



**SALES & MARKETING**  
**ROAD MAP**  
**2022-2023**



# A MESSAGE FROM OUR PRESIDENT

**It's a new year and,  
without question,  
it's going to be a big one  
for the City of Knoxville  
and all of Knox County.**



Over the past year, Visit Knoxville has worked with stakeholders, partners, and community members to recover, rebuild, and reimage a very bright future for all involved. We presented last year's Sales and Marketing Roadmap with "full-blown excitement and enthusiasm." As a team, we are even more excited about this one. The effort and care put into moving and rescheduling conferences and events forced to postpone in 2020, while still recruiting new ones, has paid off. These events, alongside upcoming film production and leisure hotel bookings, tell a remarkable story for Knoxville.

This year, Knoxville will serve as a first-time host for the prestigious National Order of the Arrow Conference and welcome the return of high-profile events including the Medal of Honor Celebration, Bassmaster Classic and USA Cycling.

We will continue to welcome guests from around the country and around the world at the Visit Knoxville Visitors Center and the 4th Floor Observation Deck of the Sunsphere. We look forward to announcing additional enhancements for our skyline's signature icon in the near future as well.

As always, Visit Knoxville will continue to work directly with our board of directors, committee members, and stakeholders to make the most of every opportunity presented to us and help identify new ones. Our goal is always to benefit not only our tourism partners, but the community at large.

On behalf of the entire Visit Knoxville team, thank you for the continued faith you place in us and the tools you provide us. Knoxville is a premier destination because of the amazing partners who help us tell the story of this nature-loving-adventure-seeking-artsy-kinda town.

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

**Board Chair**  
**CHRIS OOTEN**  
Safe Harbor Development

**Vice-Chair**  
**RICK EMMETT**  
City of Knoxville

**Treasurer**  
**JAY KRAMER**  
Kramer Rayson LLP

**Secretary & Marketing Committee Chair**  
**ROBIN PARTON PATE**  
Green Pointe Research

**Sales Committee Chair**  
**BECKY HANCOCK**  
Historic Tennessee Theatre Foundation

**SKIP ADAMS**  
Aimbridge Hospitality

**LOLA ALAPO**  
UT Public Safety & UT Police Department

**LINDA BILLMAN**  
Legacy Housing Foundation

**MEG COUNTS**  
Pilot Company

**GLENN JACOBS**  
Knox County Mayor

The Visit Knoxville Sports Commission is proud to have an advisory council that assists the team with recruitment and input on sporting events.



## ADVISORY COUNCIL

**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

**JOE MACK**  
Knox County Parks and Recreation

**BRANDON PARKS**  
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/Sports Services Team traditionally supports and services 230+ festivals and events as VK books 150+ events for future years. The Team supports conventions, 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 - 160 Groups\***  
**(90 by Sports Commission)**

- Knoxville Convention Center - 40 bookings
- Chilhowee Park - 4 bookings
- Knoxville Civic Auditorium & Coliseum - 6 bookings
- Hotels & Other Venues - 110 bookings

**Total Lead Goal - 410 Leads\***  
**(180 by Sports Commission)**

**\*Over 50% of all bookings and leads will be new**

## ADDITIONAL GOALS

- Attend 25 trade shows
- Host 2 convention sales FAM tours
- Host a minimum of 25 site visits
- Host 4 meeting sales blitzes to target markets including Chattanooga, Boston, Indianapolis, Nashville, and Washington, D.C.
- 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 2022

Connect Association Marketplace & Mega Tradeshow Connect Corporate Marketplace (at Mega Tradeshow)

### September 2022

Professional Fraternities Association

### October 2022

Connect Faith

### October 2022

IMEX America

### November 2022

American Express Meetings & Events Interaction

### November 2022

HPN Global Conference

### November 2022

TN Society of Association Executives

### December 2022

Meetings Today Live!

