

The SOUNDTRACK *of* AMERICA
• MADE IN •

TENNESSEE®





FROM THE GOVERNOR

Governor Bill Haslam



DEAR FRIENDS IN TOURISM,

It's been another exceptional year for Tennessee tourism, as your industry continues to break visitation records and exceed economic impact numbers year over year. Congratulations on reaching \$19.3 billion in economic impact this year and contributing more than \$1.7 billion in state and local sales tax revenue to the state's bottom line.

As our state's No. 2 industry, tourism's success is a testimony to the visionary leaders and dedicated workforce who welcome guests to Tennessee throughout the year.

In 2016, a record 110 million people visited the state, up 4.4 percent from

2015. An increase in leisure travelers also lead to a jump in overnight stays. Tennessee places among the Top 10 travel destinations in the U.S. for the third consecutive year and is considered a top retirement destination.

Congratulations to Department of Tourist Development Commissioner Kevin Triplett and his staff for continuing to achieve major milestones for Tennessee with the award-winning campaign "The Soundtrack of America: Made in Tennessee."

These accomplishments are shared with the Tennessee Tourism

Committee under the leadership of Chairman Colin Reed and co-chairs Jack Soden and Leon Downey. The committee helps direct the industry toward trailblazing success. Congratulations and special thanks to all the members of this crucial and hardworking group.

Tennessee's skyrocketing growth is due in great part to key tourism partners throughout the state who invest in new attractions, groundbreaking expansions and important improvements. Recent and ongoing multimillion dollar tourism investments include a \$20 million expansion at Ruby Falls, the \$47 million Anakeesta Adventure Park

in Gatlinburg, \$45 million addition of "Elvis Presley's Memphis" to the Graceland complex, as well as the launch of the 25-stop statewide Tennessee Whiskey Trail.

This year marked Bristol Sessions' 90th anniversary with a documentary premiere in London, Garth Brooks' free concert in Nashville celebrating his record-breaking seven Diamond albums, Stax Records and Royal Studios' 60th anniversary, Ryman Auditorium's 125th anniversary and Elvis Week's 40th, among others.

Important milestones will be commemorated in 2018, including the 50th anniversary of civil rights

leader Dr. Martin Luther King Jr.'s death in Memphis, the opening of the new Tennessee State Museum in Nashville, the Old Hickory Centennial Celebration at Andrew Jackson's Hermitage, Tennessee Theatre: Knoxville's Grand Entertainment Palace's 90th anniversary and the 30th Annual Sheriff Buford Pusser Festival in Adamsville. And in 2018, Tennessee can look forward to direct flights between Nashville and London's Heathrow beginning in May.

Thanks to all of you who offer unbeatable hospitality and a superior experience to millions of travelers to Tennessee. That is the No. 1 reason tourism continues to thrive as

partners in counties, cities and rural communities work hard to make our state a unique destination for visitors from around the world.

Warmest regards,



Governor Bill Haslam

Dale Hollow Lake





The SOUNDTRACK of AMERICA
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TENNESSEE®
★★★

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FROM THE COMMISSIONER

Commissioner Kevin Triplett



DEAR PARTNERS,

I write a significant number of letters like this.

There is a process, of course. One step is to look at prior letters. That is for several reasons, the biggest is nearly every letter is for a different audience and one does not want everything always sounding the same.

So, of course, the first thing I did was look at last year's letter.

Then I deleted it.

Of course there always will be figures we discuss.

Figures such as the \$19 billion 2016 economic impact of the tourism industry in Tennessee; the nearly 177,000 jobs the industry created; 11 consecutive years of more than \$1 billion in state and local taxes collected, \$18 for every \$1 we spend.

All of that is laid out within the pages of this report.

I want to discuss other benchmarks.

One of the goals of our department in spring of 2015 was to make Tennessee a Top 10 travel state. We now are.

In the last three years, visitation in Tennessee has increased by more than 10 million.

In the last five years, tourism's economic impact has increased nearly \$5 billion.

That is a tribute to every one of you. Whether you work in the tourism industry, are a friend of the industry, volunteering your time to festivals and destinations, a legislator who supported us by voting to increase our marketing budget or any number of other ways – thank you.

"The Soundtrack of America. Made in Tennessee." is a team effort. A partnership.

Every entity or conglomeration of entities has its own brand. Yet, we still function as a whole.

IN THIS PAST YEAR WE HAVE:

- Created a new Snapchat channel, launched with the help of none other than Garth Brooks. The only music artist in history to have seven albums reach Diamond (10 million sold) status.
- Since then, we have hosted chats exceeding more than 12 million views.
- We partnered with the folks in Sevier County on a joint marketing campaign to shorten the negative impact on travel after the Nov. 28, 2016 wildfires.
- We received the first phase of funding — \$2.5 million — for the long-anticipated Tennessee Music Pathway.

- The past year alone we specifically teamed on projects and grants designed to inspire travel that touched all 95 counties.

Partnerships. And it starts with our boss.

Governor Bill Haslam is entering his last year as chief executive officer of our state. From before the day he took the oath of office in 2011, he has made clear his support of our industry. At the 2016 Governor's Conference on Hospitality & Tourism in Chattanooga, he stated the economy ebbs and flows. And when things turn, and they will because they always do, tourism will be one of the elements standing in the gap to help our state through.

He has backed up that support by consistently including in his plan budget increases for our department.

He created the Tennessee Tourism Committee, a joint effort among partners to, as a friend of mine used to say, "Sing from the same hymnal."

Thank you co-chairs, Colin Reed, Jack Soden, Leon Downey and all the members for your support and partnership.

Thank you to our partners in the Tennessee Department of Transportation who, in addition to building the roads and bridges on which our visitors travel, build our welcome centers in which more than 14 million people stop.

Thank you to the Department of Economic and Community Development for creating a tourism infrastructure grant program.

