

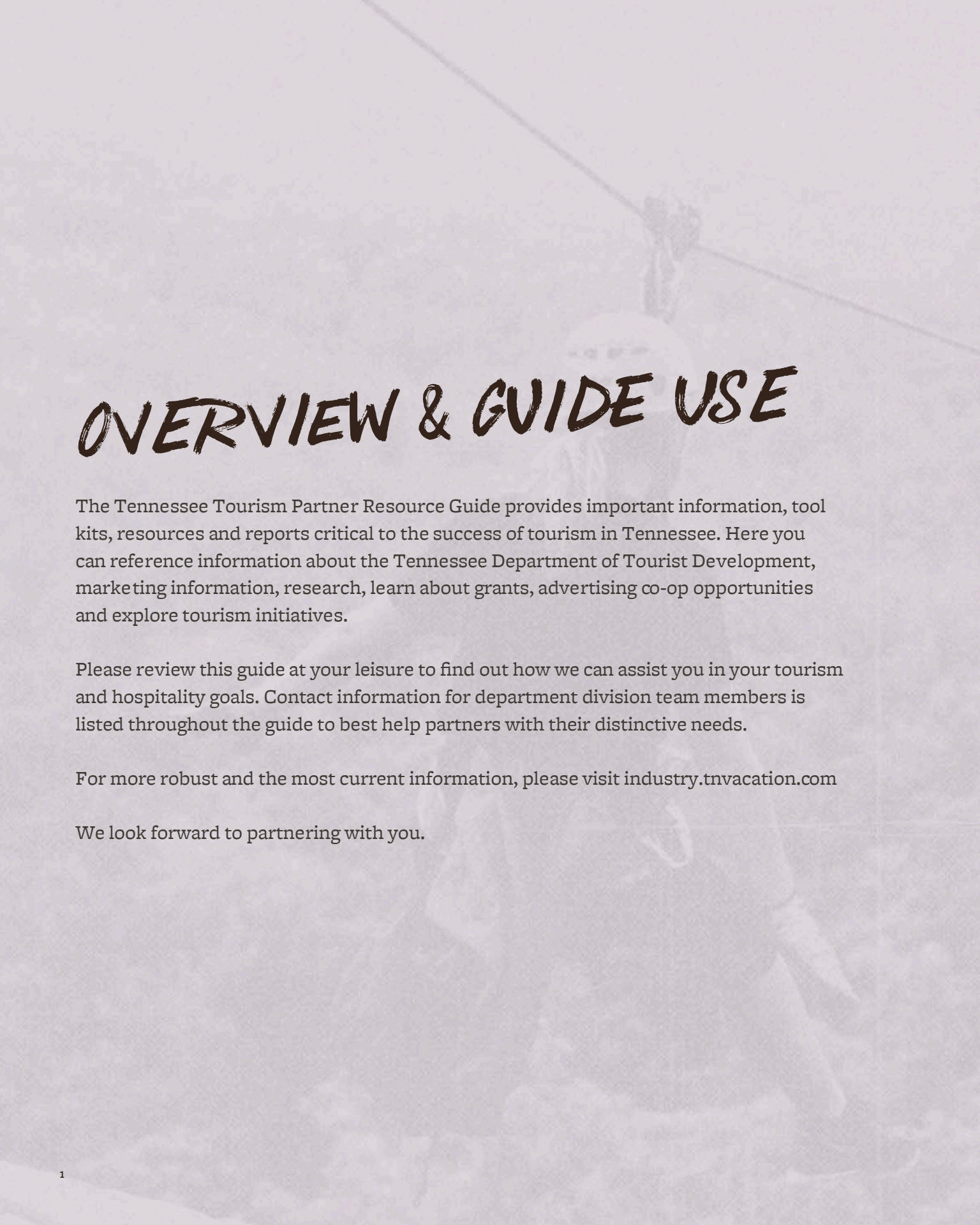
TENNESSEE

TNVACATION.COM

PARTNER RESOURCE GUIDE



2023-2024

A person is seen from behind, ziplining over a dense forest canopy. The person is wearing a white helmet and a harness, and is holding onto a rope. The background is a lush green forest with many trees. The overall tone is adventurous and scenic.

OVERVIEW & GUIDE USE

The Tennessee Tourism Partner Resource Guide provides important information, tool kits, resources and reports critical to the success of tourism in Tennessee. Here you can reference information about the Tennessee Department of Tourist Development, marketing information, research, learn about grants, advertising co-op opportunities and explore tourism initiatives.

