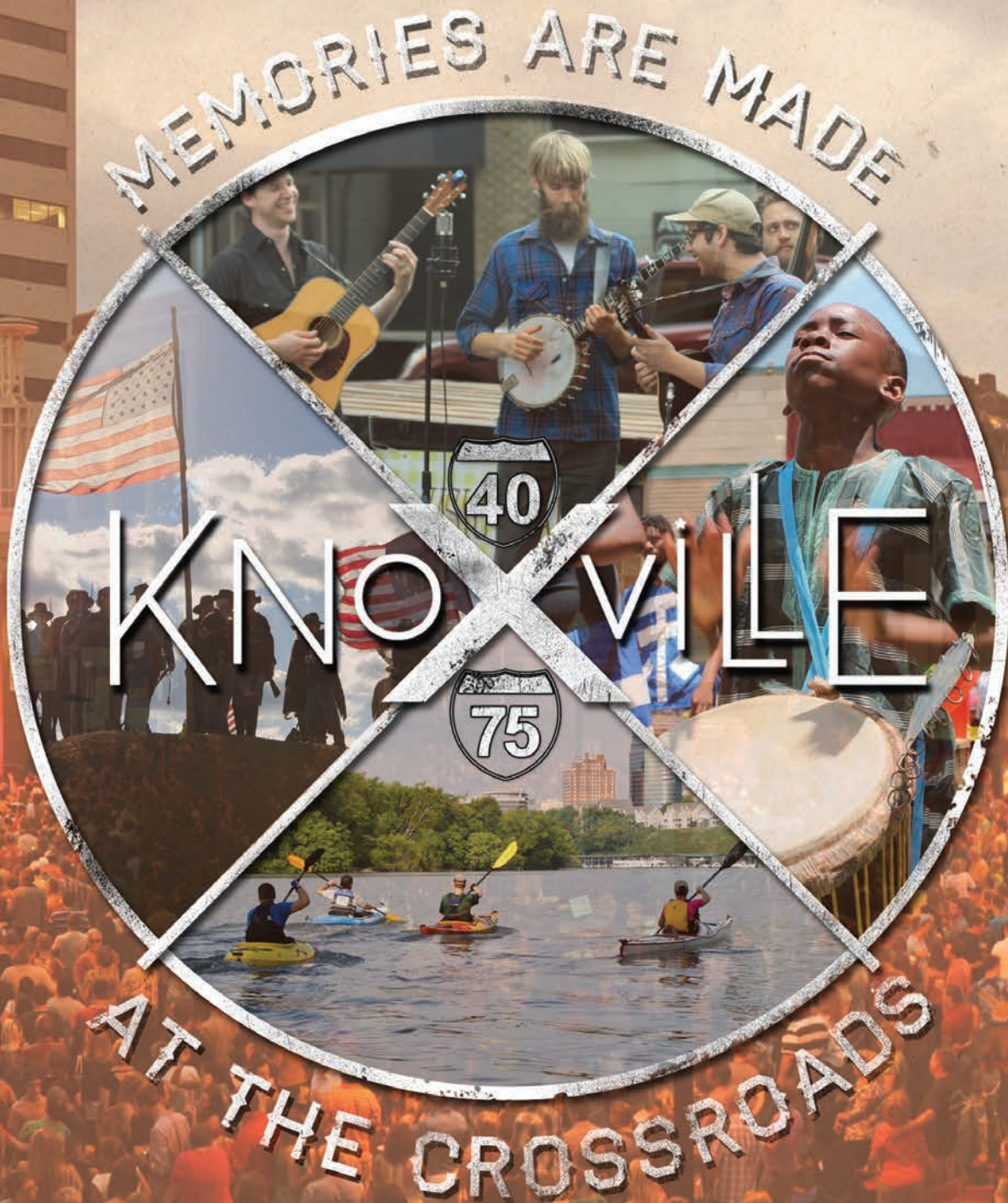


visit knoxville

TENNESSEE



SALES & MARKETING ROAD MAP
2014-2015



BOOMSDAY

VISIT KNOXVILLE WELCOMES YOU

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Visit Knoxville's 2014-2015 Sales & Marketing Road Map maximizes the foundation established with the 2013-2014 campaign. The plan has been developed by the sales and marketing teams at Visit Knoxville and Tombras and reflects the ongoing emphasis on attracting both the leisure and group travel markets.

The plan will fulfill Visit Knoxville's mission: to accelerate sustainable economic growth and development by increasing visitor and convention business to our community.

A MESSAGE FROM OUR PRESIDENT

Dear Friends:

One year ago, Visit Knoxville embarked on a new journey with The Tombras Group as our traveling partner. In a very successful inaugural advertising and marketing campaign, we launched "Visit Knoxville... the Memories Stay With You."

The marketing strategy was simplistic, yet versatile and proved to be just the right starting point to promote the numerous experiences and adventures found throughout the City of Knoxville and Knox County. As we learned from our initial research, however, many potential visitors remain unaware of our incredible arts, music, heritage, outdoor and culinary offerings.

It is for this reason that we have chosen to expand on the memories theme and, in the process, promote that "Memories are made... at the Crossroads." Knoxville is, after all, the Crossroads of America.

The city where I-75, I-40 and I-81 intersect is already on many people's travel itineraries. Some have made it their destination, while others are simply passing through. Our goal with each is to promote not only the accessibility of the city, but all of the wonderful opportunities and adventures waiting here at The Crossroads. Mountains Meet Music... at The Crossroads. Art Meets Adventure... at The Crossroads.

The opportunities are endless, and, best of all, they "cross over" into our Meeting and Conventions marketing efforts as well. Meeting Planners looking for a location that "offers it all" will find it in Knoxville. Where else can you meet in a first class Convention Center all morning then travel mere minutes for a team building expedition in the Urban Wilderness or an entertaining movie marathon at a historic theatre? These options are the ones today's meeting planners are looking to find. We simply need to remind them; Conventions Meet Canoeing (and Culture)... at The Crossroads.

Taking this fresh approach also allows us to meet the needs of stakeholders who have asked for hotel packages with outdoor adventure, festivals and museum tours. We can accomplish this easily through the VisitKnoxville.com booking engine that is already yielding results.

On the meetings side, we plan to roll out the red carpet for our citywide events. Stakeholders who have requested downtown pole banners and welcome signage will see it this coming year. These displays will also assist us in our goal to better educate our community on the importance of tourism and the role we all play in it.

In closing, I want to thank those stakeholders who continue to provide valuable insight on how we can promote and showcase our city. Your input, along with the input of our city and county leaders and outstanding Board of Directors makes us a better organization. Together, we will fill our hotels, venues and attractions by driving visitors of all kinds... to The Crossroads.

