cycling Para & Pro Road National Championships.

Partnership and support of local festivals included Dogwood Arts Festival, Rossini Festival, EarthFest, Dogwood Arts, Knoxville Jewish Alliance Annual Festival, Vestival, Rhythm N' Blooms, Children's Festival of Reading, Open Streets Knoxville, Tennessee Statehood Day, Bike Boat Brew & Bark, Music Feeds June Concert, Nief-Norf Festival, Brewfest, PrideFest, Dragon Boat Festival and Kuumba Festival.

Pre-planning site visits included USA Cycling, Zeta Phi Beta and Leisure Systems.





## MARKETING, COMMUNICATIONS & FILM

Partnered with Tennessee Department of Tourist Development (TDTD) on Pinterest promotion

Partnered with TDTD and Geiger & Associates to host 11 journalists on a regional media tour; Published stories to date include: "Journeys of Discovery: Why Knoxville Rocks" at [kcbx.org](http://kcbx.org)

Launched a new partnership with Dollywood featuring a billboard campaign in Atlanta

Promoted Bike Boat Brew & Bark and the Visit Knoxville Powerboat Classic - The 30-minute Powerboat Nationals show featuring the Visit Knoxville Grand Prix of Tennessee premiered July 6 on Fox Sports Southeast (FSSE). FSSE is seen in over 16 Million homes in southeastern cities that include Atlanta, Birmingham, Nashville, Memphis, Charlotte and Knoxville.

Produced the University of Tennessee Visitor Guide for the fifth consecutive year

Managed a variety of responsibilities for the 2019 USA Cycling Pro & Para-Cycling Road National Championships including website design and maintenance, radio advertising placement, press releases and media appearances, social media promotion, and production of promotional materials

Produced four newsletters and 24 blog posts

The VK website had a total of 769,011 pageviews. Average length of session was 2 minutes 6 seconds. The top three metros were Nashville, Chicago, and Atlanta.

The VK App had 888 downloads with a total of 5,336 sessions. The average time spent on the app was 1 minute 52 seconds.

Hosted blogger/influencers The Traveling Newlyweds and Eric Jackson Kayak

Partnered with Pigeon Forge to host 4 members of the **Midwest Travel Journalists Association (MTJA)** on a post-conference FAM. Published stories to date include: "Tale of Two Cities, Tennessee Style" in print and at [lavendermagazine.com](http://lavendermagazine.com) and "The Good Life" online at [detroitnews.com](http://detroitnews.com)

Coordinated the visit and production schedule for the TV show "Pets Welcome Here". The show airs in 38 markets including Nashville, Tri-Cities, Chattanooga, Atlanta, Tampa, St. Louis, Greenville and Asheville.

The VK Film Office assisted in over 25 local and out of town projects that appear on networks such as CBS, Investigation Discovery, Oxygen, Travel Channel, and more. The Office also assisted NZK Productions during their filming for a segment on "The Bachelorette" and continued to recruit projects, including Hazart Films' next production, [A Hard Problem](#).



## VISITOR SERVICES

Greeted 13,297 walk-in visitors to the Visitors Center, of those 4,431 (including 1,141 out of region) for the WDVX live shows. Live shows include: Blue Plate Special, First Friday and Kidstuff.

The Visitor Services team engaged all 16 Tennessee State Welcome Centers for National Travel and Tourism Week 2019. Personal visits were made to 8 of the high-feeder centers and the additional 8 centers outside of our region were mailed gifts and a note of thanks.

Created baskets for donation to many organizations, such as: Circle of Change, Make a Wish Foundation, Downtown Residence Meeting, University of Tennessee Library, Greater Knoxville Hospitality Association, Tennessee Department of Travel Destinations, Knox PAWS, and A Step Ahead to name a few.

Shuttle to the Smokies is a new addition to our visitor offerings in 4Q and began with a soft launch of signage, face-to-face conversations with visitors, and information cards, which include information on the service, fees, and frequently asked questions. Currently we are making our shuttle available on Tuesdays and Thursdays of each week, providing visitors with an economical and convenient way to Shuttle to the Smokies! The drop off location puts them in direct connection with the Fun Time Trolley Service in Pigeon Forge, providing a full day access wristband for the trolley service. This allows guests transportation to shopping, dining and attractions, such as Dollywood, Dollywood's Splash Country, The Island at Pigeon Forge, and more. We are very excited to see how this grows in interest and development in FYE20.

Visit Knoxville Volunteers (VK Vols) were utilized for eleven groups/events this quarter, during which a total of over 2,000 hours were provided as a no-cost, service-added benefit to VK's groups and local events.

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

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

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

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

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