Please review this guide at your leisure to find out how we can assist you in your tourism and hospitality goals. Contact information for department division team members is listed throughout the guide to best help partners with their distinctive needs.

For more robust and the most current information, please visit industry.tnvacation.com

We look forward to partnering with you.

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A person is paddleboarding on a calm river. The river reflects the surrounding autumn foliage and the blue sky. The background features rolling mountains covered in trees with vibrant fall colors. The word "OUTREACH" is written in a large, white, brush-stroke font across the lower part of the image.

OUTREACH



Downtown Somerville, Tennessee
Photo Credit: Falcon Aerial Solutions

RURAL TOURISM & OUTREACH

The Office of Rural Tourism and Outreach works closely with Tennessee's hospitality and tourism industry, including destination marketing organizations, attractions, restaurants, lodging, city and county governments, other state agencies, as well as stakeholders to identify and connect resources and opportunities.



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Outreach & Engagement

Each grand division of Tennessee has a Division Manager, who serves as a day-to-day contact and connection to TDDT. The team is a direct conduit between partners and offerings such as grants, educational workshops, speaking engagements, asset identification, tourism development, marketing initiatives and PR assistance.



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Destination Development

With recurring funding dedicated to rural tourism, TDTD's Rural Office efforts are focused on planning, educational, financial, and destination development programs for Tennessee's distressed and at-risk counties.

We have seen growth in our rural communities this past year. Conducting Strategic Tourism Roadmap sessions in 30 counties have helped inform us of needs for new technical assistance programs.

Here are a few current offerings for our rural tourism partners:

\$2.1M

Recurring
Budget

Tourism Roadmap Work Sessions

This planning initiative is offered to county leaders and tourism partners in rural counties to assist in the development of planning documents to guide collaboration along with tourism marketing and development efforts. Next Up: Follow-up planning documents and materials, as well as ongoing support.

Google Destination Optimization Program

This educational training program offers rural partners the opportunity to conduct a Google audit analysis for tourism assets in their community. Hands-on training is provided to enhance Google listings and photography, with the goal of increasing visitation through data accuracy and completeness through Google. New this year: Additional training and Tripadvisor audits.

Short-Term Rental Workshops

This training workshop is offered to current and potential new short-term rental operators in rural counties to provide information about vacation rental markets, laws and regulations, customer service, proper cleaning guidelines, as well as how to get started with rentals and enhance current properties.

Rural Photography and Video Program

This technical assistance program offers rural partners the opportunity to gain a collection of tourism-focused photography and video assets to be used in their tourism marketing efforts.

Itinerary Development

This new technical assistance program will develop travel itineraries promoting various visitor experiences in rural destinations. Each itinerary will be researched and developed with copy catering to the visitor experience, including hi-res images and keywords catering to search engine behavior.

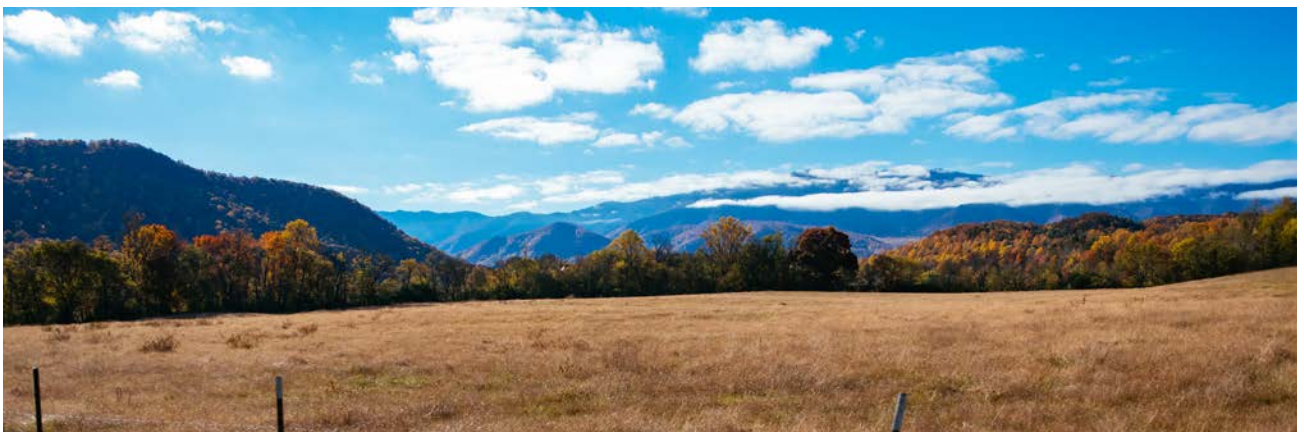
Blueway Planning

Many of our rural counties have rivers flowing through their communities that are in need of public access and marketing development. In partnership with TDEC and TWRA, TDTD will develop a program to offer Blueway planning documents for rivers in Tennessee's rural areas. We are also hosting experiential events on these rivers to help communities better understand their natural resources and their potential for economic development through tourism.

