

# GROUP SALES, SERVICES & SPORTS

Highlights of Visit Knoxville's Activities  
**4th Quarter FY 2017/2018**

Exceeded the quarterly sales definite booking goal with a total of 41 bookings equating to 165,950 delegate days.

Generated 72 leads equating to 169,522 delegate days.

Attended the HelmsBriscoe Annual Business Conference and the National Association of Sports Commissions (NASC) Annual Symposium trade shows.

Hosted seven site visits for potential booking opportunities, including Leisure Systems, Inc., William R. Rush Association, and Arrowhead Conferences & Events Team.

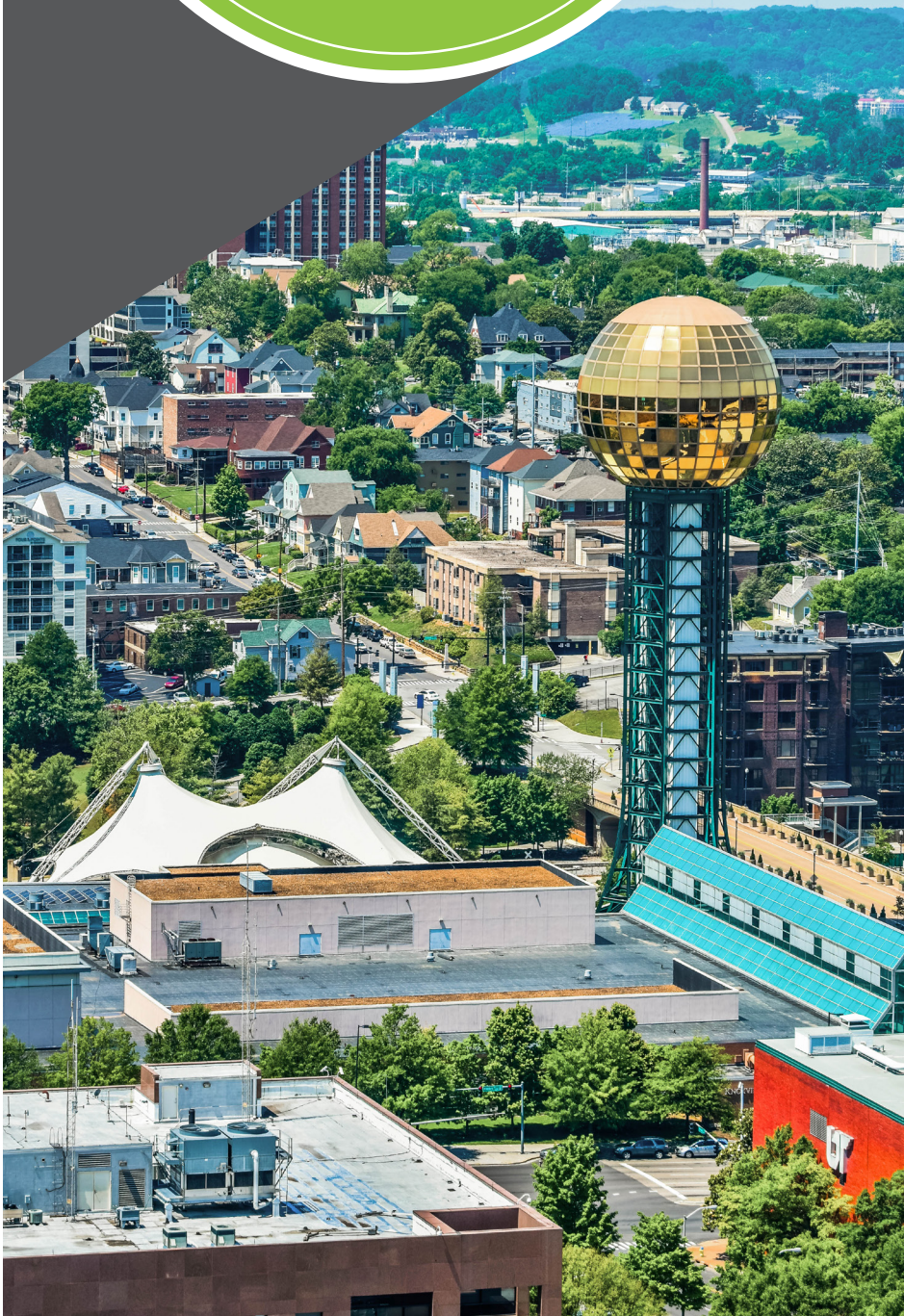
Executed two sales blitz trips to Nashville and Indianapolis. 56 appointments were conducted between the two trips.

Performed pre-promote for the American Baptist Association Annual Convention.

Hosted one Familiarization (FAM) Tour with 18 planners in attendance. Organizations represented include Quality Bicycle Products, Association for Library and Information Science Education, International Free and Accepted Modern Masons, Inc., and National Association of Steel Pipe Distributors.

