

SALES & MARKETING

ROAD MAP

a peek at what's in store.



2019/2020

visit
knoxville
TENNESSEE

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A GUIDE TO UTILIZING
THE VK TEAM



Dear Friends,

Visit Knoxville is wrapping up one of its busiest, most exciting years with a number of highlights including hosting the most highly attended Bassmaster Classic in the 49-year history of the event. We've celebrated alongside you... and now we're excited about what lies ahead. Knoxville continues to draw visitors, meeting planners, sports events planners, film makers and journalists from around the world. And the impact is clear; for a third straight year, our combined efforts have generated more than 1 billion dollars in direct tourism spending.

In the coming year, a variety of conferences and events will take center stage in Knoxville. We look forward to welcoming International Society of Arboriculture, National Association of RV Parks & Campgrounds, Alpha Kappa Alpha and National Association of Teachers of Singing along with TYR Pro Swim Series and AAU Girls Basketball 7th Grade Nationals. USA Cycling will also return for a fourth straight year in Knoxville.

The Visit Knoxville Film Office is also finishing up its most successful year, seeing Knoxville named as one of the Best Places to Live and Work as a Moviemaker. The Film Office has several exciting projects in the recruitment phase for FYE20, including a film produced by Hazart Films out of LA. The film is scheduled to shoot in Knoxville mid-summer.

On top of all this, in the year ahead, Visit Knoxville will support and service 230+ festivals and events as we book 130+ events for future years. We look forward to partnering with our stakeholders knowing these events will continue to contribute to the economic growth of Knoxville and Knox County.

Finally, we are looking forward to building on our "Knoxville Will Surprise You" brand. Exciting looks and activations are in the works and we can't wait to share them with you.

Knoxville DOES continue to surprise and impress the people with whom we interact on a daily basis, but the reasons behind it all are no surprise to us. We appreciate the incredible partnerships of so many that help us promote all there is to love about Knoxville.

I hope this Road Map provides some insight as to what we have planned for FYE20. As always, we welcome your input.

Sincerely,

Kim Bumpas

Kim Bumpas
President
Visit Knoxville

2019-2020 BOARD OF DIRECTORS

Visit Knoxville is the official Convention and Visitors Bureau for Knoxville and Knox County. Our mission: to accelerate sustainable

economic growth and development by increasing visitor and convention business to our community.

It's our privilege to promote Knoxville as a destination that consistently delivers "wow, I had no idea" experiences. The surprisingly real, truly accessible and unexpectedly sophisticated mix of culture and adventure rooted in history and genuine Southern hospitality is a draw for visitors. Meeting and sports events planners are consistently impressed with the city's ability to host conventions and events, and film producers.

Visit Knoxville is grateful to be governed by a highly supportive and engaged board. Our board is comprised of community leaders who willingly commit their time and talents to help us promote Knoxville as a destination for visitor, convention and sports business. All of this helps generate tourism dollars that benefit our local economy.