Thank you to the Department of Environment and Conservation, our partners in promoting the greatest state park system in the country, and to Tennessee Wildlife Resources Agency, who manage much of our critical outdoor resources.

Those partnerships and efforts all are reflected in the pages of this report. As is, hopefully, the passion we have

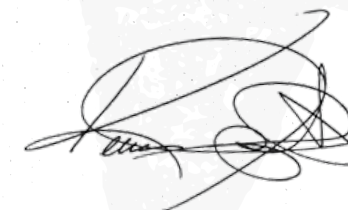
to promote this state in the smartest, most strategic way possible.

The first step to success in any measure is commitment. We are committed to raising the bar.

Thank you as partners for helping us do so.

We want you alongside for the journey.

With sincere appreciation,



Commissioner Kevin Triplett





WELCOME CENTERS

The Soundtrack of America. Made in Tennessee.



TENNESSEE WELCOME CENTERS



Welcome center staff visited Sevier County for a familiarization tour to assist in spreading the word that the Great Smoky Mountains are open for business.



Music that has been recorded in Tennessee, artists who are from Tennessee or songs about Tennessee can be heard playing as you enter Tennessee's welcome centers.



TOTD CURRENTLY OPERATES 15 WELCOME CENTERS STATEWIDE. In 2016, approximately 14 million travelers utilized the state's welcome centers, which act as a contact point for travelers entering Tennessee and serve as a major distribution point for information about the state's attractions, accommodations and other travel-related facilities. The division opened I-55 Shelby County in June 2017, with I-40 Haywood County set to open in late 2017. The centers are located primarily on interstate highway entrances to Tennessee. Currently, 14 of our 15 welcome centers are open 24 hours a day, seven days a week.

The **NEW I-40 HAYWOOD COUNTY WELCOME CENTER** is located on the **WEST TENNESSEE SOLAR FARM** and features a modern, energy-efficient design. The center will house a solar exhibit to educate guests on the benefits of renewable energy and solar power. The West Tennessee Solar Farm is owned and operated by the University of Tennessee.



The I-40 Haywood County Solar Farm and Welcome Center is set to open in late 2017.



I-55 Memphis/Shelby County Welcome Center opened July 2017.

Tennessee
welcomed approximately
14 MILLION GUESTS
in 2016.



In partnership with Tennessee Department of Health, TDTD is establishing walking trails at welcome centers.

ASSISTANT CERTIFICATION PROGRAM

TDTD has implemented a certification program that upgrades the service standards and training for assistants in Tennessee's 15 welcome centers.

This additional training enables our welcome center travel assistants to increase trip volume and length of stay in all regions of Tennessee, because they make informed suggestions to visitors about other destinations and accommodations within the state. This program integrates the welcome centers into the Tennessee Tourism Rural Development Program as travel assistants become marketing experts on the 16 Discover Tennessee Trails & Byways, Tennessee Civil War Trails, road conditions, weather information and other rural tourism destinations within the state.

PROGRESS TO DATE:

- Established a working committee of TDTD employees.
- Researched national best practices regarding travel and tourism certification programs.
- Developed a program outline of educational components to be included in the certification program.
- Created a tracking plan for module completion and program certification.
- Partnered with the U.S. Travel Association to provide national endorsement of Tennessee's Welcome Center certification program. National recognition of Tennessee's certification program will motivate welcome center assistants to further enhance their professional development skills, which should leave visitors more satisfied upon leaving Tennessee Welcome Centers.
- TDTD is currently testing welcome center assistants.



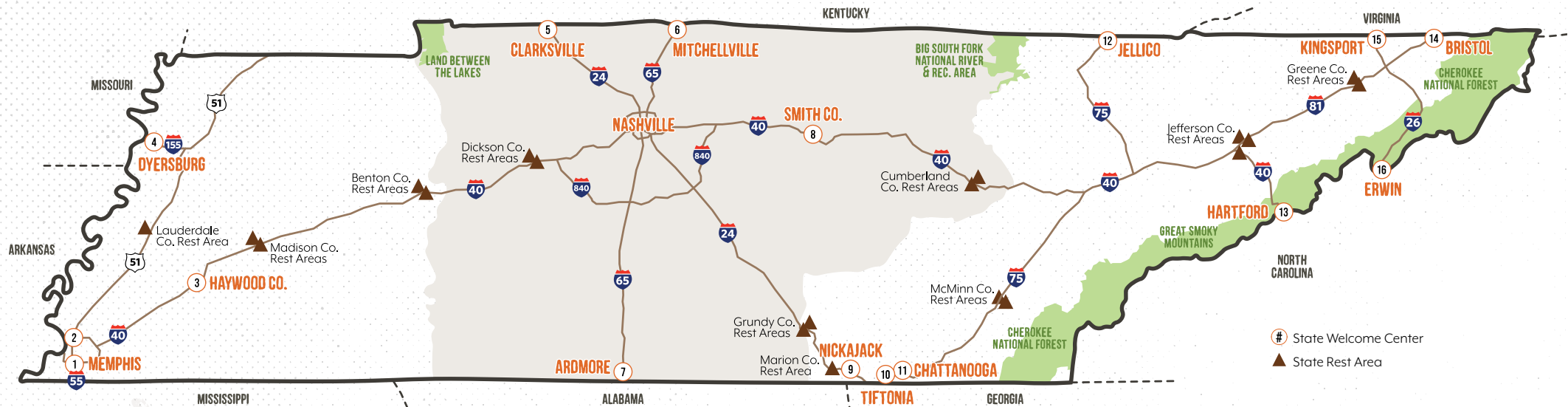
NEXT STEPS:

- Continue to evaluate modules and their resources (videos, online, brochures, guide, etc.)
- Develop a training schedule and identify trainers.
- Continue to review employee incentives to encourage completion of welcome center certification.
- Completion of the program will include employee recognition at the Governor's Conference on Hospitality & Tourism by the Commissioner (or designee) of TDTD and national recognition by the U.S. Travel Association.

