



SALES & MARKETING

ROAD MAP

2021-2022





A MESSAGE FROM OUR PRESIDENT

Happy New (Fiscal) Year!

It really does feel like a new year – definitely one worth celebrating! This past year was an incredibly difficult one for the hospitality and tourism industry, but it also highlighted the importance of what we do. I know there are still some difficult days ahead, but this community feels stronger than ever and I’m excited about how we will rebound together.

Last year’s Sales and Marketing Roadmap was created with “cautious hope”. THIS one was created with full-blown excitement and enthusiasm. The VK Team has worked hard to move and reschedule conferences and events that had to postpone in 2020. You’ll see many of those in the year ahead. As I’ve said before, the ability to reschedule rather than cancel has helped us hold on to key bookings. These events, alongside upcoming film production and future hotel bookings we’re able to track within the leisure travel market, tell a very promising story for Knoxville.

This year, we will host Grassroots Outdoor Alliance for the 8th consecutive year and welcome some high-profile sporting events back to Knoxville. The Visit Knoxville Visitors Center staff will continue to welcome guests from around the country and around the world. And (speaking of global guests), Visit Knoxville will join forces with the City of Knoxville, Knox County and a large number of community partners to celebrate and promote the 40th anniversary of the 1982 World’s Fair.

Visit Knoxville continues to work directly with our board of directors, committee members and stakeholders to identify and seize opportunities that will enhance our ability to attract top-tier meetings and events as well as visitors. As always, we strive to uncover opportunities that benefit not only our tourism partners, but the community at large.

I can’t thank you enough for the faith you have in Knoxville and its ability to survive and thrive. We are truly excited about the year ahead and look forward to partnering with you to accomplish the goals outlined in this Road Map and the opportunities we will encounter along the way. As always, we welcome your input.

Sincerely,

Kim Bumpas
President
Visit Knoxville



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 is our privilege to support community initiatives encompassing art and culture, history, entertainment, and outdoor adventure to promote Knoxville regionally, nationally, and internationally to leisure travelers, conference/event planners, sports events planners and film/television production companies.

Visit Knoxville is grateful to be governed by a highly supportive and engaged board of community leaders. These individuals willingly commit their time and talents to help us promote Knoxville and generate tourism dollars that benefit our local economy.

BOARD OF DIRECTORS

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Sports Management, retired

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Vol Network / IMG College

TERRY TURNER
All Occasions Party Rentals

CONVENTION SALES & SERVICES SPORTS COMMISSION

The Visit Knoxville Sales Team and Sports Commission are tasked with recruiting convention business and sporting groups to Knoxville. The over-arching goal is to create 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, the team actively promotes Knoxville to associations, organizations, trade industries, and sports event organizers as the ideal destination for meetings and events.

The Convention Services Team traditionally supports and services 230+ festivals and events as VK books 130+ events for future years. The Team supports meetings, sporting events and festivals by conducting pre-planning visits, providing pre-promote assistance, offering partner and service provider referrals, assisting with logistical needs and more.

SALES GOALS FOR CONVENTION SALES & SPORTS COMMISSION

**Total Booking Goal - 133 Groups
(56 by Sports Commission)**

- Knoxville Convention Center - 34 bookings
- Chilhowee Park - 3 bookings
- Knoxville Civic Auditorium & Coliseum - 2 bookings
- Hotel & Other Venues - 94 bookings

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

ADDITIONAL GOALS

- Attend 27 trade shows
- Host 1 convention sales FAM tour
- Host a minimum of 25 site visits
- Host 6 meeting sales blitzes to target markets including Atlanta, Boston, Indianapolis, Nashville & Washington DC
- Execute 2 in-office sales presentations at third-party meeting planner headquarters
- Execute 4 sport scouting trips

Face-to-face interaction with meeting planners and sporting event organizers through trade show participation is an essential component to VK's annual sales strategy. These in-person trade show events allow VK to strengthen existing relationships, identify new opportunities and gain future business.

CONVENTION SALES

August 2021
Cvent Connect

August 2021
Connect Association Marketplace &
Mega Tradeshow

Connect Corporate Marketplace
(at Mega Tradeshow)

September 2021
Professional Fraternities
Association

September 2021
Meetings Today Live!

September 2021
ConferenceDirect Annual
Partner Meeting

October 2021
Connect Faith

November 2021
IMEX America

November 2021
TN Society of
Association Executives

December 2021
American Express Meetings &
Events Interaction

January 2022
PCMA Convening Leaders

February 2022
RCMA Emerge

February 2022
Destination Showcase

March 2022
Connect Diversity

March 2022
Experient Envision

May 2022
Rendezvous South

May 2022
Fraternity Executives Association

Spring 2022
HelmsBriscoe Annual Business
Conference

June 2022
MPI World Education Congress

SPORTS COMMISSION

August 2021
Connect Sports Marketplace &
Mega Tradeshow

September 2021
TEAMS

October 2021
S.P.O.R.T.S. The Relationship
Conference

October 2021
SportsETA Symposium

October 2021
AAU National Conference

November 2021
USSSA National Convention

January 2022
SportsETA Chief Executive Summit

May 2022
SportsETA Symposium

VK CONCIERGE

The VK Concierge program gives VK staff the opportunity to engage with our hotel partners, providing updated information through personal contact. Scheduled visits take place quarterly; ongoing contact is provided for additional needs and requests.