EXECUTIVE COMMITTEE

LINDA BILLMAN

Board Chair

BECKY HANCOCK

Vice-Chair

MICHAEL RILEY

Secretary, Sales Committee Chair

JAY KRAMER

Treasurer, Finance Committee Chair

ROBIN PATE

Marketing Committee Chair

BRAD ANDERS

DR. RACHEL CHEN

RICK EMMETT

BRYAN HAIR

CORTNEY PIPER

CARMEN TEGANO



ADVISORY COUNCIL

BOB RAINES

Tennessee State
Film Commissioner

CHRIS CALDWELL

Knox County
Senior Director of Finance

KRISTIN SHRADER

Founder, Shrader Communications



ADVISORY COUNCIL

SKIP ADAMS

Area General Manager - East Tennessee
Aimbridge Hospitality

TARA BROOKS

University of Tennessee
Athletics Department

BRANDON COULTER

MLF Pro Angler

JIMMY DELANEY

University of Tennessee
Athletics Department

SHERYL ELY

City of Knoxville Parks and Recreation

CAROL EVANS

Legacy Parks Foundation

ROB HARDIN

University of Tennessee
Sports Management

BUCK JONES

University of Tennessee
Sports Management, retired

BRANDON PARKS

Vol Network / IMG College

RANDY SMITH

Knox County Commissioner

PAUL WHITE

Knox County Parks and Recreation

Visit Knoxville maintains ongoing communications with our board of directors, committee members and stakeholders to create vision and opportunities that will enhance our ability to attract top-tier meetings and events as well as visitors. Many of these opportunities benefit not only our tourism partners, but the community at large. Visit Knoxville has identified and placed priority on the overarching goals listed below. At the same time, we remain committed to seizing opportunities that present themselves within the year.

- Develop and execute a creative activation based on new branding with VMLY&R in a key target market to drive visitation to Knoxville
- Create branded walking/biking paths from downtown into various destinations including the University of Tennessee campus
- Achieve and maintain conformance with ADA-related guidelines and best practices to provide equitable access to the Visit Knoxville website
- Produce a welcome video for conventions and events to air in-room in Knoxville hotels

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2019-2020 ORGANIZATIONAL GOALS



The Visit Knoxville Sales Team and Sports Commission is tasked with recruiting convention business and sporting groups to Knoxville, creating the highest possible economic impact for Knoxville's meeting, convention and sports facilities including the Knoxville Convention Center, the Knoxville Civic Auditorium & Coliseum, Chilhowee Park & Exposition Center and World's Fair Exhibition Hall. To accomplish this mission, the team actively promotes Knoxville and Knox County to associations, organizations, trade industries, and sports event organizers as the ideal destination for meetings and events.

Sales Goals

Convention Sales and Sports Commission

- Total Booking Goal - 137 Groups (58 by Sports Commission)
- Knoxville Convention Center - 34 bookings
 - Chilhowee Park - 5 bookings
 - Knoxville Civic Auditorium & Coliseum - 4 bookings
 - Hotel & Other Venues - 94 bookings

Total Lead Goal - 349 Leads (110 by Sports Commission)

Additional Goals

- Attend 30 trade shows
- Host 1 Convention Sales FAM Tour
- Host a minimum of 30 site visits
- Host 6 Meeting Sales Blitzes to targeted geographical markets including Atlanta, Chicago, Nashville, Washington DC, and 1 Sports Sales Blitz to Colorado Springs, CO
- Execute a minimum of 4 Sport Scouting Trips

CONVENTION SALES

- July 2019 - Cvent Connect
- August 2019 - Healthcare Convention & Exhibitors Association
- September 2019 - Professional Fraternities Association
- September 2019 - IMEX America
- October 2019 - HPN Global Partner Conference
- October 2019 - Connect Medical
- October 2019 - Connect Faith
- November 2019 - Connect Georgia
- November 2019 - Nursing Organizations Alliance
- December 2019 - Tennessee Society of Association Executives
- December 2019 - Connect DC
- January 2020 - Professional Convention Management Association Convening Leaders
- March 2020 - Connect Diversity
- March 2020 - Experient Envision Conference
- May 2020 - HelmsBriscoe Annual Business Meeting
- May 2020 - ConferenceDirect Annual Partner Meeting
- June 2020 - Fraternity Executives Association

SPORTS COMMISSION

- August 2019 - Connect Sports
- September 2019 - S.P.O.R.T.S
- September 2019 - AAU Leadership Conference
- October 2019 - SPORTS ETA 4S Summit
- November 2019 - SPORTS ETA Chief Executive Summit
- November 2019 - TEAMS
- November 2019 - USSSA National Convention
- December 2019 - US Sports Congress
- December 2019 - Regional SPORTACCORD-PAN AMERICA
- January 2020 - Sports Express
- April 2020 - SPORTS ETA Women's Summit
- April 2020 - A.C.E.S.
- April 2020 - SPORTS ETA Symposium