Rural Destination Branding Starter Kit

This new technical assistance program is centered around the brand development needs for our rural counties. The program is designed to assist our communities in developing a tourism brand, including logo development and ad campaign concepts. This destination branding starter kit will be provided by ChandlerThinks in partnership with Advance Travel and Tourism.

Not sure if your county is distressed or at-risk?
Visit tnecd.com/research-and-data/publications.



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Tourism Initiatives
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TOURISM GRANTS

We are pleased to be able to offer grants again this year. Last year, the department awarded more grants than ever before. The marketing grant budget expanded again and the Tourism Enhancement Grant was reinstated with a much larger budget. Our goal is to provide grant resources to tourism partners and communities for transformational projects that increase visitation and generate revenue.

GRANTS	DESCRIPTION
Tennessee Tourism & Hospitality Recovery Fund (ARPA)	Currently in its second year, the reimbursable grant funds transformational tourism marketing and development initiatives for DMOs to generate revenue, increasing economic impact through tourism. Budget: \$50M (4-year).
Tourism Marketing Grant	This grant provides tourism organizations such as CVBs, chambers of commerce and regional tourism organizations a way to expand their marketing message. This grant is a reimbursable matching grant for marketing projects. The grant opens each July. Budget: \$1.5M
Tourism Enhancement Grant	Centered around destination development, these grants are designed for cities and counties seeking to invest in local tourism infrastructure assets such as stages, signage, enhancement to attractions or venues and other resources that target expanding local tourism. Budget: \$2M
Waterways Accessibility for Tennessee Recreation (WATR) Grant	Tennessee water recreation has a significant economic impact on both local and state economies. The legislature provided \$500,000 in FY 2023 for grants to marinas to help promote tourism and enhance the visitor experience.

For more information, visit <https://industry.tnvacation.com/industryresources/tourism-grants>.



Andi Grindley
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EDUCATION

Educational offerings continue to be a priority. Whether it is an opportunity to host a presentation, attend workshops through the department or educational conferences, we want to provide those working in the Tennessee tourism industry a chance to learn from and network with industry leaders and experts. TDTD offers a number of educational scholarships as well as trainings and workshops throughout the year. Coming in early 2024, a networking and educational event for industry partners will be back and reimaged.

TOURISM SCHOLARSHIP OPPORTUNITIES	WEBSITE
TN Governor’s Conference on Hospitality and Tourism Tennessee’s hospitality and tourism businesses	hospitalitytn.com
Alabama-Mississippi-Tennessee Rural Tourism Conference An emphasis on tourism in rural areas	almstnruraltourism.com
Southeast Tourism Society Marketing College® Provides a unique education program for the travel and tourism industry	southeasttourism.org

For more information on scholarships, visit industry.tnvacation.com/scholarships.

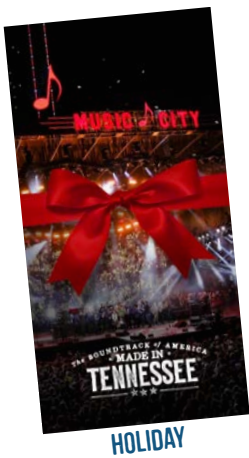
TOURISM EDUCATIONAL OPPORTUNITIES	WEBSITE
ESTO // US Travel Association Educational seminar for tourism organizations	esto.ustravel.org
Destinations International Serving destination marketing and management professionals	destinationsinternational.org
Southeast Tourism Society Connections Travel and tourism experts from Southeast to share industry insights	southeasttourism.org



MARKETING

MARKETING

TDTD works with its agency of record, VMLY&R, to produce marketing campaigns featuring high-quality creative, sophisticated digital media tactics and experiential activations that cut through the clutter and resonate emotionally. These campaigns, combined with a dynamic website, ongoing social media efforts and email communication, are designed to deepen engagement and create trip inspiration, increasing travel to Tennessee.