Kim Bumpas

President
Visit Knoxville



RHYTHM N' BLOOMS

2014-2015 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

BO CONNOR

Board Chairman

BILL LYONS

Board Vice-Chair

CORTNEY PIPER

Board Treasurer, Finance Committee Chair

CARMEN TEGANO

Board Secretary

CRYSTAL WASHINGTON

Marketing Committee Chair

MIKE RILEY

Sales Committee Chair

BRAD ANDERS

MARC BAUER

BECKY HANCOCK

ANITA LANE

DOROTHY STAIR

the BOARD

Visit Knoxville is fortunate to have the support of a dedicated and engaged Board of Directors. These outstanding community leaders willingly give of their time to assist Visit Knoxville with the task of positioning Knoxville and Knox County as a viable destination for meetings and visitors, and, in turn, generate tourism dollars that benefit our local economy. Our Board of Directors also oversees the Marketing and Sales Committees. These committees provide an advisory role and are open to community leaders and stakeholders.

“AS BOARD CHAIRMAN FOR VISIT KNOXVILLE, I GET TO SERVE ALONGSIDE PEOPLE WHO ARE TRULY INVESTED IN THIS COMMUNITY. THEY CARE ABOUT KNOXVILLE AND WHAT HAPPENS HERE, AND THEY UNDERSTAND THE IMPORTANCE TOURISM PLAYS IN OUR ECONOMY. I ALSO GET TO SEE FIRST-HAND THE AMOUNT OF HARD WORK CONTRIBUTED DAY IN AND DAY OUT BY THE TEAM AT VISIT KNOXVILLE. I CONSIDER IT A PRIVILEGE TO SERVE WITH OUR TALENTED BOARD MEMBERS AND BE AFFILIATED WITH THE ENTIRE ORGANIZATION.”

Bo Connor

THE IMPACT OF HOSPITALITY & TOURISM

EVERY \$1 OF MARKETING SPENT ON PROMOTING KNOXVILLE PRODUCES \$19 IN TOURISM DOLLARS.

Direct Tourism Spending:	\$16.2 billion in TN \$904.76 million in Knox County (5.8% of state's total)
State & Local Taxes generated:	\$1.2 billion in TN and \$66.72 million in Knox County
Payroll & Jobs: (tourism directly supported)	\$3.2 billion and 141,200 jobs in TN \$292.7 million and 9,400 jobs in Knox County

PROJECTED HOTEL/MOTEL TAXES

FYE 14: \$5,658,700
FYE 15: \$5,770,000

IF IT WERE NOT FOR STATE AND LOCAL TAXES GENERATED BY TOURISM, EACH OF THE 195,694 KNOX CO. HOUSEHOLDS WOULD PAY \$334 MORE IN TAXES.

IJAMS NATURE CENTER

VISIT KNOXVILLE

Our Local Impact

ENHANCING THE VISITOR EXPERIENCE: Example: Sunsphere Renovation

The deck just re-opened last week, so I took an opportunity to investigate. I found a number of people looking around, some of whom seemed to be local and others who were visiting the city. I can honestly report that they were reading the information and discussing it. The new kiosks do a nice job of highlighting significant area attractions and features.

Insideofknoxville.com



PROMOTING OUR CITY: Example: Army Divisions Association FAM

I want to thank you, the entire staff at Visit Knoxville, as well as all the hotel partners for the warm welcome and hospitality we received this past weekend for the Army Divisions Association FAM trip. We thoroughly enjoyed our visit there.

Allen Hathaway
President, 11th Armored Cavalry's
Veterans of Vietnam and Cambodia

URBAN WILDERNESS



PROMOTING OUR PARTNERS: Example: Knoxville Museum of Art / Richard Jolley Installation

When I first mentioned to our board members that I was planning a few days in Knoxville to coincide with the unveiling of Richard's installation, the reaction was: "KNOXVILLE"?? Well, I must tell you, our board has had its best weekend and board meeting ever. Knoxville is great, everyone was extremely friendly and helpful, and the Knoxville Museum of Art is an outstanding world-class facility.

I can now truly understand the term "Southern Hospitality" because I think we experienced it at its zenith.

If any of our readers have a chance to visit Knoxville, take it. The last time I was there was 1970. It has changed a lot since then. The Holiday Inn World's Fair Park is a great place to stay. They took good care of us. You'd be within walking distance of about 30-40 restaurants.

Harlan J. Fischer
President, Art Alliance for Contemporary Glass



PROMOTING OUR LOCAL COMPANIES: Example: Marc Nelson Denim



I wanted to write and say thank you for your help with Southern Living Magazine. They contacted us today and did an interview with Marcus. I believe it will be in the July issue. I know you have pitched our name and jeans to them and are the reason this happened!

Thank You
Andy Jones
Public Relations Coordinator, Marc Nelson Denim



BISCUIT FESTIVAL

2014-2015 OVERALL ORGANIZATIONAL GOALS

Visit Knoxville utilizes marketing to establish our overall organizational goals. It's our responsibility and privilege to fulfill our mission by marketing to the following audiences:

THE VISITOR

The traveler that could be in Knoxville on business or pleasure

THE MEETING PLANNER

The organizer planning a city-wide conference, meeting, sporting event, family reunion or other type of gathering

THE KNOXVILLE COMMUNITY

Our community is made up of individuals who can assist us in "marketing" Knoxville every day

With an eye on untapped opportunities and an expanded understanding of our assets, Visit Knoxville has established the following goals for the 2014-2015 year:

FOR VISITOR TRAVEL

Continue to market Knoxville and Knox County as a premier destination for outdoor adventure, cultural attractions and entertainment

Increase hotel occupancy, attraction traffic and event attendance through creative branding that will focus on Knoxville's unique selling points

Nurture established relationships with travel media (and develop new ones) to promote our community and its stakeholders to national and international audiences

FOR VISITORS CENTER

Extend the visitors center experience beyond the walls of the downtown visitors center

Continue to promote local artists, teams, entertainers and attractions

Help educate our industry partners and their employees about Knoxville

Continue to develop satellite visitors centers within the community

Expand the Visit Knoxville network with Plainview TV



OUTDOOR KNOXVILLE
Satellite Visitors Center

FOR OUR COMMUNITY

Promote the mission and importance of Visit Knoxville

Promote the value and services of the satellite visitors centers to our community

Develop the relationships we've established with local media to promote local events

Keep our city and county officials, board members and stakeholders up to date on VK activities

Facilitate promotion and networking for individuals, organizations, partners and stakeholders



VISIT KNOXVILLE
Downtown Visitors Center

FOR MEETING TRAVEL

Promote Knoxville as a viable alternative to the "big" city

Nurture strategic partnerships with community partners to facilitate turnkey events for meeting planners

Market Knoxville more directly to the Meeting Planner Community

Develop a branded "Welcome to Knoxville" campaign for city-wide events

Promote bookings at our local venues, including Knoxville Convention Center, Chilhowee Park and the Civic Auditorium & Coliseum



DOGWOOD ARTS FESTIVAL



MARKETING & COMMUNICATIONS Departmental Goals

The marketing and communications teams at Visit Knoxville work together to tell the story of Knoxville to its visitors and hometown neighbors. We believe Knoxville and Knox County have a great deal to offer visitors. We also believe that every stakeholder and resident is a member of our marketing team and that it's our responsibility to provide the tools necessary to help sell this great city.

