

## Highlights of Visit Knoxville's Activities 4<sup>th</sup> Quarter FY 2014/2015

### *Sales & Services Highlights*

- The sales team met the quarterly sales definite booking goal with a total of 25 bookings.
- The services team supported 64 events and meetings.
- The sales team attended four trade shows.
- The sales team hosted 12 site visits for potential booking opportunities.
- Visit Knoxville and Knoxville Convention Center partnered to host a multi-market sales blitz in the Nashville and Memphis areas.
- The sales and services teams hosted the Riverfront & Mountain Views FAM and Snapshot of Knoxville FAM. The Snapshot of Knoxville FAM was a unique event in that it included local people who are influencers/decision makers within their professional and personal organizations.
- The Director of Sports Sales & Services visited the Nitro Circus event in Nashville at Bridgestone Arena, an extreme sports show hosted throughout the country at various venues. The event director is considering Knoxville for a future year.
- The Visit Knoxville team, along with several other cities, exhibited at the American Baptist Association (ABA) Annual Conference as part of the bid presentation to be the chosen destination for 2019. ***Knoxville won the bid***, which represents approximately 1,800 out of town attendees for a three day conference.

### *Marketing & Communications Highlights*

- Visit Knoxville worked in partnership with the University of Tennessee Office of Admissions to print and distribute a new student visitors guide.
- Knoxville's "Made in Tennessee" digital sweepstakes campaign launched 4/20 and ended 5/31. Local partners included The Oliver Hotel and Ijams Nature Center. Knox County was paired with Anderson County as a regional partner. VK has been provided with the unique leads from the campaign which totaled 61,362 (campaign benchmark 21,000).
- The 2015/2016 Sales & Marketing Road Map, detailing sales and marketing plans for the upcoming fiscal year, was printed and distributed. To obtain your copy, please contact the VK Marketing Department.
- The Arts & Culture Alliance approved the Downtown Mural Walking Tour rack card. The cards are now available at the downtown Visitors Center and The Emporium.
- The indoor Google tour of the Knoxville Convention Center has been finalized and added to the KCC's listing on the Visit Knoxville website.
- The Marketing and Communications team collaborated with Tombras to create digital banner ads for festivals and outdoor adventures and distributed a number of eblasts through our email database (now consisting of more than 85,000 recipients) related to the following topics: Sesquicentennial, The Culinary Scene in Knoxville, Spring Festivals, Historic Homes, and Urban Wilderness.

- Visit Knoxville celebrated National Travel & Tourism Week with breakfast for VK's stakeholders at the downtown Visitors Center. The Senior Director of Visitor Services and Assistant Manager of Visitor Services visited eight TN State Welcome Centers. The Marketing Department created and placed a half page ad in the Knoxville News Sentinel.
- The Marketing and Communications Team spent the week of April 13<sup>th</sup> with state tourism partners as part of Tennessee Sampler. Full details are in the quarterly report.
- VK helped launch Google Trekker. With this handy tool, people can take a virtual tour of our outdoor destinations before they get here.
- The International Biscuit Festival and the Southern Food Writing Conference were big hits with the seven journalists VK hosted from outlets like Food & Wine, Epicurious, Tasting Table, Food 52, Eater, and Yahoo Food. We hosted nearly 100 journalists for a luncheon at The Emporium during the conference.
- VKTV went live this quarter at the downtown Hampton Inn. Additional VKTV installs are being scheduled for: Hilton, Hilton Garden Inn, Holiday Inn World's Fair Park, Four Points, and Marriott. Discussions are also underway with The Oliver Hotel.
- One aspect of our communications methods that continues to yield outstanding results is Social Media. *(Please notice the jump in Instagram Followers from last quarter.)*
  - Facebook Fans: 106,787 (up from 100,676 last quarter)
  - Twitter Followers: 18,800 (up from 17,400 last quarter)
  - Instagram Followers: 5,183 (up from 2,676 last quarter)
  - Pinterest Followers: 785 (up from 733 last quarter)
- Visit Knoxville underwrote and assisted Jack Hanna's film crew on his East Tennessee visit in mid-June.
- Visit Knoxville was pleased to partner with the University of Tennessee to bring Garth Brooks to Knoxville for a four night concert series that generated roughly \$7.5 million in economic impact while also contributing to the Visit Knoxville Marketing Fund.

### ***Visitor Services Highlights***

- Visitors Guide distribution included 8,907 individual requests, 53 local groups totaling 3,801 visitors guides picked up, and 33,250 copies shipped in bulk.
- The Visitors Center greeted 6,034 walk-in visitors and assisted 421 callers regarding Knoxville information.
- Brochure Movement indicates the amount of brochures taken from the Knoxville Visitors Center. The number of brochures moved from our location totaled 12,364 for 4Q, up from 8,236 in 3Q.
- Three Gotta Know Knoxville classes graduated a total of 37 new ambassadors.
- Visit Knoxville Volunteers (formerly TEAM Knoxville) were utilized in nine groups/events, during which a total of 230 man hours were provided as a no-cost, service-added benefit to Visit Knoxville's clients.

- Visitors Guide requests are received from around the world. The Top 10 states requesting guides this quarter:
 

1. Florida	6. Tennessee
2. Texas	7. Missouri
3. Illinois	8. Georgia
4. Ohio	9. New York
5. Pennsylvania	10. Indiana
- The Top 10 states of visitors checking into the Visitors Center this quarter:
 

1. Tennessee	6. Texas
2. North Carolina	7. Virginia
3. Florida	8. Illinois
4. Georgia	9. New York
5. California	10. Alabama

### ***Ongoing Initiatives***

- Visit Knoxville’s Heritage Tourism Coordinator’s efforts were focused on the 2015 Civil War Sesquicentennial Commemoration. Approximately 6,000 people attended the series of events.
- The Visit Knoxville Film Office assisted several projects from local and out of town production companies by providing crew members, assistance with locations, and help in obtaining proper permits and city services. These projects air on various networks such as HGTV, TV ONE, Investigation Discovery, and Lifetime Movie Network.

### ***Quarterly Accolades – A few reasons why KNOXROCKS!***

- Knoxville was #2 on the Cheapest Roadtrip Destinations list  
<http://www.couponsdaily.com/blog/10-cheapest-road-trip-destinations>
- “Knoxville’s Instagramers showed us that ‘Knox rocks.’” – Outside Magazine  
<http://www.outsideonline.com/1979151/best-towns-wild-card-round-honorable-mentions#slide-7>
- OnlyinYourState.com put Knoxville on their 10 Awesome Tennessee Vacations. “Come over for an infusion of classy southern culture and the laid back, effervescent atmosphere of this hip and happenin' university town.” <http://www.onlyinyourstate.com/tennessee/tn-vacations>
- Kelli Gibson, Director of Convention Services at Visit Knoxville, received the 2015 Pauly Award for Service/Supplier Employee of the Year by the Greater Knoxville Hospitality Association.

For more information on any of the above, please contact Lisa Coulter, VK Marketing & Communications Coordinator at [lcoulter@knoxville.org](mailto:lcoulter@knoxville.org).