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MARKETING MAP 2023



 Existing Markets		 New Markets (2021-2022)	Statewide Markets	 Test Markets	
Atlanta	Jackson	Detroit	Alabama	Austin	Evansville
Charlotte	Little Rock	New Orleans	Kentucky	Baltimore	Jacksonville
Chicago	Greenville	Orlando	Missouri	Boston	Minneapolis
Cincinnati	Louisville	Raleigh-Durham	Ohio	Charleston	Illinois Statewide
Dallas	St. Louis	Washington D.C.		Denver	
Indianapolis	Tampa			Minneapolis	

INTEREST SEGMENTS

OUTDOOR ENTHUSIASTS

- From seeing the beauty to seeking adventure
- Interested in leaf peeping, hiking, water sports, camping, mountain biking
- They spend most of their free time outdoors and capitalize on opportunities to be in nature

EXPERIENCE SEEKERS

- Love for food, art, fashion, etc.
- They follow trends in food, culture, and fashion
- They are highly active, diverse, and social
- They search for new things to try and do

FAMILIES

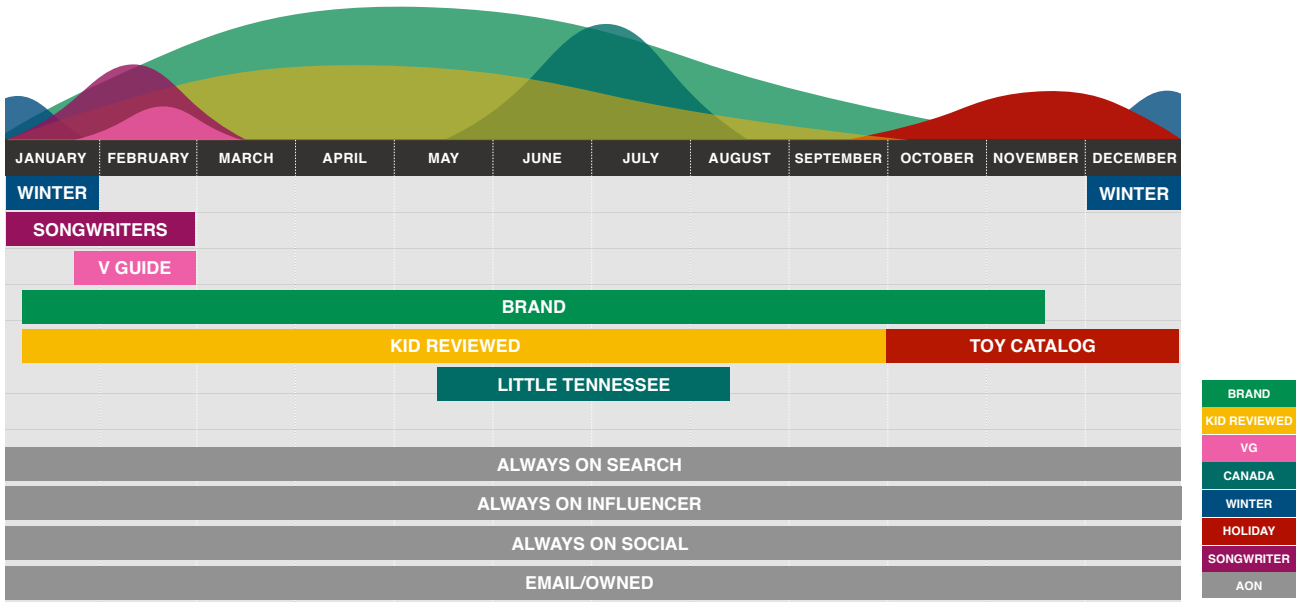
- Young families to multigenerational families
- Tend to spend more due to party size
- Plan trips further in advance
- Plan multiple activities
- Looks for affordable options

MUSIC

- Deeply passionate about music
- Concert goers and music history buffs
- Keeps tabs on their favorite musicians

TN Tourism Annual Campaigns

AT A GLANCE



COMMUNICATIONS

TDTD’s communications team promotes and advocates for the industry through strategic earned media campaigns. Efforts include ongoing outreach to domestic and international media, hosted media visits, missions, conference representation, special events and more.

Come With Us

SPECIAL EVENTS:

- NYC Media Mission (October 2-4, 2023)
- TravMedia’s IMM North America in NYC (Jan. 23-26, 2024)
- Travel South USA Canada Sales & Media Mission (Jan. 29-Feb. 2, 2024)
- Tennessee Songwriters Week (Feb. 18-24, 2024)
- UK Sales & Media Mission (Spring, 2024)
- STS Domestic Showcase in Little Rock (March 20-23, 2024)
- Travel South USA Global Week in Charleston (April 8-11, 2024)
- US Travel’s IPW in Los Angeles (May 3-7, 2024)
- PRSA Travel & Tourism Conference in Greenville (June 2-5, 2024)

ONGOING OPPORTUNITIES:

- In-state media familiarization trips
- Quarterly “What’s New” releases
- Monthly themed press releases
- Sign up for our “Hot Leads” program via industry.TNvacation.com
- Submit photos to our Photo Library

Explore TDTD’s editorial calendar for submission ideas and deadlines at **industry.tnvacation.com**.