As noted, we have identified three distinct audiences for our marketing and communication efforts: Visitors, Meeting Planners and the Knoxville Community. We have based our goals around each of these audiences and outlined the following strategies.

GOAL # 1 – Increase Visitor Activity in Knoxville and Knox County *Primary Target Audience: couples of all ages planning a 2 to 4 day drivable getaway within a 200-mile radius*

Strategies

- Capitalize on Knoxville's unique and very convenient geographic location – The Crossroads
- Attract festival goers, museum visitors, outdoor adventurers, civil war buffs and various audiences through targeted campaigns
- Continue to develop and support satellite visitors centers within the community
Current satellite visitors centers exist at Outdoor Knoxville and the Sunsphere. We plan to develop a new one in partnership with UT at the UT Visitors Center and with River Sports at The Cove at Concord Park. I pads set up to provide and capture visitor information will be installed at the UT Visitors Center and Ijams Nature Center.
- Partner with the Knoxville Chamber and UT to present a comprehensive Visitors and Relocation Guide for 2015
- Increase stakeholder presence and festival listings in the 2015 TN Vacation Guide

GOAL #2 - Increase hotel occupancy, attraction traffic and event attendance

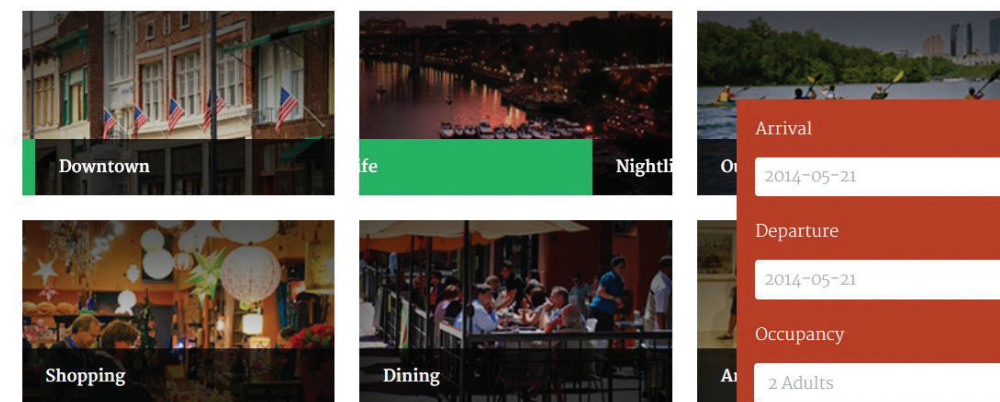
Strategies

- Develop hotel/attraction packages for our website's online booking engine
- Create enhanced listings on our website
- Utilize targeted PPC campaigns and maximize SEO

SIGN UP
for our E-News at
visitknoxville.com



KNOXVILLE EVENTS & ATTRACTIONS



[Visitors Guide](#)
[Video Tour](#)
[Book a Trip](#)
[Plan a Meeting](#)
[Get a Deal](#)
[Events Calendar](#)

Arrival: 2014-05-21
 Departure: 2014-05-21
 Occupancy: 2 Adults

WDVX
89.9 fm

LIVE...

LOCAL...

& ALWAYS ON!

**WDVX & Visit Knoxville
partnering to bring
people & music
together!**

GOAL # 3 - Increase name recognition within East Tennessee and brand VK as the “go to” for information on what’s happening in and around town

Strategies

- Increase local promotion of our festivals, art community, museums, walking tours, attractions and entertainment venues and, in turn, create “sales people” for our city as they promote these items on their own social media
- Remind the community of the value and services available at our visitors centers, as well as local art and gift items
- Enhance and refine developed relationships with local media to promote local events

Visit Knoxville’s Communication Department has an established relationship with the local media outlets. Current standing appearances are in place with:

WATE
WBIR
WDVX
KnoxTalkRadio

Additional appearances/recorded VK segments are in the works with:

WVLT
Community Television Knoxville
B-97.5
107.7 WIVK
STAR 102.1

During these appearances, we will address on the front end what Visit Knoxville is currently doing to increase visitor and meeting business to our community. This will include the announcement of conventions and events booked by our Sales Team and reminders of upcoming conventions/events previously booked.

We will also use this time to remind the community of the role Visit Knoxville plays supporting organizations and events throughout Knoxville and Knox Co. Examples may include: Team Knoxville volunteers at the Knoxville Marathon, sponsorship of the American Heart Walk, promotion of Rhythm N’ Blooms, etc.

- Utilize a weekly email to keep our city and county officials, board members and stakeholders informed of upcoming visits from journalists, travel writers, meeting planners, etc. This communication may also include general information on occupancy rates and other statistics released by the state tourism office as they relate to Knoxville.
- Encourage the public, including local festival and event coordinators, to post on the VisitKnoxville.com Events Calendar and promote it as the main event calendar for the city.
- Launch a “show how much you love your city” type of campaign for the local community to “tag” all the exciting things happening in and around Knoxville via social media.

GOAL # 4 - Increase Meeting and Convention Business in Knoxville and Knox County

**Target Segments:
Religious, Hobbyists, Sports,
Scientific, Educational, Large
Associations, etc.**

Strategies

- Capitalize on Knoxville’s unique and very convenient geographic location – The Crossroads
- Promote the convenient location and adventure of Knoxville’s Urban Wilderness for team building opportunities, large group outings and more – **very few cities provide a first class convention center with hiking, biking and kayaking just minutes away**
- Nurture strategic partnerships with community partners to facilitate turnkey events for meeting planners

As a one-stop-shop, Visit Knoxville assists planners in booking facilities and hotels, as well as entertainment, tours, adventures and more.