VK CONCIERGE

The VK Staff will continue to provide personalized assistance to each of our area hotels. Quarterly visits for FY19-20 are scheduled for:

August 5, 2019
November 18, 2019
February 10, 2020
May 11, 2020

VISITOR SERVICES

Visitor Services is just that: service to our visitors. The Visitor Services department makes this the top priority. Direct contact with visitors is important. It's also the most enjoyable part of what we do. There are, however, a number of areas and objectives on which we focus so that we can service our visitors at the highest level.

Downtown Knoxville Visitors Center

Our center opens directly to our guest services desk where 361 days per year you'll find friendly and knowledgeable staff ready to assist with directions, recommendations, and other needs. In FY19-20 our center will continue to provide the most up to date materials, including:

- Brochures and other collateral on local and regional areas and attractions
- Local and regional maps
- Driving and walking tour information
- Local magazines
- Video monitors showcasing local attractions, festivals, and events

The retail section of our center provides a variety of souvenirs. It also provides local businesses with gifts and locally made items for clients, guests, and staff. In FY19-20, VK's retail products will continue to be available at festivals and events throughout Knoxville, as well as online via our website and app. We will also expand our offerings in all locations to include samplings from our ever-growing attraction, restaurant, and brewery partners.

Our venue space allows for free, live music Monday – Thursday and Saturdays during the WDVX Blue Plate Special. In FY19-20 we will look at additional ways to utilize our space for various events.

Visitor Information Centers (VICs)

In FY19-20, we will work to create a staffed visitors center inside the Sunsphere, one of our most visited attractions and currently our most used VIC. We will also continue to look for opportunities where we can add VICs to meet needs of visitors to Knoxville.

Current locations include:

- Knoxville Convention Center
- Knoxville Museum of Art
- Tommy Trent's
- Outdoor Knoxville Adventure Center
- The Pinnacle Offices at Turkey Creek
- The Sunsphere Observation Deck
- Backstage at the Tennessee Theatre
- University of Tennessee Visitor Center
- World's Fair Park Security Office
- The Tennessean Hotel Offices



Additional Distribution Centers

We work with several distribution services, tourism partners and organizations to distribute Knoxville information at the following locations:

- 96 hotel locations in the Knoxville Metropolitan Area
- Tennessee State Welcome Centers
- 62 locations within I-75 from Powell, TN to Richmond, VA and 25E from Bean Station, TN to Corbin, KY
- AAA Offices
- Seasonally we have coordinated additional distribution to 171 locations to include Corporate/Public Buildings from Greeneville, TN to Abingdon, VA, New River Valley, and within the Virginia/Kentucky Mountains.

In FY19-20, visitor services will continue to assess how and where best to provide visitor information.

Gotta Know Knoxville (GKK)

GKK provides tourism partners (and Knoxville residents) the opportunity to spend one afternoon learning more about Knoxville. Attendees become Ambassadors for Knoxville, encouraging their further engagement into the community. This program is presented once each month, April to October. In FY19-20 we expect to produce over 140 Knoxville Ambassadors.

Visitor Services will continue to serve as the face of Knoxville. Through in-house programming, we will equip and train our community so that anywhere a visitor might go, they'll bump into a well-informed Knoxvillean.

Regional Tourism Shuttle

Soft launching in late FY18-19, FY19-20 will be the first full year to promote Visit Knoxville's Regional Tourism Shuttle. The "Shuttle to the Smokies" provides visitors with the opportunity to travel from Knoxville toward the Great Smoky Mountains for a day trip. The short shuttle ride from Knoxville will connect passengers with the "Fun Time Trolley" system in Pigeon Forge, which then allows them access to Sevierville and Gatlinburg, including attractions like Dollywood, Dollywood's Splash Country, Tanger Five Oaks Outlets, The Island at Pigeon Forge, Ober Gatlinburg, the Gatlinburg Free Trolley System, and more. In the coming fiscal, Visit Knoxville hopes to broaden our reach for promotion of this shuttle and see where it takes us. The Fun Time Trolley system will go digital by year end, which will increase ease of purchase for day trolley passes. We hope to move to offering this on a larger scale (both a larger vehicle and more days). We anticipate that the success of this shuttle will result in bringing visitors back to Knoxville...for an exchange of experiences.