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For information about TDTD marketing campaigns, research, industry news and those in the industry making an impact in their communities, please visit:

- Website: industry.TNvacation.com
- Twitter: [@TNTravelNews](https://twitter.com/TNTravelNews)
- Facebook: [TDTDIndustry](https://facebook.com/TDTDIndustry)
- LinkedIn: [company/TDTDindustry](https://linkedin.com/company/TDTDindustry)

For industry updates and breaking news, subscribe to our eNewsletter at **industry.tnvacation.com**.

TRAVEL TRADE

The TDTD sales team works with the travel trade industry, including Tennessee partners, travel agencies, tour operators, receptive operators, product managers and wholesalers to increase Tennessee product offerings in the domestic and international markets. Sales efforts include participating in travel trade shows, sales missions, FAMs, special event sponsorships and marketing investments.

Domestic Sales

Domestically, the TDTD sales team focuses on groups and student travel. Trade shows provide lead generation and networking opportunities with operators and agents.

Domestic

- November 12-16: NTA (Shreveport)
- December 11-14: OMCA (Toronto)
- January 10-12: ABA Pre FAMs (across state)
- January 13-16: ABA (Nashville)
- January 17-19: ABA Post FAMs
- March 20-23: STS (Little Rock)
- August 9-13: SYTA (New York City)



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615-598-2884

International Sales

The TDTD sales team strives to build an international presence by working with receptive and international tour operators to increase Tennessee product availability on a global scale.

International

- October 16-19: Brand USA Week (London)
- November 29 – December 2 Travel South International Pre FAM (across state)
- December 3-7: Travel South International Showcase (Memphis)
- January 29-February 2: TS Canada Sales Mission (Ontario & Montreal)
- February 26-March 3: TS Netherlands Sales Mission & Nordic Sales Days (Amsterdam & Copenhagen)
- April 8-11: TS Global Week (Charleston)
- May 3-7: IPW (Los Angeles)
- June: Nat Geo Food Festival (London)





INITIATIVES

INITIATIVES



Tennessee's landscapes are filled with vivid greens, fiery reds, warm oranges and bright yellows. But not everyone can fully experience its beauty. So, the first-ever **Colorblind Viewfinder**, outfitted with innovative EnChroma® lenses that alleviate red-green colorblindness, was created. The lenses allow those with colorblindness to see a broader range of clear, vibrant colors.



To scientifically prove how much fun kids have in Tennessee, we developed a first-of-its-kind wearable device called a "Laugh Tracker" that measures laughter and excitement. We put these devices on hundreds of kids at over 30 attractions across Tennessee and created a planning tool for parents on our website, showcasing the data collected and attraction reviews directly from kids. For more information about this program, visit kidreviewedtn.com.



The **Discover Tennessee Trails & Byways** program is designed to extend visitors' major market stays and explore Tennessee's back roads. Touching all 95 counties, the 16 extensive driving trails integrate portions of the state's five National Scenic Byways, strengthening the promotion of these established treasures. Discover the trails for yourself at tntrailsandbyways.com.



Fish Tennessee inspires anglers from around the world to experience the many fishing experiences only Tennessee can offer. Visitors can experience angling adventures such as reeling in a trophy trout on the South Holston River or giant catfish from the Tennessee River, legendary smallmouth bass on Dale Hollow Lake or largemouth bass on Lake Chickamauga. Fish Tennessee helps cultivate an angling community in our lakeside towns that encourages generational visitation and drives economic impact. For more information, please contact Dennis.Tumlin@tn.gov or visit fishtn.com.



In association with TWRA, the State of Tennessee will look to improve and enhance Tennessee's lakes through investments both above and below the water at 18 lakes, which bear the approval of fishing legend, Bill Dance. Touching 39 counties, **Bill Dance Signature Lakes** will benefit from increased stocking, habitat management, and improved access to fishing and boating. This effort seeks to solidify Tennessee as the heart of fishing in the southeast and drive economic activity across the state. Email Dennis.Tumlin@tn.gov for more information.