- Develop a branded “Welcome to Knoxville” campaign for city-wide events
Plans to include short videos to air on the VK (Plainview Network), Pole Banners and Welcomes on/at affiliated venues and hotels
- Include a mini version of our Meetings Planner Guide with our 2015 Visitors and Relocation Guide with a full digital version made available on the VK website

ADDITIONAL GOALS

Generate positive media coverage of our city

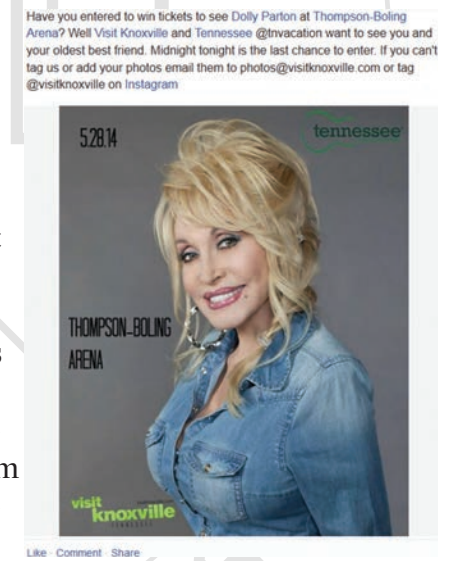
- Strategies**
- Facilitate stories via HARO (Help a Reporter Out) to promote our local artists, chefs and entrepreneurs
 - Host 40+ qualified members of the media (including travel writers, bloggers, journalists and photojournalists)
 - Submit events to national calendars and publications



- Nurture established relationships with travel media (and develop new ones) to promote our community and its stakeholders to national and international audiences
- Conduct at least five media blitzes to key competitive markets such as Lexington, the Tri-Cities, Asheville, Charlotte, Atlanta, Birmingham, Huntsville, Chattanooga and Nashville

Increase our online traffic/engagement

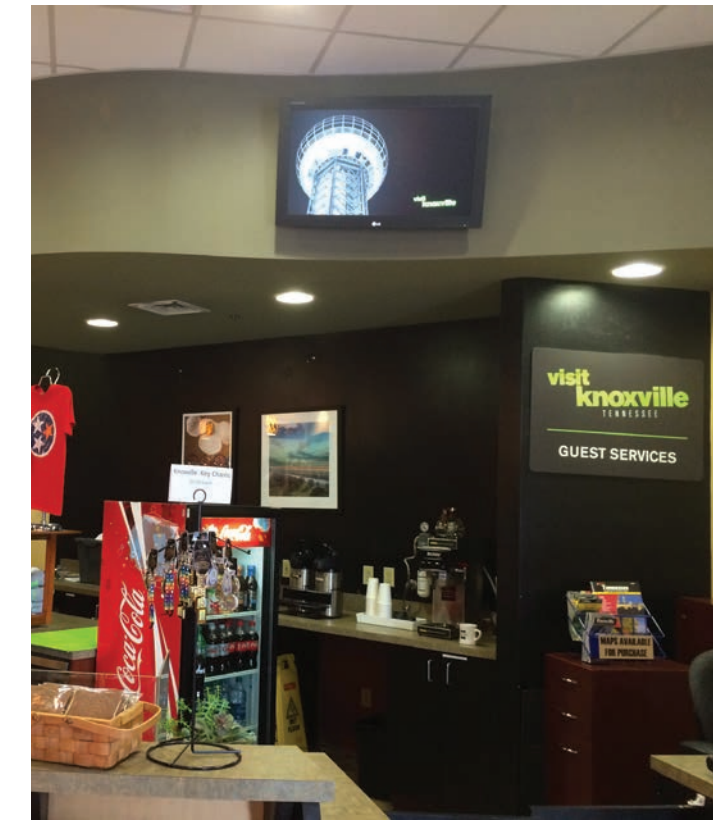
- Strategies**
- Use promotions, contests and engaging content to increase our Facebook fans, Twitter followers and Pinterest followers by 30% and our Instagram followers by 50%
 - Use search engine optimization and marketing to increase website traffic (unique visitors, visitor sessions) by 20%
 - Incorporate more video into our web and social campaigns to engage viewers



Expand the Visit Knoxville Network

Using a network of HDTV screens located in Knoxville’s most popular locations, the Visit Knoxville Network facilitated in partnership with PlainviewTV reaches captive audiences in a variety of high-traffic locations.

- Strategies**
- Add screens at McGhee Tyson and other high traffic areas in Knoxville and Knox County
 - Add hotels to the network
 - Keep fresh content on all screens
 - Create videos for sales and services clients as added value



SALES & SERVICES

Departmental Goals

The Visit Knoxville team sells Knoxville as a destination for meetings and conventions. Various tools are utilized annually, including trade shows, sales blitzes, familiarization (FAM) tours and site visits, and inside and outside sales calls. These tools help secure various types of convention and meeting business that impacts venues including the Knoxville Convention Center, Chilhowee Park and the Knoxville Civic Coliseum/Auditorium and aid in producing key incremental revenues to multiple hotels within Knoxville and Knox County.

The sales and services teams provide a one-stop shop for meeting planners, providing extensive assistance from pre to post meeting. Based upon the planner's criteria, the team will direct request for proposals (RFP) to venues and hotels that can accommodate the needs for each event.

GOAL # 1 – Strengthen Knoxville's position as a destination to increase meetings and convention opportunities

Strategies

- Increase number of definite groups to 88 (increase of 10%+ in bookings goal from FY 13/14)
- Increase the number of group convention leads to 318 (increase of 18% in leads goal from FY 13/14)
- Increase the number of trade shows attended to a minimum of 20, targeting shows that are appointment based and have the potential to produce (or have produced) healthy ROI
- Host a minimum of four Familiarization Tours (FAMs) with at least one FAM targeted for two-three healthy markets for Knoxville, i.e. hobby, scientific, sports, religious
- Host a minimum of 22 site visits targeting strong bookings and markets, and multiple hotel and venue combinations
- Execute a minimum of four sales blitzes to targeted regions that have large populations of specific targeted markets, i.e. Atlanta, Chicago area, Indianapolis, Nashville, Washington D.C
- Execute a minimum of four event scouting trips that will provide the team with detailed event information and one on one time with event planners
- Execute four strategic sales e-blasts series that focus on the Knoxville Convention Center, Chilhowee Park and Knoxville Civic Coliseum/Auditorium opportunities, i.e. series of four blasts over a month, three blasts over a week, individual blasts for need times



- Continue strengthening relationships with third-party association management companies
- Enhance the customized experience when Visit Knoxville hosts meeting planners for site inspections and FAM tours through featured events at venues and hotels that showcase Knoxville as a perfect fit

GOAL # 2 – Grow existing business through securing repeat bookings for multiple years