WEST

MIDDLE

EAST



CENTRAL OFFICE

ASSISTANT COMMISSIONER

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Michael Ross

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Jan.Elliott@tn.gov

NORTHEAST [13,14,15,16]

Laura Munn

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Laura.Munn@tn.gov

WELCOME CENTER DIRECTORY

MEMPHIS

I-55 SHELBY CO.

Freedra Hendley

901-345-5956

Freedra.Hendley@tn.gov

Shipping 3910 I-55 on the Mississippi line, Mile Marker 3.10, Memphis, TN 38116

DYERSBURG

I-155 DYER CO.

Thomas Pilcher

731-286-8323

Thomas.Pilcher@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

CLARKSVILLE

I-24 MONTGOMERY CO.

Don Townsend

931-648-5509

Don.Townsend@tn.gov

Shipping I-24 Northwest of Nashville on the Kentucky line, Mile Marker 0.40, Clarksville, TN 37040

Mailing P.O. Box 30187, Clarksville, TN 37040-0004

ARDMORE

I-65 GILES CO.

Brenda Anderson

931-468-2654

Brenda.Anderson@tn.gov

Shipping I-65 South of Nashville on the Alabama line, Mile Marker 3, Ardmore, TN 38449

Mailing P.O. Box 1166, Ardmore, TN 38449

MEMPHIS

I-40 SHELBY CO.

Tamara Carroll

901-543-6757

Tamara.Carroll@tn.gov

Shipping & Mailing 119 North Riverside Drive, Memphis, TN 38103

HAYWOOD CO.

I-40 HAYWOOD CO.

Nick Winston

Mile Marker 44,

Westbound

Tentatively Opening in 2017

MITCHELLVILLE

I-65 ROBERTSON CO.

Sherry Hutchison

615-325-4721

Sherry.Hutchison@tn.gov

Shipping & Mailing 6111 Lake Springs Road, Portland, TN 37148

SMITH CO.

I-40 SMITH CO.

Cynthia Jared

615-683-6410

Cynthia.Jared@tn.gov

Shipping I-40 East of Nashville, Mile Marker 267, Buffalo Valley, TN 38548

Mailing P.O. Box 11, Buffalo Valley, TN 38548

NICKAJACK

I-24 MARION CO.

Renee Trammell

423-942-0933

Renee.Trammell@tn.gov

Shipping I-24 West of Chattanooga on the Alabama line, Mile Marker 160, Jasper, TN 37347

Mailing P.O. Box 518, Jasper, TN 37347

TIFTONIA

I-24 HAMILTON CO.

LaRhonda Davenport

423-821-2628

LaRhonda.Davenport@tn.gov

Shipping 17180 I-24 East, Mile Marker 171.8, Chattanooga, TN 37419

Mailing P.O. Box 2037, Chattanooga, TN 37409

CHATTANOOGA

I-75 HAMILTON CO.

Lauren Johnson

423-894-6399

Lauren.L.Johnson@tn.gov

Shipping 100 I-75 North, Mile Marker 0.7, East Ridge, TN 37412

Mailing P.O. Box 9415, East Ridge, TN 37412

JELICO

I-75 CAMPBELL CO.

Ryne Cummins

423-784-5820

Ryne.Cummins@tn.gov

Shipping I-75 South on the Kentucky line, Mile Marker 161, Jellico, TN 37762

Mailing 16320 I-75, Jellico, TN 37762

HARTFORD

I-40 COCKE CO.

Collin Woody

423-487-3258

Collin.Woody@tn.gov

Shipping I-40 Southeast of Newport on the North Carolina line, Mile Marker 446, Hartford, TN 37753

Mailing P.O. Box 100, Hartford, TN 37753

BRISTOL

I-81 SULLIVAN CO.

Janice Martin

423-764-5821

Janice.Martin@tn.gov

Shipping 10749 I-81, Southbound, Mile Marker 75.3, Bristol, TN 37620

Mailing P.O. Box 3608, Bristol, TN 37625

KINGSPORT

I-26 SULLIVAN CO.

Ken Olinger

423-246-0214

Ken.Olinger@tn.gov

Shipping 5 I-26, Mile Marker 5, Kingsport, TN 37664

Mailing P.O. Box 3083, Kingsport, TN 37664-3083

ERWIN

I-26 UNICOI CO.

Jackie Rains

423-742-4146

Jackie.Rains@tn.gov

Shipping & Mailing 100 Fiddlers Lane, Erwin, TN 37650





TOURISM RESEARCH

The Soundtrack of America. Made in Tennessee.



2016 ECONOMIC IMPACT

JANUARY–DECEMBER 2016 | U.S. TRAVEL ASSOCIATION

\$19.3 BILLION

Travel Expenditures

4.7% INCREASE

Higher than the national growth of travel expenditures of 2.9%.

176,500

Employment

3.3% INCREASE

National growth of travel related employment is 3.7%.

\$4.3 BILLION

Payroll

5.6% INCREASE

Higher than the national growth of travel related payroll of 5.5%.

\$1.7 BILLION

State & Local Tax Revenue

6.7% INCREASE

Higher than the national growth of travel related state tax revenues of 5.5%.

TENNESSEE experienced increases across the board in all five economic impact categories:

4.7% INCREASE

Travel Expenditures

5.6% INCREASE

Payroll

3.3% INCREASE

Employment

6.7% INCREASE

State Tax

5.3% INCREASE

Local Tax

FOR THE 1ST YEAR EVER

Tourism generated more than
\$1 billion in state tax revenue.

FOR THE 11TH CONSECUTIVE YEAR

More than \$1 billion in
state and local taxes.

FOR THE 2ND CONSECUTIVE YEAR

Five counties saw more than
\$1 billion in economic impact.

ALL 95 COUNTIES

Saw more than \$1 million in the
economic impact of tourism.