Retire Tennessee continues to market the state's mild seasons, lower cost of living and slower pace of life to baby boomers. A record number of inquiries are showing that Tennessee is a popular retirement destination. Retirees are visitors first! Not only do they visit but they move and contribute to the economy. For more information, contact Jessica.Hollingsworth@tn.gov or visit retiretennessee.org.



The **Tennessee Civil War Trail** program is part of a multi-state effort that identifies, interprets, and creates driving tours of significant and lesser-known Civil War sites. Travelers who visit Civil War sites stay longer and spend more than the average visitor. Learn about the program at cw.tnvacation.com.



The **Tennessee Music Pathways** initiative connects visitors to the people, places, and genres significant to music history. Tourism partners are encouraged to submit local music history and related assets that meet the criteria to be considered for inclusion. Explore tnmusicpathways.com.



The state statute annually designates the last full week of February as **Tennessee Songwriters Week**, designed to celebrate the foundation of the craft, recognize past and present songwriters and pave the way for future artists. Statewide events include in-the-rounds, songwriter showcases, open-mic nights, educational workshops and more. For more information on how to get involved, please contact Jill.Kilgore@tn.gov or visit tnsongwritersweek.com.



The **Tennessee Sports Hall of Fame** enshrines and honors athletes, teams, coaches, sports writers and sports administrators who have made an impact on the history of sports in Tennessee. For more information, please contact bradwillistshf@gmail.com or read more at tshf.net.



The Tennessee portion of the **U.S. Civil Rights Trail** inspires travel from visitors seeking to learn the stories of brave Americans who fought for racial equality by visiting sites in Memphis, Nashville and Clinton. Applications can be downloaded at industry.tnvacation.com or explore tncivilrightstrail.com.



Curated and downloadable routes in each region will showcase the state's most scenic areas on low-traffic roads, bringing attention to the scenic beauty of Tennessee's rural areas. Routes will include detailed descriptions highlighting related restaurants, lodging, and other notable points of interest, giving bicycle tourists numerous opportunities to support the local economy.

Every tourism partner is eligible for one or more FREE Partner Pages on tnvacation.com. This complimentary web page is the building block of your exposure on Tennessee's official tourism website. Partners are encouraged to include restaurants, adventure outfitters, nature centers, historic landmarks, music venues, unique shops and upcoming events to tnvacation.com.

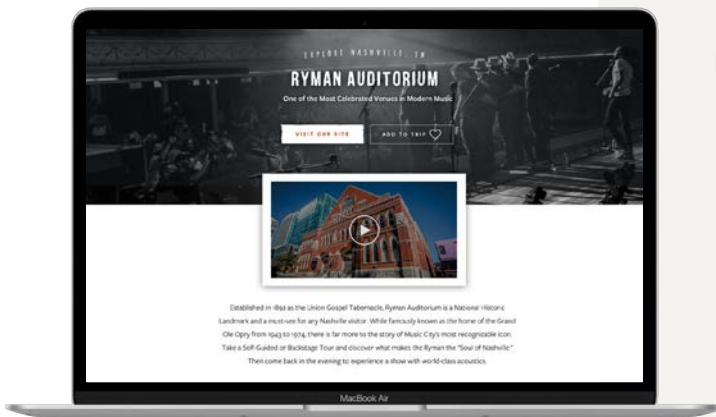
If you have multiple tourism businesses, such as a restaurant, winery and bed-and-breakfast, you are encouraged to have a Partner Page for each. These can be linked together using the Related Partners field. Each Partner Page is linked to the landing page for its region, subregion and city. It's also linked in relevant Experience pages, tourism categories and sub-categories.

MARKETING YOUR BUSINESS

To help travelers experience the best of Tennessee, we want tnvacation.com to highlight partners from across the state. Adding your Partner Page and keeping it up-to-date makes it easier for visitors to discover you and add you to their itinerary.

Where Your Page May Appear

- City Pages
- Division Pages
- Music Pathways
- Related Partner Pages
- Sub-Category Pages
- TDTD Articles
- Trip Planner



Please visit industry.tnvacation.com/industry/resources/partner-pages for complete details.



Rob Sherrill

Special Projects Coordinator
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WELCOME
CENTERS



WELCOME CENTERS

The Tennessee Department of Tourist Development (TDTD) operates 16 Welcome Centers across the state. Welcome Centers focus on increasing partner engagement, which works to increase visitation and length of stay by encouraging travelers to explore destinations off the interstate.

WELCOME CENTER ENGAGEMENT OPPORTUNITIES

- Brochure Placements
- "Community Spotlight" Program
- In-center TV Screens
- Welcome Center FAM Tours

Or, feel free to visit our Welcome Centers to interact with our staff and guests.