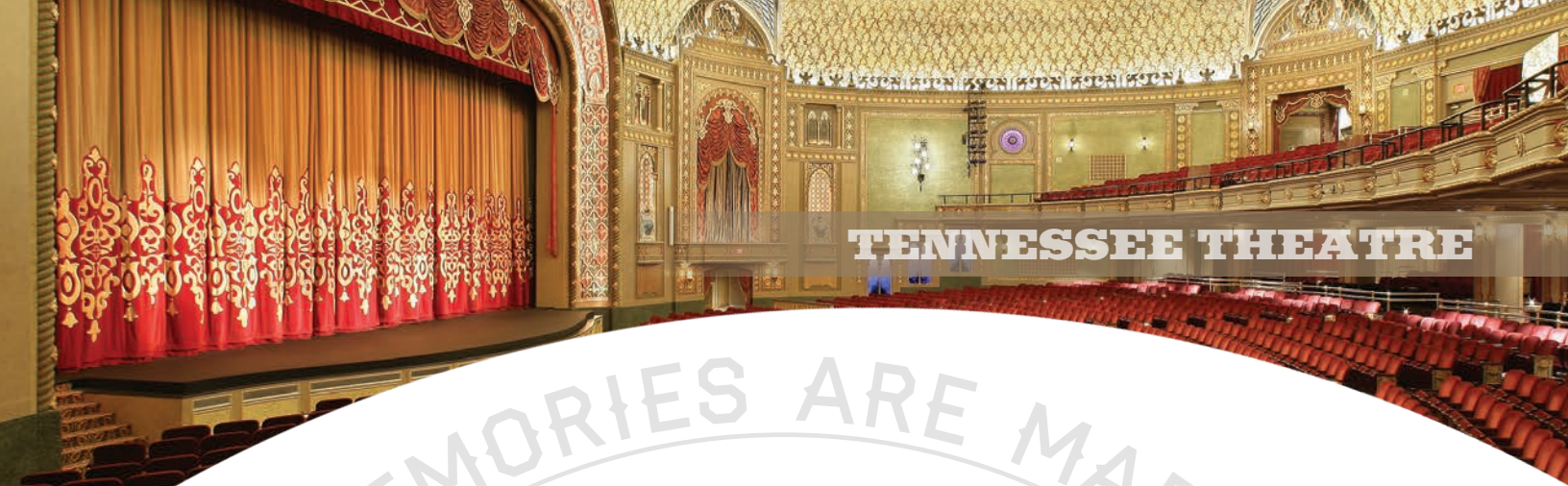
Strategies

- Work with meeting planners to lock in multi-year agreements (consecutive or rotating years) with groups that have experienced Knoxville
- Execute four sales incentive e-blasts series that target existing business to execute multi-year contracts

GOAL # 3 – Work with VK Sales Committee to enhance communication of Visit Knoxville's sales and service activities to tourism stakeholders

Strategies

- Host team sales meetings with key venues and hotels on a monthly basis
- Improve communication efforts by providing an annual sales schedule that outlines FAMs, trade shows, event scouting trips and additional opportunities for involvement
- Host a bi-monthly Sales Committee meeting that communicates sales activity on a consistent basis
- Continue to publish (quarterly) the Visit Knoxville Sales Dashboard through the website and opt-in communication



TENNESSEE THEATRE

SALES GOALS...

TOTAL BOOKING GOALS

Total Booking Goal – 88 groups

- Knoxville Convention Center - 18 bookings
- Chilhowee Park - 12 bookings
- Civic Coliseum/Auditorium - 4 bookings
- Hotel, Parks & Recreation, Thompson Boling Arena, etc. – 54 bookings

Total Sales Lead Goal – 318 leads

- Knoxville Convention Center - 141
- Chilhowee Park - 45
- Civic Coliseum/Auditorium - 55
- Hotel, Parks & Recreation, Thompson Boling Arena, etc - 77

1ST QUARTER GOALS

Booking Goal - 21 Groups

- Knoxville Convention Center - 5
- Chilhowee Park - 3
- Civic Coliseum/Auditorium - 1
- Hotel, Parks & Recreation, Thompson Boling Arena, etc - 12

Sales Lead Goal - 74 Leads

- Knoxville Convention Center - 35
- Chilhowee Park - 11
- Civic Coliseum/Auditorium - 13
- Hotel, Parks & Recreation, Thompson Boling Arena – 15



DI @TBA



HOT ROD
Chilhowee Park

2ND QUARTER GOALS

Booking Goal - 21 Groups

- Knoxville Convention Center - 5
- Chilhowee Park - 3
- Civic Coliseum/Auditorium - 1
- Hotel, Parks & Recreation, Thompson Boling Arena, etc. - 12

Sales Lead Goal – 85 Leads

- Knoxville Convention Center - 40
- Chilhowee Park - 15
- Civic Coliseum/Auditorium - 14
- Hotel, Parks & Recreation, Thompson Boling Arena, etc. – 16

3RD QUARTER GOALS

Booking Goal - 23 Groups

- Knoxville Convention Center - 4
- Chilhowee Park - 3
- Civic Coliseum/Auditorium - 1
- Hotel, Parks & Recreation, Thompson Boling Arena, etc. - 15

Sales Lead Goal – 80 Leads

- Knoxville Convention Center - 35
- Chilhowee Park - 10
- Civic Coliseum/Auditorium - 12
- Hotel, Parks & Recreation, Thompson Boling Arena, etc. – 23

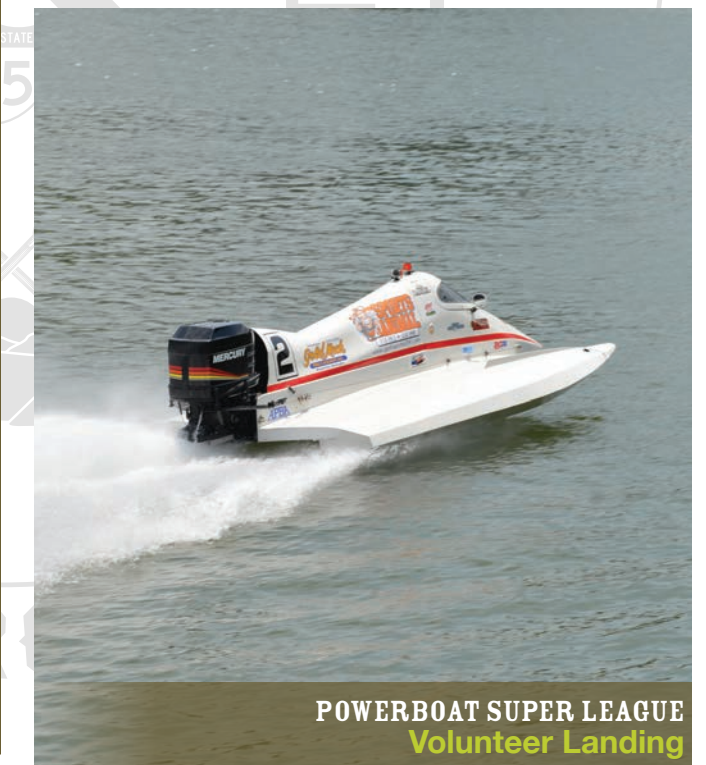
4TH QUARTER GOALS

Booking Goal - 23 Groups

- Knoxville Convention Center - 4
- Chilhowee Park - 3
- Civic Coliseum/Auditorium - 1
- Hotel, Parks & Recreation, Thompson Boling Arena, etc. - 15