MARKETING & COMMUNICATIONS

Knoxville continues to make itself more and more “marketable”. The collaboration among attractions, restaurants, shops, hotels, venues and organizations within this community is something on which visitors, meeting planners, sports event planners and journalists often comment. This collaboration is creating not only a reputation but experiences that Visit Knoxville is able to effectively promote to a growing audience.

For the past few years, Visit Knoxville has built and established the “Knoxville Will Surprise You” theme. This mantra has been the foundation of messaging for every group to which we market, from potential visitors to meeting and events planners. These individuals confirm this to be true and, in the case of the visitor, often remark that they wish they had more time to experience all Knoxville has to offer.

With this in mind, VK is working with VMLY&R to revamp the “surprise” theme, educating and enticing the potential visitor with a tempting seemingly unending list of adventures and experiences they can expect to enjoy on an extended stay. Let’s build on its success and take that emotion to the next level.

Marketing efforts in FYE20 will continue to build and rely heavily on the digital strategies VK has utilized over the past few years with powerful storytelling at the intersection of creative and connections.

Primary Marketing Goals

- Increase hotel/motel tax growth by 3-5%
- Bring awareness to distinct tourist attractions and events offered throughout Knox County
- Drive conversions — hotel bookings (focusing on extended stays), e-newsletter sign-ups and visitor guide requests

Creative Foundation

Knoxville can’t be defined by one thing; you’ll be surprised by the seemingly never-ending cultural, culinary, music and outdoor experiences Knoxville has to offer.

Audience Profile:

- Women 25-64 leisure travelers (Families/Empty Nesters)
 - o The woman is the household decision maker; married or in a relationship with kids (in or out of the house)
 - o Target this audience heavier in the spring, leading up to summer vacation
 - o This audience will be more receptive to outdoor leisure, culinary & culture messaging
- Adults 21-49 leisure travelers (Young & Free, Couples – no kids)
 - o Audience encompasses Young & Free and Couples & DINKs audience we leverage for TDTD
 - o This audience will be more receptive to outdoor adventure, music, culinary & culture messaging
 - o “Urban Millennial” persona accounted for here

Targeting Approach:

Outdoor: Scenic

- General interests:
- Nature, scenic beauty, leisure hiking, fishing, kayaking/paddling, etc. related interests
 - Weekend getaway, relaxing vacation, etc.

Outdoor: Adventure

- General interests:
- Hiking, rafting, mountain biking, rock climbing, etc. related interests
 - Adventure travel, outdoor adventure, etc.

Music

- General interests:
- Live music, concerts
 - Music travel, festivals, etc.