MARKETING & COMMUNICATIONS

VISITOR SERVICES & FILM OFFICE

As a department, we share Knoxville's narrative with a diverse and ever-increasing audience. The over-arching marketing goal is to develop the messaging, placement and partnerships that drive extended hotel stays and tell the story of this nature-loving-adventure-seeking-artsy-kinda town.

Leisure travel marketing plans for FYE22 are based on a refreshed version of the “artsy town” campaign that launched in FYE20. That original campaign was placed on hold for CARES ACT funded “For the Love of Knoxville... Travel Safe” and “ready-and-excited-to-welcome-you-ville” campaigns utilized in FYE21.

Creative Foundation:

The new “artsy town” assets will be incorporated into the digital strategies VK has developed, monitored, and enhanced over the past year. These digital placements allow us to make in-the-moment adjustments to both spend and messaging. The creative continues to be applied to marketing for Convention Sales and Services and the VK Sports Commission.

Audience Profile & Channels for Leisure Travel Marketing:

Audience: household travel decision makers (women ages 25-64/families and empty nesters) as well as adults ages 21-49 (young and free; young couples/no kids). Channels: paid search, programmatic video + display, online video, paid social and organic efforts via social and e-newsletter engagement – all driving to visitknoxville.com, which will get a fresh new look for calendar year 2022.

Target Markets:

Nashville, Chattanooga, Tri-Cities, Memphis, Atlanta, Greenville (SC), Lexington, Charlotte, Birmingham, Raleigh, Louisville, Cincinnati, Indianapolis, Chicago, and Tampa. Knoxville will also be included in TDTD (Tennessee Department of Tourist Development) markets including Los Angeles and New York.

ADDITIONAL MARKETING TOOLS:

- The Official Knoxville Visitors & Relocation Guide - 225,000 copies printed annually (plus digital)
- UT Visitor Guide - 100,000 copies printed annually
- VK Network – a loop of partner videos running in 20+ high-traffic areas throughout Knox County

RESEARCH & ANALYSIS:

Analyzing consumer behaviors, industry and channel trends, and performance across owned and paid channels, VK will use ongoing data to make the most insightful and informed decisions related to marketing geared towards the leisure traveler.

Visit Knoxville will continue to partner with ADARA and Arrivalist to collect travel data to determine advertising campaign effectiveness to better target potential visitors.

VISITOR SERVICES

Visitor Services provides a personal experience for visitors through face-to-face interaction and a high level of service. There are several ways our friendly staff typically supports the visitor experience.

The Visit Knoxville Visitors Center is open 361 days per year, staffed with a friendly team and stocked with boundless resources. Our knowledgeable staff is ready to assist with directions, recommendations, and other needs. In FYE22, our center will continue to provide resources, including:

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

Some of these materials are on display at over 20 Visitor Information Centers throughout the county. In FYE22, we will continue to grow this program by adding locations and investing in new technology/displays.

The Visitors Center Gift Shop has been completely revamped and now includes more than 15 local makers. In FYE22, we will continue to grow these relationships and introduce new products. All items will be available on our new online store platform, as well as at festivals and events throughout Knoxville.

The Visitors Center acts as a hub for multiple activities that provide entertainment and information for our guests while also bringing our community together. Our venue allows for free, live music Monday – Thursday and Saturdays (WDVX Blue Plate Special), Taps and Tunes (First Friday), and Gotta Know Knoxville, a two-hour walking tour of Downtown Knoxville offered twice a month (April-October). In FYE22, these programs will continue to offer ways for our community to gather and interact.

VK FILM OFFICE

The Visit Knoxville Film Office actively promotes Knoxville and Knox County as a premiere filming location. With a focus on positive exposure and healthy economic impact, we continually highlight our strong, competitive film incentives and provide top-notch assistance with locations, crews, talent, lodging, permits and city services.

GOALS AND TARGET PROJECTS FOR FYE22

- A feature film from Sony/Affirm Studios and Pinnacle Peak Films titled *Nothing is Impossible* filming in July 2021
- A feature film from Conley Entertainment titled *Homestead* filming in September 2021
- A feature film from director Rohit Batra titled *Accident on Relay Street* filming late 2021/early 2022
- Host a Knoxville premiere of *A Hard Problem*, previously filmed in Knoxville
- Reach a goal of \$2.5 million in film production
- Obtain a minimum of \$250,000 in earned media for the film office and related projects





The Official Destination Marketing Organization for
the City of Knoxville and Knox County, Tennessee

#KNOXROCKS

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