Sales Lead Goal – 79 Leads

- Knoxville Convention Center - 31
- Chilhowee Park - 9
- Civic Coliseum/Auditorium - 16
- Hotel, Parks & Recreation, Thompson Boling Arena, etc. – 23



POWERBOAT SUPER LEAGUE
Volunteer Landing

VISIT KNOXVILLE SALES ACTIVITY 2014

Visit Knoxville Sales Activity	2014						
	FY 2014 / 2015	July	Aug	Sept	Oct	Nov	Dec
Tradeshows	VA-NC-SC Motorcoach Marketplace	Connect Marketplace	TNSAE/ ASAE Annual Conference	Successful Meetings University	Outdoor Industry Association Annual Rendezvous	Your Military Reunion Conference (YMRC)	
	CESSE	AL-GA-S Central Motorcoach Marketplace	Intl Mountain Biking Association World Summit		Rejuvenate	TEAMS	
Sales Blitzes			Washington, DC Nashville/Memphis, TN			Indianapolis, IN	
FAM Tours		Sales FAM		Sales FAM			

visit knoxville TENNESSEE

ARMY DIVISIONS

RON WARD
ADA SECRETARY (23RD AMERICAL)

EXAMPLE SALES CREATIVE FY13/14: ARMY DIVISION FAM Tour

VISIT KNOXVILLE SALES ACTIVITY 2015

2015					
Jan	Feb	Mar	Apr	May	June
Diversity Summit	ABA Marketplace	Envision Conference	TNSAE Education Industry Day	Nashville, TN	Collaborate
Event Services Professionals Association	RCMA		Conference Direct		Healthcare Convention & Exhibitors Association (HCEA)
	Sales FAM		Sales FAM		

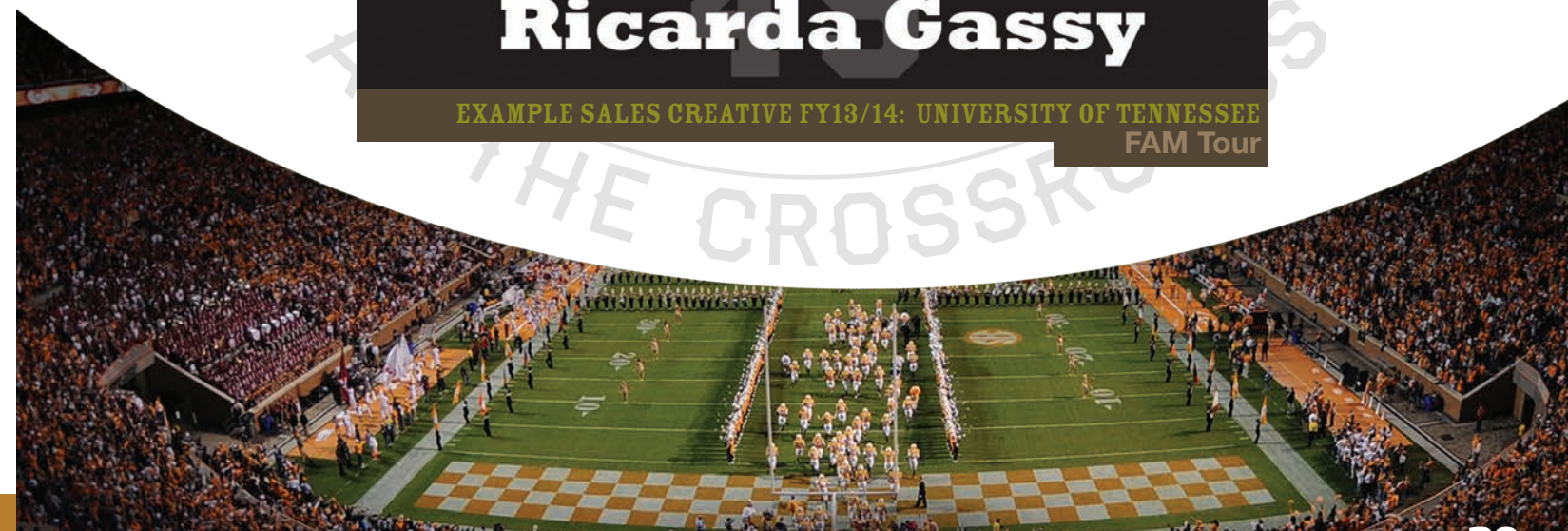
IT'S FOOTBALL TIME IN TENNESSEE!

visit knoxville TENNESSEE

VisitKnoxville.com

Ricarda Gassy

EXAMPLE SALES CREATIVE FY13/14: UNIVERSITY OF TENNESSEE FAM Tour



VISITORS SERVICES

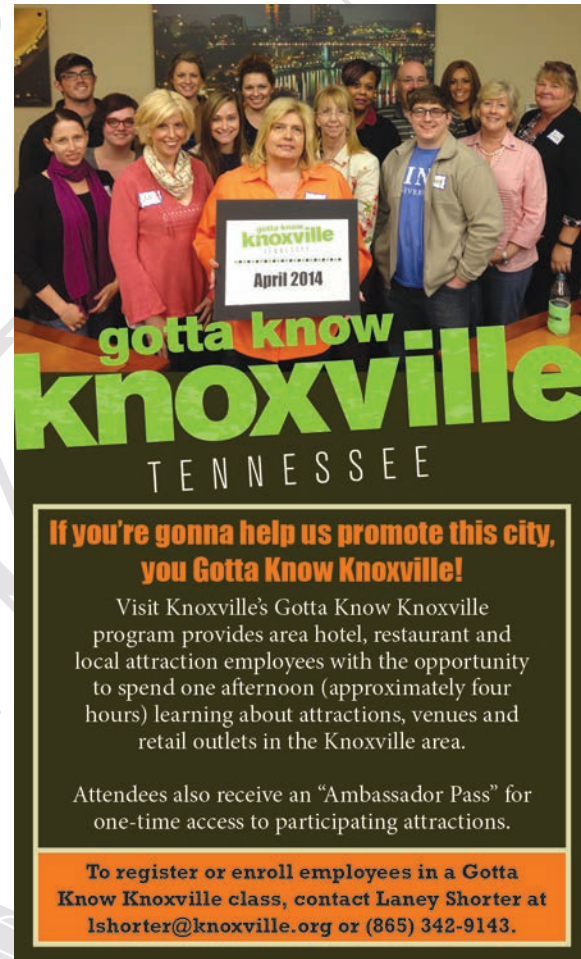
Departmental Goals

The Visitors Services Team oversees the Downtown Knoxville Visitors Center and assists with satellite centers throughout the area. In addition to collateral materials (visitors guides, brochures and maps), the center offers a variety of merchandise in the Knoxville Gift Shop area of the center. The downtown location is also home to WDVX Radio, making it a noted destination among local attractions.