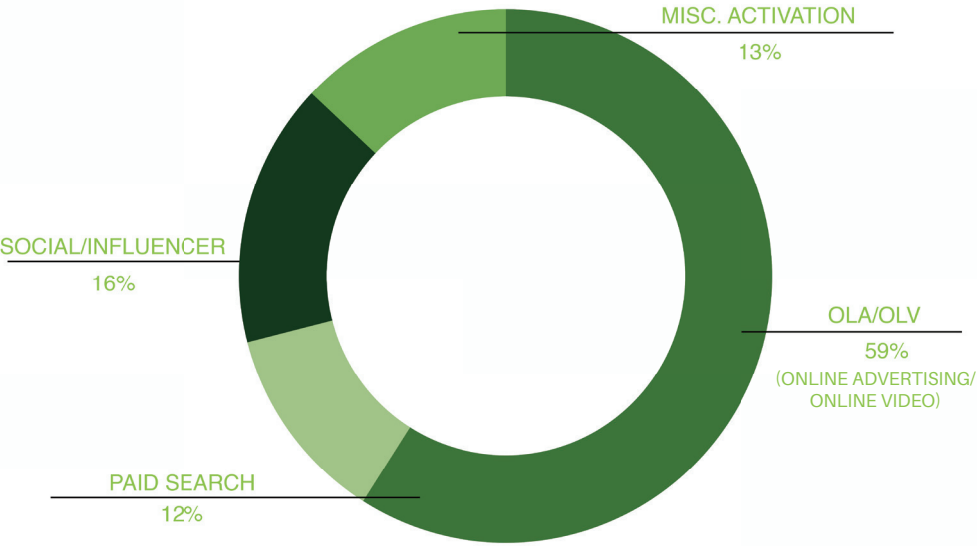
Culinary

- General interests:
- Foodies, culinary travel (not necessarily concerned about cost of dining)
 - Unique food experiences and ‘Instagrammable’ food moments

Culture

- General interests:
- Arts, Culture & History, event travel
 - Unique experiences over material goods, nightlife

MEDIA PLAN OVERVIEW



Target Markets

LOCAL	DRIVE		LONG HAUL
Chattanooga, TN	Atlanta, GA	Indianapolis, IN	Chicago, IL
Nashville, TN	Birmingham, AL	Lexington, KY	Tampa, FL
Memphis, TN	Charlotte, NC	Louisville, KY	
Tri-Cities (TN-VA)	Cincinnati, OH	Raleigh, NC	
	Greenville, SC		

Additional Marketing Tools

Visit Knoxville will continue to utilize the following to maximize exposure and spending:

- Co-Op Partnerships with the Tennessee Department of Tourist Development
- VisitKnoxville.com & the Visit Knoxville App
- The Official Knoxville Visitors & Relocation Guide – 225,000 copies printed annually (plus digital version)
- UT Visitor Guide – 100,000 copies printed annually
- VK TV & VK Network now airing in 2300 Knoxville hotel rooms & 27 high-traffic areas throughout Knox County
- Earned Media – includes, but is not limited to, unpaid/PR initiatives like press releases, FAMs and stories produced by hosted journalists/influencers

Research & Analysis

Through analyzing consumer behaviors, industry and channel trends, and performance across owned and paid channels, we will use ongoing data to make the most insightful and informed decisions.

Visit Knoxville has partnered with ADARA and Arrivalist to collect travel data to determine advertising campaign effectiveness to better target potential visitors.

NOTE: The methodologies referenced above are geared towards the leisure traveler. The Marketing and Communications department works in conjunction with Convention Sales and Sports to place advertising geared directly to meeting and sports planners. These methods include digital and traditional print advertising, email campaigns, trade show materials, and more.



FILM OFFICE

The Visit Knoxville Film Office is wrapping up its best year yet as it continues to promote Knoxville and Knox County as a top choice for producers to call home for their film projects. The industry has taken notice of Knoxville as we made MovieMaker Magazine’s 2019 list of Best Places to Live and Work as a MovieMaker.*

The VK Film Office is actively recruiting several projects for FY19-20 and it looks like we will continue the momentum gained from last year.

- A film produced by Hazart Films out of LA and directed by Kyle Hasday and Matt Stewart is scheduled for July/August 2019
- A Hallmark Film from Emerald Bay Entertainment is being recruited for the Fall of 2019
- A horror film produced and directed by Brian Conley is scheduled to shoot in the Fall of 2019

Film Office Goals for FY19-20

- Achieve \$1.5 million in total production
- Secure a minimum of two scripted feature films for production that utilize state and local film incentives
- Obtain a minimum of \$250,000 in earned media for the Film Office and related projects
- Make the MovieMaker Magazine list of Top Cities to Live & Work as a MovieMaker for the second year in a row
- Attend at least two Film Festivals in order to expand our partnerships with out-of-town production companies to continue to bring in great projects



*The cover of the Winter 2019 edition of MovieMaker Magazine has many Knoxville ties. Emmy and Golden Globe award-winning actress Elisabeth Moss was a producer on Paul Haggis’ latest film, “Light From Light”, shot entirely in Knoxville. The film premiered at the Sundance Film Festival in January. Knoxville pops up at #7 in the list of Best Places to Live and Work as a MovieMaker.

