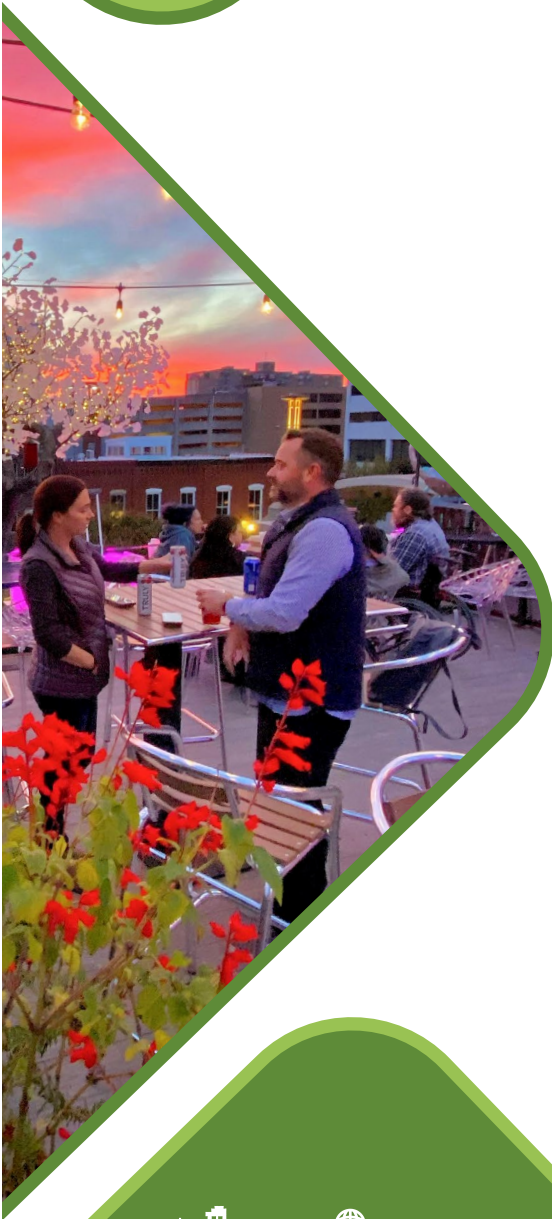


SALES, SPORTS & CONVENTION SERVICES

Highlights of Visit Knoxville
4th Quarter FY 2021/2022



Booked a total of 55 bookings equating to 112,778 delegate days.

Generated 107 leads equating to 198,759 delegate days.

The Sales Team attended two trade shows during 4Q. Shows included Sports ETA Symposium and HelmsBriscoe Annual Business Conference. More than 76 appointments were conducted and/or contacts met because of 4Q trade show activity. The Convention Sales Team also partnered with KCC staff and conducted a sales blitz in Nashville, on which they visited 27 State Associations, businesses and religious organizations. The Convention Sales Team also hosted a 1982 World's Fair 40th Anniversary themed FAM with a total of 19 meeting planners and event organizers representing 13 groups.

The Convention Sales and Sports Teams hosted 14 site visits during 4Q. These included Los Alamos National Laboratory, Oak Ridge Associated Universities, and Southern Crime Stoppers Association. The Sports Sales Team also conducted a scouting trip to the Chattanooga JetSki Club/ NautiWater Racing event to prepare to host an event in 2023.

The Convention & Sports Services Teams supported 74 events/meetings, 13 festivals, and provided a total of 74 partner referrals. Highlighted groups included Academic Games League of America, Visit Knoxville Open, 1982 World's Fair 40th Anniversary Celebration, 2022 Syndicate Crown, Mid-Atlantic CrossFit® Challenge, USA Cycling Pro Road National Championships, and the 6th Annual Bike Boat Brew & Bark.

Two pre-planning visits were hosted including Bassmaster Classic and Rubber Division of the American Chemical Society.