92 COUNTIES

Saw an increase in the
economic impact of tourism.

35 COUNTIES

Equal to or higher than the national
growth of domestic travel.

19 COUNTIES

Saw more than \$100 million in the
economic impact of tourism.

Memphis



Nashville



Chattanooga



Knoxville



Sevier County



2016 HIGHLIGHTS

JAN-DEC 2016 | D.K. SHIFFLET & ASSOCIATES

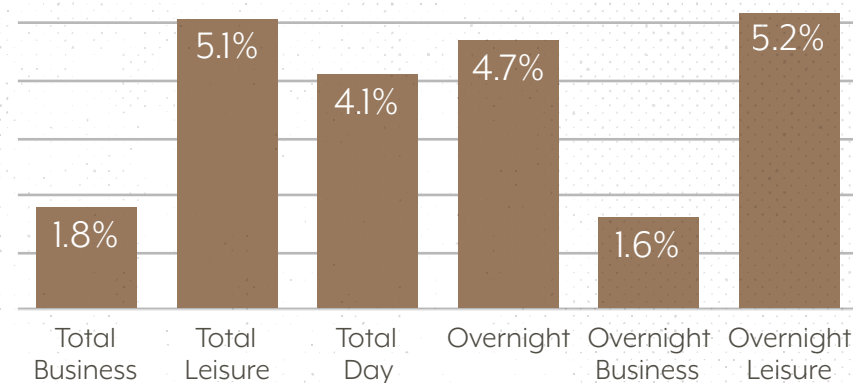


VOLUME

- Tennessee saw continued growth in total visitation with an additional **4.6 MILLION** person-stays.
- Tennessee's total visitation was **109.9 MILLION** person-stays, a 4.4 percent increase over 2015.
- Tennessee continues to rank in the **TOP 10 DESTINATIONS** in the U.S.
- Summer and fall were the dominant travel seasons, but Tennessee also saw strong growth in the winter season.
- Total Tennessee travel saw a steady growth in all four quarters.
- Tennessee hosted visitors an average of **2.15 NIGHTS** (total travel), which is an increase from 2.03 nights.



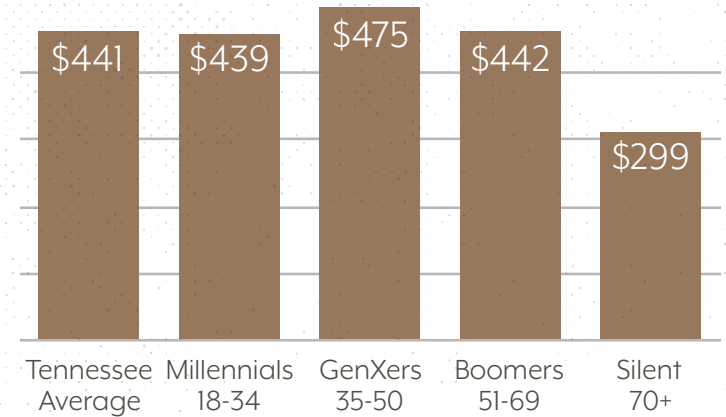
VISITATION GROWTH YEAR OVER YEAR



- Length of stay for leisure visitors was **2.33 DAYS**. The travel party size in 2016 was **2.19** with an average spend of **\$492**.
- Average drive distance was 100 miles or less.
- Tennessee was the largest origin market, followed by Kentucky, Mississippi, Georgia, North Carolina, Alabama, Indiana, Ohio, Florida and Illinois.

- The dominant travel parties include one adult, a couple and children.
- The daily per person spending was **\$116** and the average spend per trip was **\$441**.
- Boomers surpassed GenXers as the dominant generation of visitors.

TENNESSEE AVERAGE PARTY PER TRIP SPENDING
By Generation (Total Travel) in 2016



2016 VISITOR SATISFACTION RATINGS

	UNITED STATES	TENNESSEE	TENNESSEE LEISURE	COMPETITIVE SET
Overall Satisfaction	8.33	8.52	8.59	8.37
Value for the Money	8.12	8.31	8.38	8.16
Friendly, Helpful People	8.34	8.59	8.43	8.43
Feeling of Safety	8.37	8.47	8.53	8.41
Likely to Recommend	8.25	8.45	8.48	8.34

Competitive Set: North Carolina, Georgia, Alabama, Kentucky, Virginia, and Florida

VISITOR SATISFACTION

TENNESSEE continues to rank higher than the national average and higher than our competitive set in guest satisfaction scores.

- Shopping, culinary/dining, visiting friends/relatives, national/state parks, touring/sightseeing and historic sites are the six most popular activities.
- Steady growth in visitation shows TDTD brand marketing is resonating with guests.

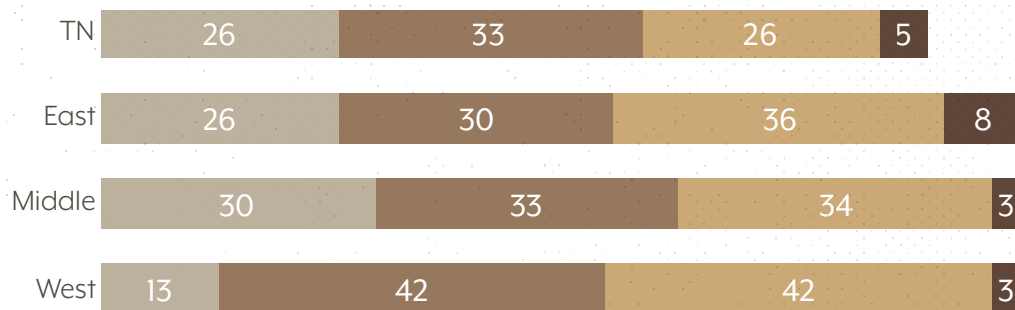
2016 HIGHLIGHTS

JAN-DEC 2016 | D.K. SHIFFLET & ASSOCIATES

TRAVELER GENERATION DISTRIBUTION

SEGMENT: 2016 TOTAL PERSON-STAYS (%)