GOAL # 1 – Solidify Visit Knoxville’s role as the trusted official source of visitor and tourism information

Strategies

- Maintain Brochure Ride-Along program for all for-profit and non-profit groups wanting to provide information to individuals and groups requesting Visitors Guide(s), and incorporate internally produced materials, when applicable
- Manage Visitors Guide distribution through distribution companies, internal distribution and inventory management
- Assist local festivals/events/community partners with distribution of collateral and promotion of events within the Visitors Center
- Oversee brochure placement in and outside the Visitors Center
- Distribute Knoxville brochures and pad maps at Tennessee Welcome Centers
- Collect visitor data for use in reporting



GOAL # 2 – Operate, manage and provide programming by trained hospitality personnel, stock Knoxville branded merchandise and local crafts, and provide a performing arts stage for musicians at the official Knoxville Visitors Center

Strategies

- Develop promotions for the Knoxville Gift Shop and Visitors Center

- Work with local/state retail vendors and consignors to bring new products, maintain inventory, create specials and attractive displays
- Utilize Visit Knoxville newsletter to highlight specials, new items, etc.
- Maximize partnership with WDVX Radio to promote live music in the Visitors Center

GOAL # 3 – Provide a training program for industry partners, as well as the community, to creating a broader understanding and promotion of Knoxville’s tourism assets - Gotta Know Knoxville (GKK)

Strategies

- Maintain Gotta Know Knoxville Program (including promotion, creation/adjustment of tour information and location, and working with community partners)
- Continue to develop the need/process for a GKK certification program

GOAL # 4 – Maintain relationships with key partners, including the Tennessee Department of Tourist Development, for project specific areas that benefit Knoxville, Knox County and the region

Strategies

- Promote the Tennessee Trails and Byways Program
- Expand AAA relationships in feeder markets
- Expand relationships with tour operators
- Work with regional partners and visitors services departments country-wide to collect best practices in the area of visitors services and experiences
- Work with Knox County and the City of Knoxville Special Events office to ensure events are communicated accurately and resources are used to their best potential





CREATIVE & PLACEMENT Accomplishing our Goals at The Crossroads

Whether you're looking for adventure, the ideal meeting location or the nation's biggest Labor Day Weekend Fireworks Show... one thing is clear: All Roads Lead to Knoxville.

It's true in a very literal sense.

Knoxville is situated at the crossroads of three major interstates: I-75, I-40 and I-81. The city is located within a day's drive of nearly half of the U.S. population.

What does this mean to a potential visitor?

Knoxville's convenient Crossroads location is the ideal travel destination. It also provides the passing traveler with the opportunity for an "added adventure".

What does this mean to a meeting planner?

For the meeting planner, Knoxville provides a very drivable location for attendees throughout much of the country.

But convenience isn't all we offer...

Very few cities provide a walkable downtown filled with hotels, shops, restaurants, museums and attractions, PLUS a first class convention center and venues with hiking, biking and kayaking just minutes away!



MEETINGS AND CONVENTIONS AD

Emphasizing our city as the crossroads of entertainment, attractions, hotels, restaurants and facilities AND a crossroads of geographic convenience will be the theme of Visit Knoxville's 2014-2015 marketing campaign.

How does The Crossroads concept align with Visit Knoxville's Strengths, Weaknesses, Opportunities and Threats identified in previous research?

It aligns well with identified strengths including:

- Welcoming "Southern Hospitality" Culture
- Scenic Smoky Mountains, Rivers and Lakes Playground

- Affordable Lodging and Dining (easy to tack on a few days to an already planned trip)
- Established Convention Center and Meeting Venues
- Walkable Downtown

It allows us to build on strengths not yet associated with Knoxville:

- An Urban Wilderness Convenient to Downtown
- Accessibility to highly rated family attractions
- Accessibility to our many festivals
- Restaurants seen on national TV shows



MARKETING PARTNERSHIP AD



Visit Knoxville



Meetings and Groups Media Flowchart- July 2014 thru June 2015

Publication/Website	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
ABA Motorcoach Marketer							Orange					
TheABAInsider.com	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Destinations							Orange	Orange	Orange	Orange		
ASAEBuyersGuide.com	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Aspire (formerly Religious Conference Mgr)		Orange	Orange	Orange	Orange				Orange	Orange	Orange	
RCMAWeb.org		Green		Green			Green			Green		Green
Collaborate		Orange	Orange									Orange
CollaborateMeetings.com		Green		Green				Green			Green	
Connect			Orange	Orange					Orange	Orange		
ConnectYourMeetings.com		Green		Green				Green			Green	
Connect Sports Facility Guide			Orange	Orange								
ConnectSports.com		Green		Green				Green			Green	
Rejuvenate				Orange	Orange							Orange
RejuvenateMeetings.com		Green		Green				Green			Green	
Convention Forum	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
ConventionForum.com	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Convention South		Orange	Orange						Orange			
ConventionSouth.com		Green		Green	Green	Green	Green	Green	Green	Green	Green	Green
Group Travel Directory					Orange							
GroupTravelDirectory.com					Green	Green	Green	Green	Green	Green	Green	Green
Religious Travel Planning Guide							Orange					
ReligiousTravelPlanningGuide.com							Green	Green	Green	Green	Green	Green
Reunions Workbook									Orange			
ReunionsWorkbook.com									Green	Green	Green	Green
Sports Planning Guide			Orange									
SportsPlanningGuide.com	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Student Travel Planning Guide			Orange									
StudentTravelPlanningGuide.com			Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Meetings Focus/South	Green	Orange	Orange		Orange					Orange		
MeetingsFocus.com	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Sports Destination Management	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange
SportsDestinations.com	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
SportsEvents		Orange				Orange					Orange	
SportsEventsMagazine.com		Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Sports Travel			Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange
SportsTravelMagazine.com		Green					Green	Green	Green	Green	Green	Green
TSAE - Association Connections	Orange	Orange	Orange									
Paid Search												