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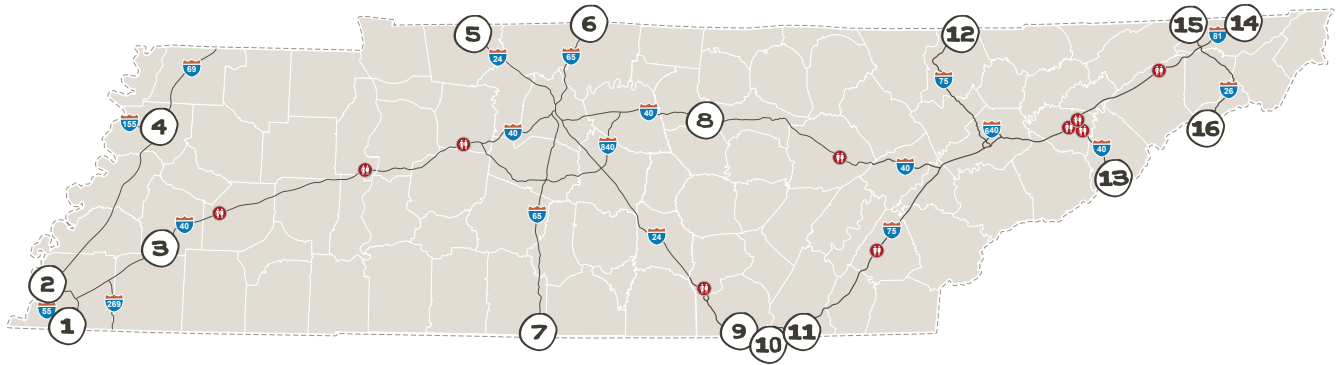


Tammy Love
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Tammy.Love@tn.gov



Michael Ross
Middle Regional Manager //
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Michael.Ross@tn.gov
931-449-0891

OVER 13 MILLION Welcome Center
Visitors in 2022



1 I-55, SHELBY COUNTY

Tammy Love*
901-345-5956
Tammy.Love@tn.gov

Shipping

3910 Interstate 55 (on the MS line)
Mile Marker 3.10
Memphis, TN 38116

Mailing

P.O. Box 16428
Memphis, TN 38186

2 I-40, SHELBY COUNTY

Ricky Smith
901-543-6757
Ricky.Smith@tn.gov

Shipping

119 North Riverside Drive
Memphis, TN 38103

Mailing

119 North Riverside Drive
Memphis, TN 38103

3 I-40, HAYWOOD COUNTY

Noah McNabb
731-779-1212
Noah.McNabb@tn.gov

Shipping

I-40 Westbound
Mile Marker 44
Stanton, TN 38069

Mailing

P.O. Box 177
Stanton, TN 38069

4 I-155, DYER COUNTY

William Augdon
731-286-8323
William.Augdon@tn.gov

Shipping

I-155 East (4 miles West of Dyersburg)
Mile Marker 8.7
Dyersburg, TN 38024

Mailing

P.O. Box 84
Dyersburg, TN 38025

5 I-24, MONTGOMERY COUNTY

Don Townsend
931-648-5509
Don.Townsend@tn.gov

Shipping

I-24 Northwest of Nashville (on the KY line)
Mike Marker 0.40
Clarksville, TN 37040