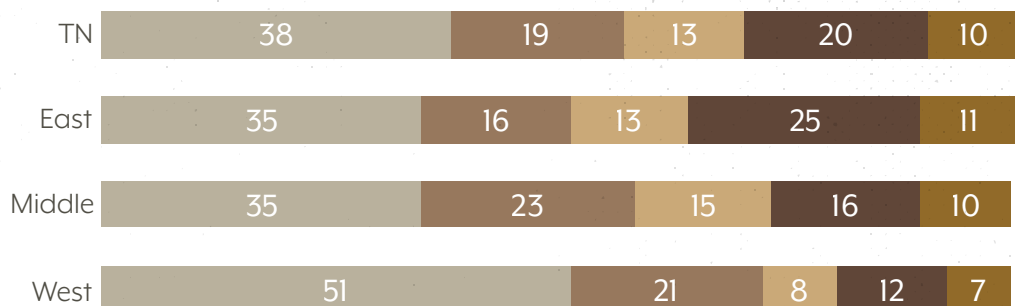
Millennials GenXers Boomers Silent



HOUSEHOLD INCOME DISTRIBUTION

SEGMENT: 2016 TOTAL PERSON-STAYS (%)

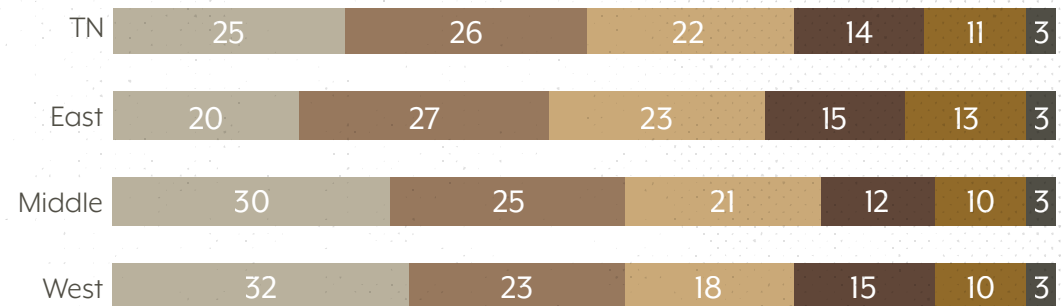
Under \$50,000 \$50,000-\$74,999 \$75,000-\$99,999 \$100,000-\$149,999 \$150,000+



DAILY SPENDING PER PERSON BY CATEGORY

SEGMENT: 2016 TOTAL PERSON-STAYS (%)

Transportation Food Room Shopping Entertainment Miscellaneous

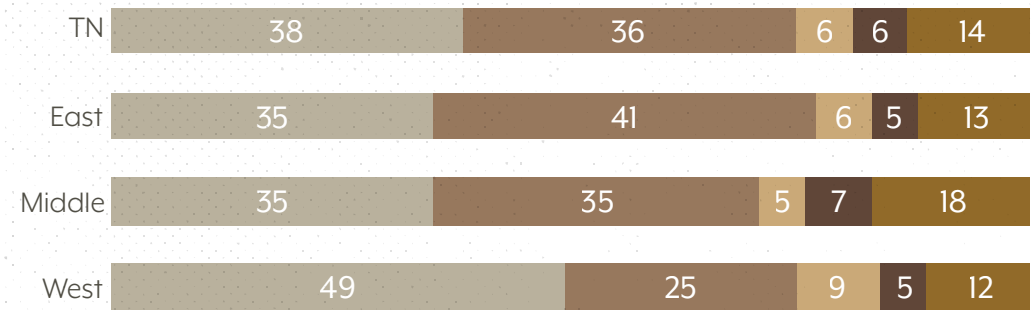




TRAVEL PARTY COMPOSITION

SEGMENT: 2016 TOTAL STAYS [%]

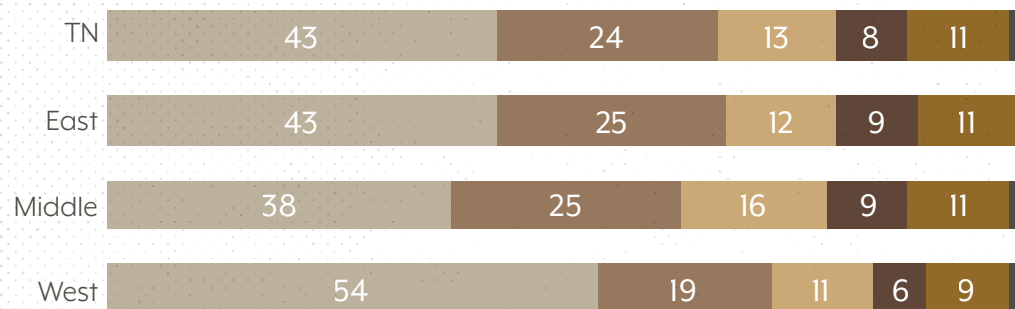
One Adult Couples MM/FF Three or More Adults Children Present



STAY LENGTH DISTRIBUTION

SEGMENT: 2016 TOTAL STAYS [%]

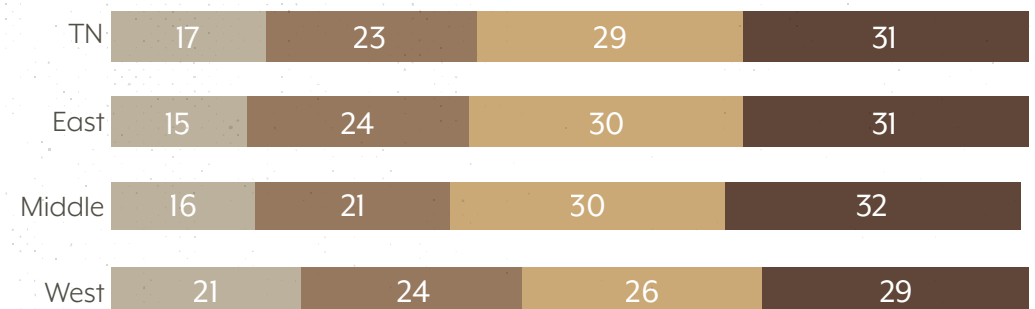
Day Trips 1 Night 2 Nights 3 Nights 4-7 Nights 8+ Nights



