

## **Press Trip Requests**

Visit Knoxville conducts periodic individual press trips and group media tours to showcase the art & culture, history, culinary and brew offerings, music, and outdoor scene in our destination. We appreciate your interest in exploring Knoxville. We will do our best to accommodate your needs within the press trip guidelines and appreciate your understanding and cooperation.

## **Influencers/Bloggers Requests**

Visit Knoxville fulfills a limited number of paid content opportunities throughout the year. These opportunities include influencer/blogger trips and photo/video content creator assignments. To be considered for future campaigns or an individual trip to Knoxville, please submit your information including media kit via the [press trip request form](#). While we accommodate a limited number of paid opportunities, we're always happy to assist with complimentary itinerary suggestions throughout the year. Please feel free to email Kristen Combs, Director of Communications & Social Strategies, at [kcombs@knoxville.org](mailto:kcombs@knoxville.org) should you need help planning your visit to Knoxville.

## **Press Trip Guidelines**

Media tours and press trips are designed for travel writers, travel editors and qualified freelance travel writers with a confirmed letter of assignment and links to recent coverage. Please note we receive a high volume of media requests. We try to assist in all cases, but priority will be given to media on a qualified assignment. Qualified freelance writers without a letter of assignment on publication letterhead will be considered on a case-by-case basis. Visit Knoxville would like to assist you in your editorial, photographic and/or broadcast needs. Please follow these guidelines as a reference for planning a press trip in Knoxville.

\*Contact Visit Knoxville at least 4-6 weeks in advance for media tour consideration by completing the [press trip request form](#). Visit Knoxville will make every attempt to respond to inquiries in a timely manner.

\*Please provide links to 4-5 travel articles published within the past 12 months in mainstream publications and online sites that carry the journalist's byline. Submitted clips must be bylined and dated.

\*Our top priority is assisting working members of the media. Visit Knoxville is not responsible for securing lodging, meals, and activities for guests. Complimentary and/or media rate arrangements are provided at the discretion of our tourism partners.

\*If photo or video permits are needed, we can direct you to the appropriate contact with whom you will need to work directly. Please provide full descriptions of your equipment within the press request form.

\*Please be respectful of host businesses and arrive on time for scheduled itinerary activities.

\*After your press trip, please send direct links of your coverage to [kcombs@knoxville.org](mailto:kcombs@knoxville.org). Mail original print copies of coverage to:

Visit Knoxville  
Attn: Kristen Combs  
301 S. Gay Street  
Knoxville, TN 37902