



Exceeded the quarterly sales definite booking goal with a total of 31 bookings equating to 169,630 delegate days

Exceeded quarterly leads goal and generated 70 leads equating to 238,373 delegate days

Hosted 11 site visits for potential booking opportunities, including Cities United, American Kiko Goat Association, Tennessee City Management Association, and Gold Wing Road Riders Association (Wing Ding). 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 seven trade shows/conventions during the fourth quarter. Trade shows included ConferenceDirect Annual Partner Meeting, HelmsBriscoe Annual Business Conference, Cvent Connect, and IBTM America. More than 155 contacts were made because of 4Q trade show activity. VK also partnered with the KCC to execute a Sales Blitz to the Chicago area, host to numerous medical and pharma headquarters and office locations

Hosted 14 meeting planners for a three-day FAM Tour that included tours at the KCC and downtown hotels. The itinerary included an opening reception at the newly-renovated Visitors Center, a partner showcase at the Women's Basketball Hall of Fame, and a VIP experience at the Rhythm N' Blooms Music Festival. Groups represented include National Agricultural Aviation Association, National Society of Black Engineers, American Kiko Goat Association, and Air & Waste Management Association

Launched VK Convention Ambassador Campaign, a local referral program designed to connect locals involved with larger national organizations and involve them in efforts to recruit those conventions and events to meet in Knoxville

Hosted USA Cycling Pro Road and Time Trial National Championships. Estimated attendance: 3,000 on Saturday and 9,000-11,000 on Sunday.

The VK Sports Commission also hosted five basketball/volleyball tournaments this quarter at KCC with our new Sport Courts that hosted 267 teams in our city.

The Visit Knoxville Sports Commission conducted three scouting trips during fourth quarter: AAU TN Girls Basketball State Tournament, CrossFit Regional Games and American Trails International Symposium.

The Convention Services Team supported 94 events/meetings and 14 festivals in fourth quarter. Featured groups included American Association of Airport Executives Southeast Chapter Annual Conference, Street Rod Nationals South, Southern Food Writing Conference, HMM-161 Association Annual Reunion, Destination Imagination Global Finals, Knoxville Powerboat Classic, Flying Physicians Annual Meeting, and USA Cycling Pro Road & Time Trial National Championships.



Promoted USA Cycling through broadcast and online promotion as well as extensive news coverage on WATE-TV, radio promotion on the E.W. Scripps stations, print promotion in the Knoxville Mercury and the Knoxville News Sentinel, digital advertisement via Facebook and dedicated USAC email to VK subscribers.

Partnered with the Tennessee Department of Tourist Development (TDTD) on Knoxville's "Match My Trip" promotion. Local tourism partners included The Oliver Hotel, J.C. Holdway, and Navitat.

Teamed up with Travel Mindset and (TDTD) to bring two top-tiered influencers to Knoxville for four days of adventure, fun, and exploring

Partnered with the RiverHill Gateway Neighborhood Association and TDTD to install banners featuring the Cradle of Country Music Walking Tour and Chisholm Tavern on Dwight Kessel Garage

Partnered with Greetings Tour to produce the first mural of its kind in Tennessee. The mural, located at 1143 N. Broadway next to KBrew, has already become a destination photo spot.

Teamed with Knox County, the City of Knoxville (COK), and WIVK radio to create the #predsonthesquare Stanley Cup viewing party on Market Square

Supported The Knoxville Photography Project, organized by local photographer Bruce McCamish, to amass 1,025 new Knoxville photos for the VK Library

Hosted Bike Boat Brew & Bark for a second year in conjunction with Knoxville Powerboat Classic which airs repeatedly on Fox Sports South

Hosted six writers for the Southern Food Writers Conference and the International Biscuit Festival. To date, VK has gleaned two stories on Knoxville - one from The Charlotte Observer and one in The New York Times (NYT) on Chef Lenn of J.C. Holdway.

Hosted Asheville's WLOS-TV for their Road Trippin' Series. Stops included Knoxville's Urban Wilderness, Kaizen, Balter Beerworks Zoo Knoxville, Phoenix Pharmacy and Fountain and Maple Hall

Partnered with The University of Tennessee's Office of Admissions (for a third year) to produce 100,000 copies of the official UT Student Visitors Guide

Collaborated with Madden Media to create an online story detailing Knoxville's international festivals

Promoted historic Gay Street in a special Main Streets feature in Good Grit Magazine. A new section of the VK website was created to compliment the magazine coverage.

Partnered with Women's Basketball Hall of Fame to produce an ad editorial in Horizon Travel & Lifestyle Magazine and 120 five-second spots on the Good Morning America Screen (ABC Screen) in Times Square

Participated in National Travel & Tourism Week by visiting State Welcome Centers in the following counties: Unicoi, Smith, Hamilton, Campbell, Cocke and Sullivan

Greeted 7,694 walk-in visitors and assisted 726 callers regarding Knoxville information

Distributed 58,010 Visitors Guides (reflects 17,860 individual requests, 40,150 guides shipped in bulk, and 26 groups)

Conducted five step-on/walking tours

Visit Knoxville volunteers serviced 10 groups/events, totaling 2,325 man hours as a no-cost, service-added benefit to VK's groups and local events

Trained an additional 75 ambassadors through 3 regularly scheduled Gotta Know Knoxville classes and one private class for members of East Tennessee Meeting Professionals (ETMP)

Set-up, displayed, and sold merchandise from the Visitors Center Gift Shop at three Knoxville events/festivals, exceeding the 4Q goal. These events/festivals included the Knoxville Marathon, Bike Boat Brew & Bark, and the USA Cycling Pro Road & Time Trial National Championships.

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

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

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

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