TRIP TIMING BY QUARTER

SEGMENT: 2016 TOTAL PERSON-STAYS [%]

First Quarter Second Quarter Third Quarter Fourth Quarter



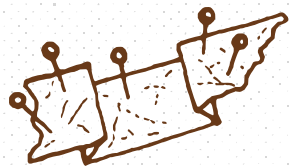
Beale Street, Memphis





MARKETING

The Soundtrack of America. Made in Tennessee.



FY 2017 GOALS

- Continue to grow “The Soundtrack of America. Made in Tennessee.” brand.
- Drive traffic and familiarity of the new tnvacation.com experience.
- Grow travelers from primary markets.
- Sustain awareness and engagement in secondary markets to continue to stay top of mind.
- Launch Tennessee’s Snapchat channel to focus on millennial audience.

ASSISTANT COMMISSIONER

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DIRECTOR OF MARKETING

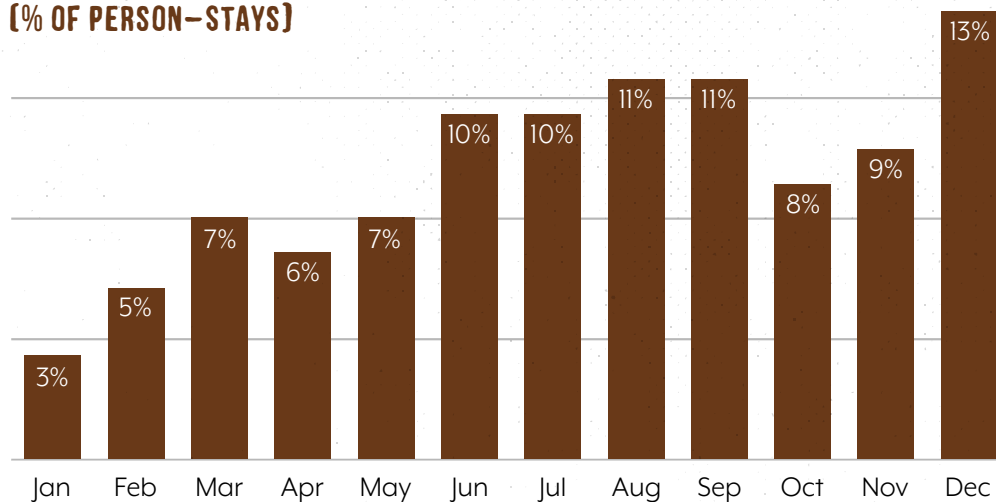
Nekasha Pratt

615-741-9025

Nekasha.Pratt@tn.gov

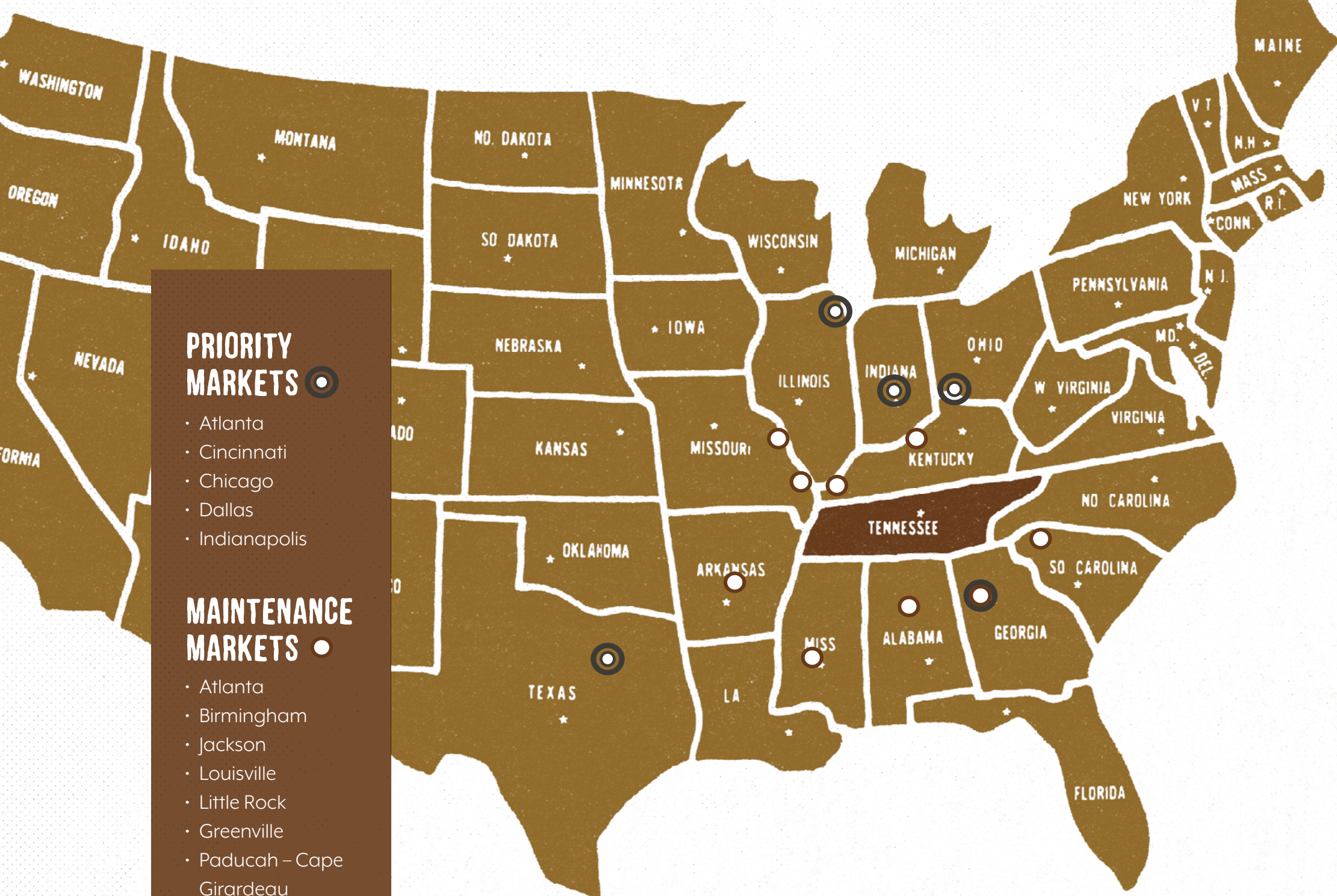


LEISURE TRIPS STARTED IN TENNESSEE [% OF PERSON-STAYS]



TRIP PLANNING TIMING

Same Day	13%
Less Than 1 Week	20%
1 Week	11%
2-3 Weeks	14%
1 Month	16%
2-3 Months	17%
4-5 Months	3%
6 Months or More	6%



VACATION GUIDE

The 2017 Tennessee Vacation Guide cover features Tennessee Ambassador of Goodwill Garth Brooks on the famed stage at Nashville's Ryman Auditorium.

Brooks is the first artist in music history to earn seven Diamonds, which recognizes his seven albums that sold more than ten million copies each. TDTD Commissioner Kevin Triplett said "Two icons. That is what we have here. On one hand, Garth Brooks, a seven-Diamond artist and without question one of the greatest ambassadors the state of Tennessee could have. On the other, The Ryman, one of the world's most famous music destinations. It is an honor to have both grace the cover of this year's Tennessee Vacation Guide."

Tennessee's Smoky Mountains are featured on the cover, encouraging visitors to support these

"Mountain Tough" communities as they rebound from November's wildfires.

Additional highlights in the 212-page Tennessee Vacation Guide include the 90th anniversary of the original 1927 Bristol Sessions, known as "the big bang of country music," the 75th anniversary of the song "Chattanooga Choo-Choo," the 60th anniversaries of STAX Records in Memphis and RCA's famed Studio B in Nashville. As well as the 50th anniversary of the Country Music Hall of Fame and Museum.

New attractions are also mentioned, including the entertainment complex at Graceland in Memphis; Songbirds Guitar Museum in Chattanooga; and the Tennessean, a luxury hotel in Knoxville.



550,000

Printed Copies

24,000

eGuide Requests

2,500

App Downloads

