

Highlights of Visit Knoxville's Activities 3rd Quarter FY 2015/2016



Sales & Services

HIGHLIGHTS

Exceeded the quarterly sales definite booking goal with a total of 26 bookings equating to 162,668 delegate days.

Exceeded the quarterly leads goal and generated 66 leads equating to 154,101 delegate days.

Hosted nine site visits for potential booking opportunities, including the American Topical Association, National Association of the Deaf, National Association of Teachers of Singing, and the Shingo Institute. These groups, along with several other site visits, represent potential business for the Knoxville Convention Center and multiple hotel properties.

Attended five trade shows, including DMAI Destination Showcase, Conference Direct Annual Partner Meeting, and Diversity Marketplace. The team connected with more than 150 meeting planners representing numerous associations and markets from across the country.

Hosted seven meeting planners for the "Now Showing in Knoxville" FAM Tour. The Knoxville Convention Center and downtown hotels were toured during the two day FAM, and the team was able to connect the FAM attendees with more than 15 community partners representing hotels, attractions, restaurants, and retail shops during a two hour showcase at the Women's Basketball Hall of Fame. The seven meeting planners in attendance represented nine potential future bookings and more than 17,000 potential room nights.

Performed a scouting trip during the Lifeway Abundance Conference in Asheville, NC. This two-day women's event would bring attendees from across the region and would utilize the Knoxville Convention Center, Knoxville Civic Coliseum, or Thompson-Boling Arena as well as multiple hotels.

Supported 35 events and meetings and two festivals. Overall group services included sourcing and coordinating event transportation, off-site venue referrals, VIP gift baskets, scheduling welcome speakers, working with hospitality partners to develop and coordinate event and tour itineraries, sourcing event permitting, and providing destination materials.

Identified key meetings and events that will receive additional welcome services. Additional services include framed welcome signs displayed at host hotels, event specific welcome pole banners that are placed in downtown and/or Chilhowee Park (depending on event location), and welcome presence in McGhee Tyson airport.

Marketing & Communications

HIGHLIGHTS

Officially launched the new **Visit Knoxville** website on January 7th.

Released the Official 2016 Knoxville Visitors & Relocation Guide, again in partnership with the Knoxville Chamber. The guide was revealed at a very well-attended event at Scruffy City Hall on January 28th.

Provided a tour of downtown Knoxville to **Wolfgang Streitböger, German Representative for the Tennessee Department of Tourist Development**, and **David Nicholson of LoftHouse Enterprises**. Nicholson has since reached out to Visit Knoxville for assistance with a German travel agent FAM with Brand USA in June.

Visit Knoxville and Scripps Networks Interactive **launched the marketing campaign for Knoxville Beats and Eats** to increase awareness of Knoxville as a destination for spring/weekend travel among feeder city residents and to drive traffic to the Visit Knoxville website to provide information to potential visitors.

Partnered with Zoo Knoxville on a digital ad campaign to drive traffic to the Zoo's listing on the VK website.

Worked with the Tennessee Department of Tourist Development on the development of two spring campaigns for Knoxville:

In the **Foundation Building/TN Vacation Match Maker** co-op, personalized digital videos will be served in real-time to consumers. Each video will feature approximately three attractions/partners that are geographically relevant.

In the **#whyknox challenge**, individuals are challenged to create and upload 15-second Instagram videos showing #whyknox is the place to visit.

Began promoting Bike Boat Brew & Bark. BBBB celebrates the outdoor adventurer, the dog lover, the craft beer enthusiast, the local and the tourist looking to discover something unexpected. The event is built around the Powerboat races June 4-5, and will serve as the kick off to a long-term initiative.

Collaborated with Bruce McCamish to design and produce a wall size print for the Knoxville Convention Center. The print, an enhanced/artistic image of the quarry at Fort Dickerson, promotes the KCC's proximity to Knoxville's Urban Wilderness.

Hosted social media influencers Scott Eddy (@mrscotteddy) and Christina Leigh Morgan (@currentlyexploring) and received a great deal of publicity during their visit.

Provided assistance on some well-rounded articles about Knoxville, including:

Atlanta Magazine, featuring Knoxville as a weekend getaway destination and highlighting Knoxville's 225th Anniversary. View the article at: <http://www.atlantamagazine.com/southbound-articles/272124/>

Connection Association Magazine, providing information regarding the association meeting planning industry. The publication also featured Knoxville in their winter 2016 edition.

Marketing & Communications HIGHLIGHTS *(Continued...)*

Knoxville in the News

9 Hip Towns That Are National Park Getaways – Travel Channel

www.travelchannel.com/interests/packages/national-parks/photo-galleries/9-hip-towns-near-national-parks/page/5

5 Reasons to Skip Nashville and Go to Knoxville Instead – Huffington Post

http://www.huffingtonpost.com/entry/knoxville-better-than-nashville_us_56e19658e4b0b25c9180edd2

Visit Knoxville's Film Office assisted several projects from local and out of town production companies. These projects air on various networks such as TV ONE, Investigation Discovery, Travel Channel, and the Food Network.

Visitor Services HIGHLIGHTS

Attended three tour and travel trade shows including the American Bus Association, Heartland Travel Showcase, and Travel South Domestic Showcase. Conducted a total of 90 appointments with tour operators discussing Knoxville as a group destination.

Implemented two new brochure hubs: Tennessee Theatre's backstage area, servicing performers with local information and directing them to the Downtown Visitors Center for additional information; and the Market House Café, which also serves as an after-hours Visitor Information Center, offering tourist information outside the operating hours of the Downtown Visitors Center.

Held a volunteer appreciation breakfast event at Zoo Knoxville to honor all Visit Knoxville Volunteers who gave their time to assist in events during the 2015 calendar year.

Greeted 4,628 walk-in visitors to the Downtown Visitors Center and assisted 463 callers regarding Knoxville information.

Moved a total of 9,898 brochures from the Downtown Visitors Center.

Visitors Guide distribution included 8,563 individual requests, requests from 47 local groups totaling 6,177 visitors guides picked up, and 11,250 copies shipped in bulk.

Added 35 new items to the Downtown Visitors Center gift shop.

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

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| 1. Tennessee | 2. Ohio | 3. Florida | 4. Illinois | 5. Pennsylvania |
| 6. New York | 7. Michigan | 8. North Carolina | 9. Texas | 10. Indiana |

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

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| 1. Tennessee | 2. North Carolina | 3. Florida | 4. Virginia | 5. Georgia |
| 6. New York | 7. Texas | 8. Kentucky | 9. MN/OH/SC | 10. Michigan |

For more information on any of the above, please contact Lisa Coulter, VK Marketing & Communications Coordinator at lcoulter@knoxville.org.