

SALES, SPORTS & CONVENTION SERVICES

Highlights of Visit Knoxville
4th Quarter FY 2019/2020

Generated a total of 35 bookings equating to 68,502 delegate days.

Exceeded the quarterly sales lead goal by 3% generating 91 leads equating to 526,685 delegate days.

Considering many live events and in-person trade shows were postponed or cancelled due to COVID-19, VK's scheduled tradeshows did not take place. VK did, however, attend one virtual tradeshow hosted by ConferenceDirect, which offered a platform for one-on-one virtual appointments with associates. VK conducted 15 of these appointments. VK also participated in Simpleview's Virtual Summit for free continuing education.

Visit Knoxville Sports Commission virtually attended PlayTN roundtable discussions and represented Tennessee on a Sports ETA call for state groups from around the country.

Due to COVID-19, no site visits were hosted during 4Q.

A number of special projects were completed during 4Q including creating a sales marketing email for outreach during COVID-19, creating a Military Reunion specific bid packet template, creating a Meetings & Conventions Media Kit, and creating "Helpful Tips for Hosting Safe Site Visits" one-sheets for partners and groups.

The Convention Services Team supported 9 events/meetings and provided a total of 98 partner referrals. Of the 98 partner referrals, 47 were affected by COVID-19, 37 were associated with groups that have rebooked for future dates and 14 related to the 9 events/meetings that were supported this quarter.

Two pre-planning visits were hosted with Southern States Rabbit and Cavy Breeders Association and Rubber Division of the American Chemical Society.

Participated in 18 free webinars provided by ESPA, MPI, Sports ETA, Simpleview, Eventbrite, PCMA and the Events Industry Council.

Designed, executed and analyzed data for "A Community Strategy for Phased Reopening Community Member Survey" for KNOXTOGETHER campaign.

Created Sports Commission 'Throwback Thursday' social media posts and Teammate Spotlight templates to be used for future partnerships.

Developed "A Visitor's Ultimate Checklist" to serve as an introduction to planners when transitioning from the Sales to Convention Services process. Each Services team member has their own customized piece which includes fun facts about themselves. All customized pieces include "unique to Knoxville" activities for visitors to complete while they are in Knoxville.



Relaunched paid media (after pausing mid-March) with a new concept that builds on the nature-loving-adventure-seeking-artsy-kinda-town branding. Digital ads focused on outdoor activities link to the KNOXSTILLROCKS page on the Visit Knoxville website.

Partnered with Knox County, the City of Knoxville, and the Knoxville Chamber on the KNOXTOGETHER campaign. Assets include knoxtogether.com with ongoing updates regarding COVID-19 state/local mandates and a link to VK's knoxstillrocks page (featuring virtual events, socially distant activities, info on restaurants/breweries/hotels open for delivery/carryout during pandemic and more), PSAs, signage in both English and Spanish as well as the survey to help assess community sentiment. KNOXTOGETHER was also the subject of an e-newsletter.

Updated visitknoxville.com with a new blog home page that features the most popular blog categories.

Created the "Black Stories that Matter" series for VK's Social Media Channels in response to the most recent efforts involved in the BLM Movement.

Partnered with Brand USA to update international marketing for Knoxville on visittheusa.com.

Updated the digital version of the 2020 Knoxville Visitors Guide.

Produced one e-newsletter and 35 blog posts.

Partnered to produce and promote a Knoxville Spotify Playlist featuring local favorites like Erick Baker and Adeem Bingham.

The VK website had a total of 386,062 pageviews. Average length of session was 1 minute 28 seconds. The top three metros were Nashville, Atlanta and Chicago. Social traffic to the site is up by 22%.

The VK App had 367 downloads with a total of 1,373 sessions.

This quarter, the VK Film Office worked with several local production companies including The Hive/Jupiter Entertainment, Big Slate Media, Lusid Media, Loch & Key Productions and others. The Film Office also continues to work with out of town production companies that come to Knoxville to film. In 4Q these companies included Invention Films, Chad Hoover Kayak Fishing, Hit + Run Productions, Camp Tiki Film and others. Projects vary from crime reality television shows such as For My Man (TV One Network), Injustice with Nancy Grace (Oxygen Channel), American Detective (ID Channel), to reality television shows like American Pickers. Other projects included documentaries, live fishing competitions, marketing videos and educational videos. The Film Office continued to work with the Tennessee Entertainment Commission and regional film offices in communicating filming industry policies during the COVID-19 pandemic. The Film Office is also in the process of recruiting several great projects for late 2020 or the first half of 2021. As part of this, the Film Office conducted a location scout for a Sony Pictures project about the life of boxing legend, George Foreman.

MARKETING COMMUNICATIONS & FILM

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VISITOR SERVICES

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Because the Visitors Center closed midday on March 17th and reopened on May 11th, our Visitor Services department had a unique quarter, to say the least. It is rare not to see and personally welcome our visitors; however, we were able to continue our interactions over the phones and through other correspondences. During this time our team found a lot of value by dedicating time to attend over 10 training classes, all of which were free or included within a current membership.

With so many event date changes VK remained diligent with updates to our Events Calendar, which is used by visitors and locals. This quarter we added 100 new event listings and updated more than 200 event listings. A weekly email, "VK Community Corner," is sent out to promote our events calendar, highlight major events and encourage people to input and update calendar listings.

In 4Q, the Visitors Center greeted 1,964 walk-in visitors, of which 1,142 were personally assisted, distributed 376 parking permits, where 243 logged themselves as visitors to the destination and assisted 346 callers with Knoxville information.

Brochure distribution plays a large role in Visitor Services. Weekly inquiries are received, processed and mailed out to awaiting visitors. This quarter we sent out 1,156 individually requested VK Visitors Guides, distributed 4,135 by way of bulk distribution, and provided over 1,000 additional pieces of collateral via distribution channels. Brochures, in particular, are used to provide valuable resources to visitors, and are used in-house for information and training purposes. This quarter brochure movement inside the Visitors Center totaled 2,121 pieces of collateral taken by visitors collecting information and tools to enhance their travel experience.

Visitors Guide Requests – Requests are received from around the world. The Top 10 states requesting guides during 4Q were:

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

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

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