The Visit Knoxville Sports Commission (VKSC) conducted 3 scouting trips this quarter including AAU Girls Basketball and NASC.

The Convention Services Team supported 73 events/meetings and 17 festivals. Featured groups include Academic Games League of America, National Street Rod Association, Destination Imagination, Powerboat Nationals, Bike Boat Brew & Bark, Tennessee Municipal League, Grassroots Outdoor Alliance, USA Cycling Pro Road, Criterium and Time Trial National Championships and American Dairy Science Association.



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Joined forces with the Tennessee Department of Tourist Development (TDTD), Nashville Convention and Visitors Corp., Memphis Convention & Visitors Bureau, and Brand USA to launch "Sights & Sounds of Tennessee" in London's Waterloo Station

Executed a full Marketing Plan for the 2018 USA Cycling Championships

Produced the 2018-19 UT Visitor Guide for a fourth consecutive year

Coordinated production of the Grand Prix of Tennessee, the Powerboat Races that take place during Bike Boat Brew & Bark and air nationally on Fox Sports Southeast

Began production of promotional materials for the 2019 Bassmaster Classic, including a billboard, rack cards that were distributed at State Welcome Centers, commercial time in the 2018 USA Cycling broadcast, a boat decal currently on Brandon Coulter's boat

Hosted journalists from Travel + Leisure China, ThoseCrazyNelsons and Greta Hollar, a freelance writer who partners with the TDTD

Launched the new Urban Wilderness page of the Visit Knoxville website. KnoxUrbanWilderness.com went live the first week of May and has already achieved 4,810 pageviews.

Worked with SMG to create and install attractive/engaging banners to wrap the large concrete poles along Mary Costa Plaza at the Knoxville Civic Auditorium and Coliseum. The second phase of installment will be completed in 1Q.

Partnered with Media Farm Marketing to promote 4 Knoxville chefs and their restaurants in The Knockout of Knoxville at James Beard House in NYC

Partnered with the Women's Basketball Hall of Fame to promote the 2018 Induction Ceremony, including ad placement in the program and street graphics

The VK Film Office has been working closely with Sailor Bear Productions on Paul Harril's new feature film, "Light from Light" starring Jim Gaffigan. VK has also been heavily involved with New Film Group on Rick DeWitt's new film, "Into the Wilderness", for a planned shoot starting in September 2018. The VK Film Office continues discussions with Stargazer Films, to relocate their production and post-production business to Knoxville. Stargazer Films plans to shoot two feature films in August 2018 in Knoxville.

## MARKETING, COMMUNICATIONS & FILM



# VISITORS SERVICES

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**4th Quarter FY 2017/2018**

Greeted 13,331 walk-in visitors to the Visitors Center, of those 5,573 (including 1,494 out of region) for the WDVX live shows. Live shows include: Blue Plate Special, First Friday and Kidstuff. Celebrated National Travel and Tourism Week by showing our appreciation to all 16 Tennessee State Welcome Centers.

Trained a total of 66 Knoxville Ambassadors through two regularly scheduled Gotta Know Knoxville (GKK) classes and one private class for the New Villagers group from Tellico Village. Two offsite presentation-only GKK classes were also conducted for Hotel Knoxville.

Created baskets for donation to many organizations, including Choto Canoe Club, KiMe, Onsite Rock Gym, Derby Day at Crescent Bend, P.A.W.S. Knoxville, UT Facilities Services, UT Library, and the Ice Bears Annual Golf Tournament.

Visit Knoxville Volunteers (VK Vols) were utilized by 12 groups/events this quarter, during which a total of 2,078 man-hours were provided as a no-cost, service-added benefit to VK's groups and local events. USA Cycling Championships required the largest number of volunteers this fiscal, contributing 1,800 hours to our 4Q total. VK Vol, Lenny Marano, was presented the Volunteer of the Year Award at the GKHA's Annual Pauly Awards.

The VK Gift Shop brought in 11 new products including 865 Candles, Cycle Knox t-shirts, VK Sports Commission items, and more. We also showcased and sold merchandise at 4 events

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

- |    |                |     |          |
|----|----------------|-----|----------|
| 1. | Florida        | 6.  | Illinois |
| 2. | Texas          | 7.  | Ohio     |
| 3. | North Carolina | 8.  | Missouri |
| 4. | Georgia        | 9.  | Alabama  |
| 5. | Tennessee      | 10. | Kentucky |

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

- |    |                |     |                |
|----|----------------|-----|----------------|
| 1. | Tennessee      | 6.  | Illinois/Texas |
| 2. | Florida        | 7.  | New Jersey     |
| 3. | North Carolina | 8.  | Ohio           |
| 4. | California     | 9.  | Georgia        |
| 5. | New York       | 10. | Colorado       |

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

