

GROUP SALES, SERVICES & SPORTS

Highlights of Visit Knoxville's Activities
3rd Quarter FY 2017/2018

Met the quarterly sales definite booking goal with a total of 40 bookings equating to 81,809 delegate days

Exceeded quarterly leads goal and generated 93 leads equating to 330,492 delegate days

Attended seven trade shows/conventions. Trade shows included Christian Meetings & Conventions Showcase, Connect Diversity, Destinations Showcase, and Experient Envision Conference

Hosted eight site visits for potential booking opportunities, including National Association of Home Builders, Tennessee Baptist Convention, and Tennessee Health Occupation Students of America. These groups, along with several other site visits, represent potential and booked business for the Knoxville Convention Center (KCC), the Knoxville Civic Auditorium & Coliseum (KCAC), and multiple hotel properties.

The Visit Knoxville Sports Commission (VKSC) conducted one scouting trip this quarter to the 2018 Bassmaster Classic in Greenville, SC to observe the event and recruit it to Knoxville in 2019 or 2020. NOTE: The 2019 Bassmaster Classic was announced for Knoxville on April 11.

The Convention Services Team supported 27 events/meetings and 10 festivals. Featured groups included Ozone Invitational, K2 Club Clash, and The Collective Conference.

The Convention Services Team attended Event Services Professional Association (ESPA) Annual Conference. Sessions included Evaluating Convention Services Value, Practical Guidance for Event Service Professionals, Seamless Communication, Personalizing the Meeting Attendee's Experience and Addressing City-Wide Issues.



Wrapped the quarter "Hollywood Style" with the Knoxville premier of The Last Movie Star at the Tennessee Theatre

Distributed the 2018 Official Knoxville Visitors & Relocation Guide

Launched and began promoting the PACE Bike Share Program. Thanks to a great deal of media coverage, social shares, and marketing efforts, the program has recorded 1,870 App downloads and 1,710 rides to date.

Hosted the Big Ears Kick-Off Brunch. Those in attendance heard words of welcome and accolades of Knoxville from Ashley Capps, Kim Bumpas, Mayor Madeline Rogero, Tennessee Tourism Commissioner Kevin Triplett, and local music reporter Wayne Bledsoe. Visiting media included: The New York Times, The Wall Street Journal, Creative Loafing Atlanta, Ars Nova, La Presse (Montreal), Globe & Mail (Canada), I Care if You Listen's Tracy Monaghan and Bjarke Svendsen (Denmark, music promoter).

Designed and coordinated installation of graphics at World's Fair Exhibition Hall (formerly KCEC). These include window and door designs, welcome elements, and pole banners based on the new logo design.

Worked with the City of Knoxville and SMG to create "image fencing" for Chilhowee Park to be used during (and after) the Dragon Lights Festival. VK also created the map for the Festival and has promoted the Festival through email marketing and social media.

Executed a digital campaign targeted at meeting planners. The program consisted of email marketing and banner ads linking to the meeting page of VK's website. To date, the program has produced a total of 1,053,875 ad impressions and nearly 6000 visits to meetings.visitknoxville.com.

Hosted journalists from Paula Deen Magazine and Tasting Table

The VK Film Office assisted several projects from local and out-of-town production companies. These projects air on various networks such as Netflix, Investigation Discovery, Jewelry Television, NBC, HGTV, Travel Channel, and in national ad campaigns across the country. The VK Film Office is in discussions with film company, Stargazer Films, to relocate their production and post production business to Knoxville. The VK Film Office has also been working with prolific Swedish filmmaker, Richard Dindo, on a feature documentary on the life of Pulitzer Prize winning author and Knoxville native, James Agee.

MARKETING, COMMUNICATIONS & FILM



VISITORS SERVICES

Highlights of Visit Knoxville's Activities
3rd Quarter FY 2017/2018

Greeted 11,474 walk-in visitors to the Visitors Center, of those 8,728 (including 2,340 out of region) for the WDVX live shows. (Live shows include: Blue Plate Special, First Friday and Kidstuff)

Created baskets for donation to many organizations, including UT Department of Retail Hospitality and Tourism, Symphony League, KAPPA Boot Scootin' Ball, Shangrila Therapeutic Riding Academy, Junior League of Knoxville's Spring Gala, Introduction Knoxville, and Beardsley Farm Snow Day Event

Gotta Know Knoxville (GKK) underwent its annual hiatus over the winter months, at which time VK updates, improves, and prepares the program for a brand-new season which will kick-off in 4Q.

VK Vols were utilized in three groups/events this quarter, during which a total of 227-man hours were provided as a no-cost, service-added benefit to VK's groups and local events. VK launched the volunteer opportunities for the 2018 USA Cycling Championships. USAC is VK's largest volunteer event.

VK brought in 19 individual new items/vendors. These included Knoxville photo prints and postcards by Khoa Dinh; #knoxrocks t-shirts and stickers; Sunsphere lapel pins; Olde Virden's Red Hot Sprinkle and Red Hot Grind spices; stone tile coasters and postcards by Matthew Israel; Anything Sauces rubs and sauces; Bike Helmet; Knoxville, TN puzzle by Southern Rocket Productions; and Tennessee, Knoxville, and Tri-Star jewelry by Makes Cents Jewelry.

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

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

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

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

The results of the lists above reflect Visit Knoxville's ad agency's digital ad placements.