A GUIDE TO UTILIZING THE VK TEAM

The Visit Knoxville Team is here to provide whatever assistance you need with conventions, events, planning, advertising, promotion and more. Here's a list of who to call for what:

LEADERSHIP TEAM

Kim Bumpas, President
342-9123 • kbumpas@knoxville.org

Chad Culver, Sports Commission Sr. Director
342-9117 • cculver@knoxville.org

Lynn Dwyer, Sr. Director of Finance & Administration
342-9103 • ldwyer@knoxville.org

Kelli Gibson, Sr. Director of Convention Services
342-9106 • kgibson@knoxville.org

Laney Palmieri, Sr. Director of Operations
342-9143 • lpalmieri@knoxville.org

Shera Petty, Sr. Director of Marketing Partnerships
342-9124 • shera@knoxville.org

Sarah Rowan, Sr. Director of Sales
342-9156 • srowan@knoxville.org

Angie Wilson, Sr. Director of Marketing & Communications
342-9108 • awilson@knoxville.org

CONVENTION SALES & SPORTS COMMISSION

To book a convention/group in Knoxville
Sarah Rowan, Sr. Director of Sales
342-9156 • srowan@knoxville.org

To book a sporting event in Knoxville
Chad Culver, Sports Commission Sr. Director
342-9117 • cculver@knoxville.org

To utilize the VK Housing System
Erin Simcox, Sr. Manager of Housing
342-9118 • esimcox@knoxville.org

To sponsor a Knoxville sporting event
Chad Culver, Sports Commission Sr. Director
342-9117 • cculver@knoxville.org

To partner with a convention group or an event in town
Shera Petty, Sr. Director of Marketing Partnerships
342-9124 • shera@knoxville.org

VISITOR SERVICES

To add an event to the Visit Knoxville events calendar or to request brochures or Visitors Guides
Maria Lynch, Visitor Center Manager
342-9150 • visitorcenter@knoxville.org

To sell products in the Visitors Center
Holly Steele, Retail Manager
342-9145 • hsteele@knoxville.org

ADVERTISING & MEDIA RELATIONS

To advertise with VK
Shera Petty, Sr. Director of Marketing Partnerships
342-9124 • shera@knoxville.org

To inquire about website listings
Gretchen Pardon, Sr. Manager of Digital Media
342-9102 • gpardon@knoxville.org

All Media Inquiries
Kristen Combs, Director of Communications & Social Strategies
342-9127 • kcombs@knoxville.org

VISIT KNOXVILLE FILM OFFICE

To produce or inquire about a film, music video, or TV show in Knoxville
Curt Willis, Film Office Director
342-9139 • cwillis@knoxville.org

COMMUNITY OPPORTUNITIES

To volunteer with VK or sign up/learn more about Gotta Know Knoxville
Michelle Murry, Sr. Manager of Visitor Services
342-9144 • mmurry@knoxville.org

To discuss a new or existing festival
Kelli Gibson, Sr. Director of Convention Services
342-9106 • kgibson@knoxville.org

INVOICING or PAYMENTS

Lynn Dwyer, Sr. Director of Finance & Administration
342-9103 • ldwyer@knoxville.org

EMPLOYMENT SERVICES

Paige Nguyen, Director of Human Resources
342-9101 • pnguyen@knoxville.org

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The Official Destination Marketing Organization for
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