Partnership and support of local festivals included Dogwood Arts Chalk Walk, Dogwood Arts Festival, Southern Skies Music Festival, Rossini Festival, Children's Festival of Reading, 1982 World's Fair 40th Anniversary Celebration, Dolly Fest, Statehood Day, Bike Boat Brew & Bark, Nief Norf Festival, MLK Parade and Juneteenth Celebration, Jam Fest, and Brewfest.

Team Knoxville Volunteers were utilized at four events this quarter, during which a total of 1,560 hours were provided by 175 volunteers as a no-cost, service-added benefit.



MARKETING & COMMUNICATIONS

VISITOR SERVICES & FILM OFFICE

Highlights of Visit Knoxville
4th Quarter FY 2021/2022



In one of our most successful concert partnerships to date, VK teamed with Live Nation to welcome Sir Paul McCartney's "Get Back Tour" to Knoxville. Fans from all 50 states plus Washington, D.C. and Canada enjoyed the sold-out show May 31st at Thompson Boling Arena.

Partnered with Tennessee Whiskey Trail on their Whiskey + Waterfalls campaign to promote the two Knoxville stops on the Trail (PostModern Spirits and Knox Whiskey Works) and a variety of other attractions and experiences. The summer campaign went live mid-June via social media and at tnwhiskey.com. Additional editorial coverage was provided through *Relish + Whiskey Magazine* and *Edible Nashville*.

Executed an all-encompassing marketing plan to promote the 1982 World's Fair 40th Anniversary Celebration and drive traffic to worldsfairknoxville.com. This included radio, billboards, ads in *Knoxville News Sentinel* publications and *Estilo De Knoxville*, press releases sent to national and international media contacts, e-newsletters, media appearances, social media, and paid digital placement.

Partnered with Korn Ferry and PGA TOUR to script and help produce three branded videos for their media channels (Knoxville's brewery scene, the Sunsphere, and Dick's House of Sport). The Team also created the website [Visit Knoxville Open Shuttle](http://VisitKnoxvilleOpenShuttle.com), logos for the new Wine and Cigar Bar and Birdie for 30, signage, and promotional materials for the VK Open Shuttle.

Produced three e-newsletters and 25 blog posts.

Created Instagram story series including promotion of Bike Boat Brew & Bark, the 1982 World's Fair 40th Anniversary Celebration, new blog highlights, and more.

Pageviews for visitknoxville.com totaled 1,066,959. Average length of session was 1 minute 50 seconds. The top three metros were Nashville, Atlanta, and New York. The VK App had 636 downloads with a total of 2,659 sessions. The average engagement time per session spent on the app was 6 minutes 50 seconds.



MARKETING & COMMUNICATIONS

VISITOR SERVICES & FILM OFFICE

Highlights of Visit Knoxville

4th Quarter FY 2021/2022

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

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

During this quarter, there were 2,617 pageviews to the View Digital Visitors Guide page. VK distributed 1,429 printed guides based on online and call-in requests.

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

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

Since reopening 2/22/22, the VK staff at the Sunsphere has welcomed over 24,000 visitors from all 50 states and 23 countries including the United States.

Visit Knoxville's Visitors Center Gift Shop, grossed \$75,339 in 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. Projects include television shows that air on networks like Oxygen, Investigation Discovery, TV One, and The Weather Channel. The Film Office also assisted several out-of-town production companies such as Miles Partnership, Storyboard Emerging Artists, and Only Today on projects ranging from documentaries to feature films.

The Film Office successfully recruited another feature film from Storyboard Emerging Artists and Warner Media with the working title, *The Legend of Cooperville*. Filming wrapped at the end of May after 15 days of shooting in Knoxville and is now in post-production. *The Legend of Cooperville* will be distributed by Warner Media. The Film Office has also been working very closely with Euclid Origins out of Los Angeles on recruiting another feature film to Knoxville, *ROOF*, to begin filming in 1Q.