The Tennessee Vacation Guide features engaging content and photography showcasing the state's awe-inspiring attractions and hidden gems. The guide is one of the state's most important tourism marketing tools, because it brings visitors to the state and drives traffic to other important resources:

- tnvacation.com, the state's official tourism website
- Marketing eNewsletters
- Tennessee social media channels
- User and tourism partner-generated content posted on the TDTD website

TARGETED DISTRIBUTION

The Tennessee Vacation Guide is the primary fulfillment piece delivered to travelers who are interested in Tennessee. Targeted distribution makes it easy for potential visitors to request and receive a guide:

- Online at tnvacation.com/guide
- Via phone at 800-462-8366
- In person at any of the Tennessee Welcome Centers across the state

The guide is also distributed at consumer travel and group trade shows attended by key travel decision-makers. It's simple for travelers to view the eGuide or download the interactive iPad app from the App Store.

TOP 10 DIRECT FULFILLMENT MARKETS

- | | |
|-------------|-----------------|
| 1. Illinois | 6. Pennsylvania |
| 2. Ohio | 7. Mississippi |
| 3. Florida | 8. Wisconsin |
| 4. Texas | 9. Missouri |
| 5. Indiana | 10. Georgia |

Recent statistics indicate that 50.3 percent of leisure travelers used print resources to assist with their travel research and planning. "State of the American Traveler" – January 2016

TO ADVERTISE IN THE GUIDE

EAST

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MIDDLE

Maryann Stafford | 615-218-8271 | mstafford@livmedia.com

WEST

Deshaun Goodrich | 865-385-3830 | dgoodrich@livmedia.com

ABOUT JOURNAL

TDTD's 2018 *Tennessee Vacation Guide* will be published by Journal Communications Inc., a custom media company in Franklin, Tennessee. Journal was founded in 1988 by an investor group that included Pulitzer Prize winner Alex Haley, author of "Roots," and Pulitzer Prize-winning photographer Robin Hood. Journal's travel publishing work has been honored twice with the prestigious Mercury Award for Best Print Visitor Guide in the country, and Journal serves as publisher for the state's largest-circulation magazine, *Tennessee Home & Farm*.



TNVACATION.COM

In the spring of 2017, a new tnvacation.com was launched, using a unique perspective to highlight the experiences and places that make Tennessee a Top 10 travel destination. New functionality and features center around personalization, authentic content, partner website referrals, saved trip itineraries and capturing consumer leads.

