

SALES, SPORTS & CONVENTION SERVICES

Highlights of Visit Knoxville
4th Quarter FY 2020/2021



visit
knoxville
TENNESSEE

Secured a total of 35 bookings equating to 59,600 delegate days.

Generated 87 leads equating to 241,385 delegate days.

The Sales Team attended four virtual and one in-person trade shows during 4Q. Shows included Connect Diversity, RendezvousSouth, and Sports ETA Virtual Biz Xchange. More than 125 appointments were conducted and/or contacts met because of 4Q trade show activity

VKSC attended the 2021 Bassmaster Classic in Ft. Worth, TX to continue the recruitment of the 2023 Bassmaster Classic.

Hosted seven site visits, with COVID-19 protocols. These included Omega Psi Phi, Tennessee Healthcare Association, and the Center for Disease Control.

Completed one sales blitz to the greater Nashville market. More than 30 calls were made to groups including Tennessee Automotive Association, Tennessee Trucking Association, Associated Builders & Contractors Greater Tennessee Chapter, and Tennessee Cable & Broadband Association.

Created new convention marketing video which incorporates 'Artsy-Kinda-Meeting-Town' branding throughout. The 1:30 video may be viewed on our website or YouTube at this link [KNOXVILLE MEETINGS VIDEO](#). The video was also shared via social channels including Facebook and LinkedIn.

The Convention & Sports Services Team supported 50 events/meetings, eight festivals and provided a total of 94 partner referrals. Featured groups included the 2021 Southern States Rabbit and Cavy Breeders Show, American Bell Association's 75th Annual Convention, Bike Boat Brew and Bark, in addition to assisting the VKSC with logistics of the Visit Knoxville Open and USA Cycling Pro Road National Championships. Additionally, VK Volunteers provided a total of 1,505 hours as a no-cost, service-added benefit to USA Cycling Pro Road National Championships.

VKSC hosted the 2021 Mid Atlantic CrossFit® Challenge in May. The event served as one of ten worldwide qualifiers for the 2021 CrossFit® Games.

VKSC managed and hosted the 2021 USA Cycling Time Trial, Criterium and Pro Road Nationals in June. We crowned six National Champions at the event.

Visit Knoxville and VKSC served as the primary sponsor and host of the 2021 Visit Knoxville Open in May. This is the oldest tournament on the Korn Ferry Tour and was held this year at Holston Hills Country Club.

Worked with PGA Tour media and marketing representatives to coordinate branded content promoting things to do in Knoxville. These outings were filmed, produced, and promoted on pgatour.com and PGA Tour's and Korn Ferry's social channels and shared via social by VK and partners involved. The videos amassed 2,575,086 total ad impressions and resulted in 558 hotel bookings, 1,227 total nights booked, and hotel revenue of over \$155,119.

Celebrated 225 years of Tennessee Statehood at Blount Mansion with a number of community partners as well as city and state dignitaries. VK assisted with build out of the event logo, webpage, and promotion of the event.

Hosted a Marketing & PR Team FAM (Familiarization Tour) for the Tennessee Department of Tourist Development (TDTD) to showcase Knoxville attractions, hotels, and overall experience.

The Visitors Center Gift Shop reached a sales record, averaging close to \$300 in daily sales. The Team continues to work with local and regional artisans to curate specialty items for the store.

Welcomed the return of the WDVX Blue Plate Special after nearly a 15-month hiatus. Our staff welcomed a total of 250 people for the four shows in June. Of these, 209 were Knox County residents, 14 were regional, and 27 included guests from Indiana, New Jersey, Illinois, Ohio, Oregon, Texas, South Carolina, Florida, Washington D.C., and Georgia.

Produced the University of Tennessee Visitor Guide in partnership with UT's Department of Undergraduate Admissions.

Hosted six journalists representing a variety of publications, including The Jet Set and Lysa Allman-Baldwin, a freelance writer for *Authenticity & Purpose*, *Soul of America*, and *The Group Travel Leader*.

26 posts went live on the VK blog and were shared through various social media outlets. Read more at visitknoxville.com/blog

The VK website had a total of 960,652 pageviews (an increase of just over 60% from 3Q). Average length of session was 2 minutes 19 seconds. The top three metros were Nashville, Atlanta, and Chicago. The VK App had 612 downloads with a total of 2,583 sessions.

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Launched a restructured version of Gotta Know Knoxville, a two-hour walking tour of the downtown footprint with references to North, South, East, and West Knoxville.

The Top 10 states requesting guides were:

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

During this quarter, there were 2,318 pageviews to the View Digital Visitors Guide page. VK distributed 2,236 printed guides based on online requests.

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

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

The Visit Knoxville Film Office assisted local and out-of-town production companies including Transcendent Enterprise (New York City), Jarrett Creative (New Jersey), CMP Productions (Los Angeles), Indigo Frame LLC (Nashville) and Gear Seven TV (Nashville) with locations, permits, city services, and other resources. These productions included crime reenactment television shows that air on Oxygen and Discovery ID, a music video for Kelsea Ballerini, promos for Food Network shows, photo shoots for major brands, and more. The VK Film Office continues to work very closely with Pinnacle Pictures and Sony/Affirm Studios on the feature film *Nothing is Impossible*. This film will begin shooting on July 8th and will initially air on the PureFlix platform. The VK Film Office recruited this project to Knoxville and is also assisting with locations, crew, lodging, city services, and film incentives. It is also working with Brian Conley on the feature film *Homestead* which is scheduled to begin filming in the area in September. Plans continue with LA Director, Rohit Bahtra, on *Accident on Relay Street* which is scheduled to begin filming in late 2021.

Watch "Half of My Hometown" on YouTube:

<https://www.youtube.com/watch?v=abYaq2tWGys>

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