### January 2023

PCMA Convening Leaders

### January 2023

ESPA

### January 2023

RCMA Emerge

### February 2023

Rendezvous South

### May 2023

HelmsBriscoe Annual Business Conference

### June 2023

MPI World Education Congress

## SPRING 2023

- Cvent Connect
- Conference Direct Annual Partner Meeting
- Fraternity Executives Association
- MeetingMax Unconvention
- DI Convention Sales and Services Summit

## SPORTS COMMISSION\*

### August 2022

Connect Sports Marketplace & Mega Tradeshow

### September 2022

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

### October 2022

TEAMS Conference

### October 2022

Sports ETA 4S Summit

### October 2022

AAU National Conference

### January 2023

Sports ETA Chief Executive Summit

### March 2023

Sports ETA Symposium

**\*Schedule subject to change**

## 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 an organization, Visit Knoxville continues to share Knoxville's story 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.

**In terms of leisure travel, the mission for FYE23 is to Maintain, Inspire, and Connect. We will do so through test driving to articles/blogs and campaign landing pages and building on the foundation of the well-received, highly effective “artsy town” campaign with re-vamped digital assets driving to visitknoxville.com.**

### Creative Foundation:

The new “artsy town” assets will be incorporated into the digital strategies VK continues to develop, monitor, and enhance. These digital placements (including paid social, paid search, connected TV, programmatic video and display ads, and more) allow us to make in-the-moment adjustments to both spend and messaging while tracking results for both organic and paid traffic to our website. The creative will continue to be applied to marketing pieces for Convention Sales & Services and the VK Sports Commission.

### Audience Profiles:

Family - Young families to multigenerational families planning multiple activities in advance  
Music - Deeply passionate about music; concert goers and music history buffs  
Food & Culture - Love for food, art, fashion, etc. and follow trends in food, culture and fashion  
Nature - Outdoor enthusiasts who enjoy everything from seeing the beauty to seeking adventure

### Target Markets:

Based on data we monitor, VK will continue to target Nashville, Chattanooga, Tri-Cities, Memphis, Atlanta, Greenville (SC), Lexington, Charlotte, Birmingham, Raleigh, Louisville, Cincinnati, Indianapolis, and Greensboro. In FYE23, we will add Washington, D.C. to the mix. Knoxville will also be included in TDTD (Tennessee Department of Tourist Development) markets including Chicago, Dallas, Jackson, Little Rock, St. Louis, Tampa, Detroit, New Orleans, statewide promotion in Kentucky, Missouri, and Ohio as well as international branding efforts in Toronto, Canada and additional markets via Brand USA.

### Additional Marketing Tools:

The Official Knoxville Visitors 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

**The Visit Knoxville Visitors Center provides a welcoming first stop to visitors, where they will be equipped with resources, immersed in the local maker community, and even catch a live radio show. Our knowledgeable staff is always ready to assist with directions, recommendations, and other needs.**

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).

The Visitor Services team continues to staff and operate the 4th floor observation deck of the Sunsphere at World's Fair Park. A 1982 World's Fair timeline, gallery, memorabilia, interactive exhibits and a gift shop currently fill the space. In FYE23, VK will continue to build out the experience as an attraction serving visitors and locals.

The Sunsphere Observation Deck allows us to conduct private tours and field trip outings, inviting visitors and the local community to learn about the attraction and, in turn, about Knoxville's offerings. These programs will continue to offer ways for our community to gather and interact.

In FYE23, Visitor Services 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 screens at key locations showcasing local attractions, festivals, and events
- Event information via Community Corner
- With 13 satellite visitor information centers, VK is able to distribute these materials throughout the county. In the coming year, we will continue to grow this program providing up to date information.

The Visitors Center Gift Shop is constantly inspired by the local community and now includes over 60 local makers. We will continue to grow these relationships and introduce new products. All items, excluding some Sunsphere exclusives, are available on our online store platform and at festivals and events throughout Knoxville.

## 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 FYE23

- A feature film from Euclid Origin Films titled *Roof* filming in July 2022
- A feature film from Cadell Cook titled *Forgetting Christmas* filming in November 2022
- A feature film from director Rohit Batra titled *Accident on Relay Street* filming late 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**

301 S. Gay Street Knoxville, TN 37902  
865-523-7263  
**VisitKnoxville.com**