Mailing

P.O. Box 30187
Clarksville, TN 37040

6 I-65, ROBERTSON COUNTY

Eric Elizer
615-325-4721
Eric.Elizer@tn.gov

Shipping

6111 Lake Springs Road
Portland, TN 37148

Mailing

6111 Lake Springs Road
Portland, TN 37148

7 I-65, GILES COUNTY

Paula Clifton
931-468-2654
Paula.Clifton@tn.gov

Shipping

I-65 South of Nashville (on the AL line)
Mile Marker 3
Ardmore, TN 38449

Mailing

P.O. Box 1166
Ardmore, TN 38449

8 I-40, SMITH COUNTY Davis Fox 615-683-6410 Davis.Fox@tn.gov	Shipping I-40 East of Nashville Mile Marker 267 Buffalo Valley, TN 38548	Mailing P.O. Box 11 Buffalo Valley, TN 38548
9 I-24, MARION COUNTY Renee Trammell 423-942-0933 Renee.Trammell@tn.gov	Shipping I-24 West of Chattanooga (on the AL line) Mike Marker 160 Jasper, TN 37347	Mailing P.O. Box 518 Jasper, TN 37347
10 I-24, HAMILTON COUNTY Jim Elbert* 423-821-2628 James.H.Elbert@tn.gov	Shipping 17180 Interstate 24, East Mile Marker 171.8 Chattanooga, TN 37419	Mailing P.O. Box 2037 Chattanooga, TN 37409
11 I-75, HAMILTON COUNTY Leonardo Soto 423-894-6399 Leonardo.Soto@tn.gov	Shipping 100 Interstate 75, North Mile Marker 0.7 East Ridge, TN 37412	Mailing P.O. Box 9415 East Ridge, TN 37412
12 I-75, CAMPBELL COUNTY Ryne Cummins 423-784-5820 Ryne.Cummins@tn.gov	Shipping I-75 South (on KY line) Mile Marker 161 Jellico, TN 37762	Mailing 16320 Interstate 75 Jellico, TN 37762
13 I-40, COCKE COUNTY Collin Woody 423-487-3258 Collin.Woody@tn.gov	Shipping I-40 SE of Newport (on the NC line) Mile Marker 446 Hartford, TN 37753	Mailing P.O. Box 100 Hartford, TN 37753
14 I-81, SULLIVAN COUNTY Carl Tittle 423-764-5821 Carl.Tittle@tn.gov	Shipping 10749 Interstate 81, SB Mile Marker 75.3 Bristol, TN 37620	Mailing P.O. Box 3608 Bristol, TN 37625
15 I-26, SULLIVAN COUNTY Janice Martin 423-246-0214 Janice.Martin@tn.gov	Shipping 5 Interstate 26 Mile Marker 5 Kingsport, TN 37664	Mailing P.O. Box 3083 Kingsport, TN 37664
16 I-26, UNICOI COUNTY Jackie Rains 423-743-4146 Jackie.Rains@tn.gov	Shipping 100 Fiddlers Lane Erwin, TN 37650	Mailing 100 Fiddlers Lane Erwin, TN 37650

* Regional Manager temporarily filling in as point of contact.



RESEARCH



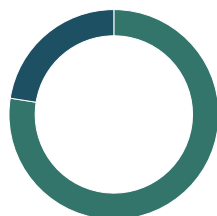
2022 DOMESTIC VISITOR ANALYSIS

Domestic travelers who have visited Tennessee in 2022

SIZE OF TENNESSEE OVERNIGHT TRAVEL MARKET - ADULTS VS. CHILDREN

Total Overnight Person-Trips

63.5 MILLION



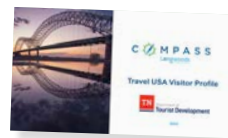
■ ADULTS	78%	49.2 MILLION
■ CHILDREN	22%	14.3 MILLION



OVERNIGHT BASE SIZE
5,281



DAY BASE SIZE
2,339



Explore the characteristics of Tennessee visitors based on the updated Longwoods International visitor survey.

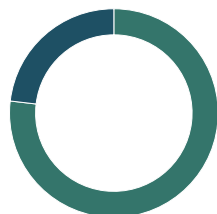


INDUSTRY.TNVACATION.COM

SIZE OF TENNESSEE DAY TRAVEL MARKET - ADULTS VS. CHILDREN

Total Day Person-Trips

76.9 MILLION



■ ADULTS	77%	59.1 MILLION
■ CHILDREN	23%	17.8 MILLION

DIG DEEPER INTO THE VISITOR PROFILE

TN Department of Tourist Development partners with Longwoods International and their Travel USA® survey to develop a profile for Tennessee visitors in 2022. The data in this report is useful for partners and DMOs who may not have access to a visitor profile for their local community. The survey responses help DMOs and partners understand:

- The markets sending the most visitors to Tennessee
- The demographics and travel party profile (size, makeup, etc.) of visitors
- The reasons people travel (visiting friends and family, business, etc.)
- The types of activities Tennessee visitors enjoy, and how those activities differ for day and overnight travelers.
- How Tennessee ranks in key categories against the rest of the U.S.



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Source: Longwoods International Travel USA® Survey



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ADMINISTRATION SERVICES

Administrative Services is committed to providing best-in-class customer service and professional business support to our stakeholders while being good stewards of tax dollars. The division responds to over 8,000 requests annually. These range from individual travelers wanting maps, guides and various travel-related information to bulk requests by partner travel and tourism organizations. Additionally, the team manages the Tourism Information phone line as well as distribution services for the Official Tennessee Vacation Guide, State Highway maps and other printed marketing collateral.



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Department of Tourist Development. Authorization
No. 326224. August 2023. This public document was
promulgated at a cost of \$8.33 per copy.