Visit Knoxville



Visitor Media Flowchart- July 2014 thru June 2015

Publication/Website	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
AAA Go - NC/SC									Orange	Orange		
AAAGoMagazine.com									Green	Green		
American Road			Orange	Orange	Orange				Orange	Orange	Orange	
AmericanRoad.com	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
America's Best Vacations										Orange		
Basketball Time				Orange								
Football Time											Orange	
Blue Ridge Country			Orange	Orange	Orange				Orange	Orange	Orange	
BlueRidgeCountry.com		Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Blue Ridge Parkway Guide										Orange		
BlueRidgeParkwayUSA.com										Green	Green	Green
Compass Media Pubs:												
Better Homes & Gardens									Orange	Orange		
Everyday with Rachael Ray			Orange									
Family Circle									Orange	Orange	Orange	Orange
Family Fun									Orange	Orange	Orange	Orange
More Magazine			Orange									
Redbook									Orange	Orange	Orange	Orange
VisitSouth.com/Family									Green	Green	Green	Green
Escape to the Southeast							Orange					
EscapetotheSoutheast.com							Green	Green	Green	Green	Green	Green
Explore the Southeast STS Insert									Orange			
VacationFun.com									Green	Green	Green	Green
Garden and Gun										Orange	Orange	Orange
GardenandGun.com		Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
The Local Palate			Orange	Orange	Orange				Orange	Orange	Orange	Orange
LocalPalateMag.com			Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Smoky Mountain Living		Orange	Orange	Orange						Orange	Orange	Orange
SMLiv.com		Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Southern Living									Orange			
SLVacations.com									Green			
Tennessee State Vacation Guide							Orange					
TNVacation.com	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
TravelInformation.com	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Paid Search	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Paid Search - Regatta	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Digital Video Ads	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Digital Display Ads	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Social Media - Facebook Ads	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
eMail Marketing	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green



2014-2015 STAKEHOLDER INITIATIVES Partner Projects, Special Events & VK Initiatives

Partner Projects



Mural Project

The Joy of Music School has Visit Knoxville's enthusiastic support as they seek to create a mural on their building in the Mechanicsville neighborhood. The mural will be completed by Bobbie Crews, one of the artists who contributed to the large, very popular mural on the Visit Knoxville offices downtown. We look forward to the Joy of Music School becoming a stop on the Knoxville Mural Project's walking tours.



International Visitation Program

Medical tourism or health tourism is the travel of people to another country for the purpose of obtaining medical treatment in that country. Guests at Knoxville's proton therapy treatment facility are typically in

town for 3-5 days. During their stay, they want to immerse themselves in our culture; eat in our restaurants, see our sites, shop and explore. Visit Knoxville is developing a relationship with this team at ProNova to assist with these visitors and expand offerings to international guests.

Upcoming Special Events



East Tennessee is an area steeped in the traditions of military service and respect for our veterans. That fact will be made clear to the nation in September of this year when Knoxville welcomes a Supreme Court of the United States Associate Justice, golf writer and broadcaster, news anchor and Hollywood actor to town as part of the 2014 Medal of Honor Convention. Visit Knoxville is honored to partner with this event.



In October, Knoxville will host our partners from across the state for the 2014 Tennessee Governor's Conference on Hospitality & Tourism. Visit Knoxville is working hard to create a truly memorable experience for attendees. The conference will bring together members of the entire industry -- tourism, lodging, dining, attractions, CVBs/DMOs, government

VK Initiatives

Visit Knoxville

FILM/KNOX

filmknoxvilletn.com

The Film Office will solidify its position and receive a great deal of valuable exposure as Producing Partner of the 2014 Knoxville Film Festival scheduled for September 11-14. The festival will attract filmmakers to Knoxville and the surrounding area and, with the help of the

Film Office, will foster the creation of jobs in the area. This will stimulate business opportunities and generate exposure. To date, the Film Office has assisted and supported 19 projects that have been filmed in Knoxville. These projects have accounted for 135 jobs. The Film Office is also recruiting and actively participating in the development of several projects, including three feature films and two television shows that will be shot in the Knoxville area.



As part of National Tourism Week (May 3-11) Visit Knoxville, the City of Knoxville and the Public Building Authority announced the opening of the newly renovated 4th floor observation deck of the Sunsphere. In addition to basic upgrades including new floor and ceiling tiles, the original kiosks that line the perimeter of the observation deck have been updated to feature information on local attractions as well as historical and fun facts about our city. Two kiosks feature wayfinding and street maps – with convenient QR codes for downloading, and an iPad has been installed in one kiosk to provide and collect visitor information. A gallery of iconic Knoxville sites, scenes and events has been installed along the interior wall, with a separate section of the interior wall displaying the history of the World's Fair. Visit Knoxville also teamed with Knox County School's

Art Department to develop Knoxville themed murals in the two alcoves located within the space. Each alcove contains a flatscreen TV monitor displaying information on Knoxville. Full media promotion will unfold this fiscal year.

VK Initiatives cont.



Visit Knoxville will light up the sky over the Tennessee River, Saturday, August 30 at **Boomsday 2014**. In addition to more than 5-tons of dynamite, Visit Knoxville has packed an explosive amount of entertainment into this year's festival. Knoxville-based band, The Black Lillies will take center stage along with East Tennessee native Rodney Atkins. A second stage will feature additional bands including Native Run, a band that has opened for John Hiatt and Lady Antebellum. On the water, Boomsday guests will witness the water stunts of Ben Merrell from Fly Life Xtreme Productions.

Boomsday 2014 is a ticketed event. Ticket sales will allow us to upgrade programming that will help create a revenue stream. The revenue stream will generate additional marketing funds to assist Visit Knoxville in our mission to accelerate sustainable economic growth for our community. Tickets are already selling well at **Boomsday.org**.



Historians and Civil War enthusiasts in Knoxville are gearing up for an eventful **Civil War Sesquicentennial Commemoration** scheduled for April 30 – May 3, 2015. As part of our Heritage Tourism initiative, Visit Knoxville is working with local organizations and the State of Tennessee to create a wide range of programming that is sure to pique the interest of Civil War buffs.

The Tennessee Civil War Sesquicentennial Commission has hosted a commemorative event in a select city for each year of the Sesquicentennial. Knoxville is the chosen city for the last year of the Sesquicentennial. The theme is *Reconstruction Tennessee*.



HERITAGE TOURISM

visit **knoxville** VisitKnoxville.com
TENNESSEE

PRESENTS

BOOMSDAY
SATURDAY **AUGUST 30th**

WITH SPECIAL GUESTS



THE BLACK LILLIES
Recently named among Rolling Stone magazine's "10 New Artists You Need to Know- Summer 2014"



RODNEY ATKINS
Best known for smash hits like "These Are My People", "Take A Back Road" and "Farmer's Daughter"



BEN MERRELL
The on-the-water stunt man seen on America's Got Talent

JOIN
the **FUN!**

Admission is \$20 per person. Children under 12 admitted free.

Concert performances included in price of admission.

For Tickets & Info Visit **BOOMSDAY.ORG**





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the City of Knoxville and Knox County, Tennessee