2,448,369

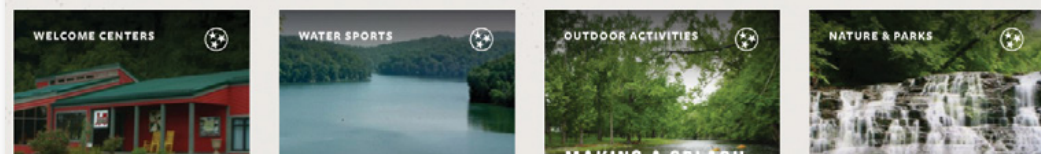
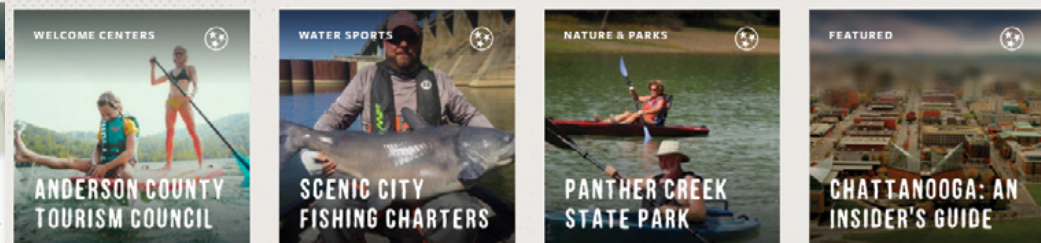
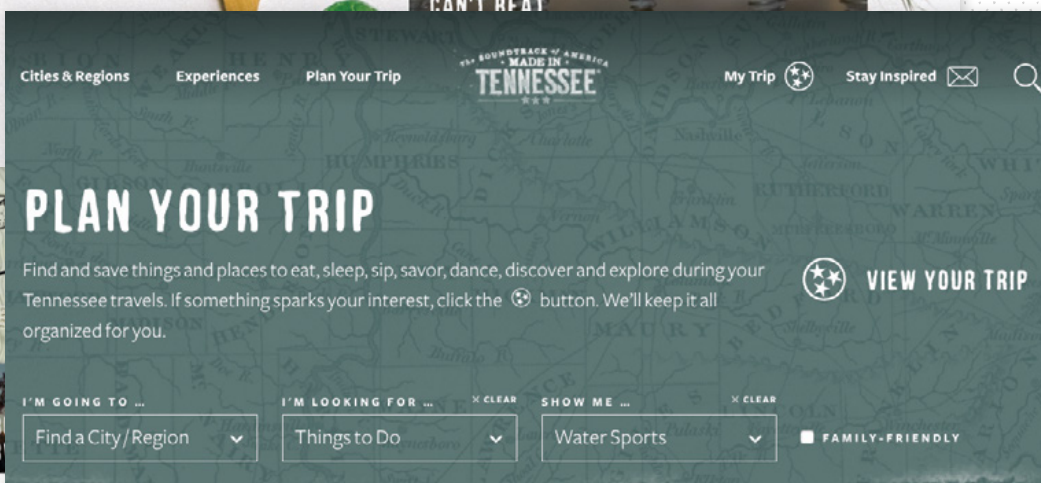
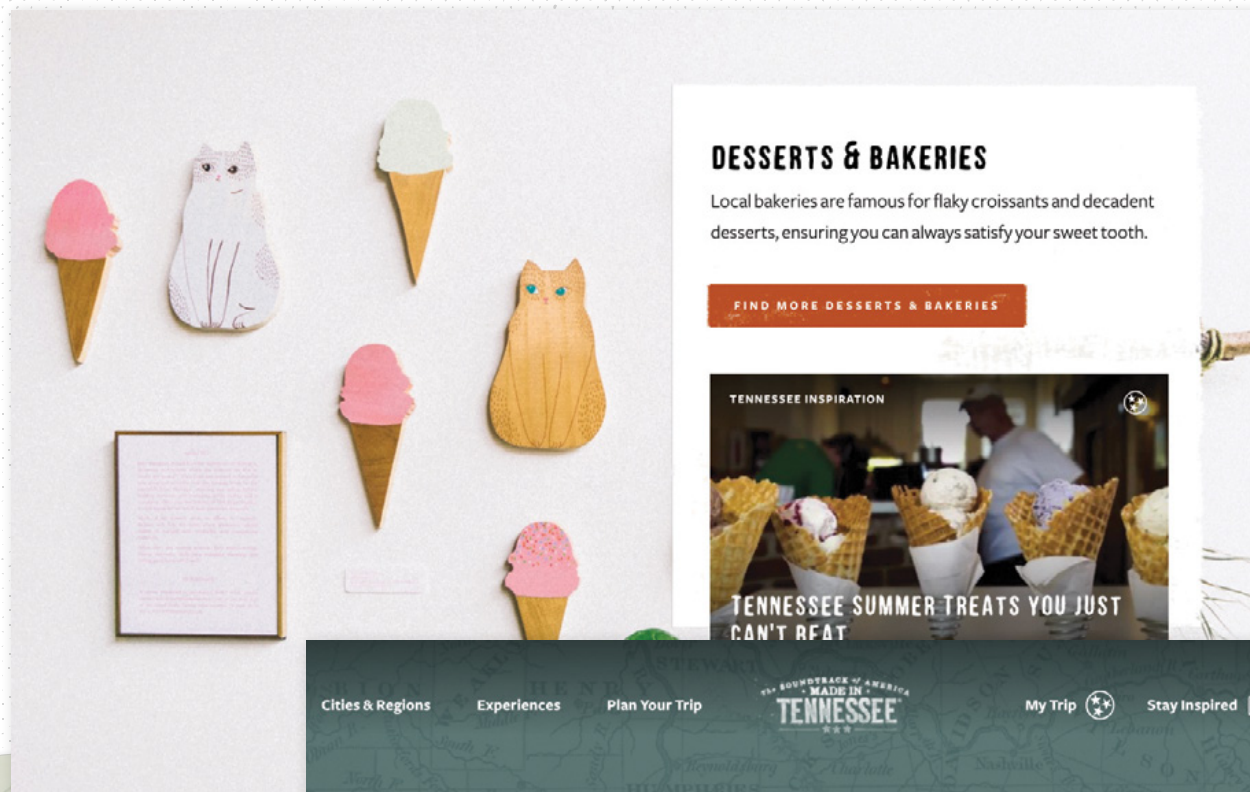
Visits to tnvacation.com

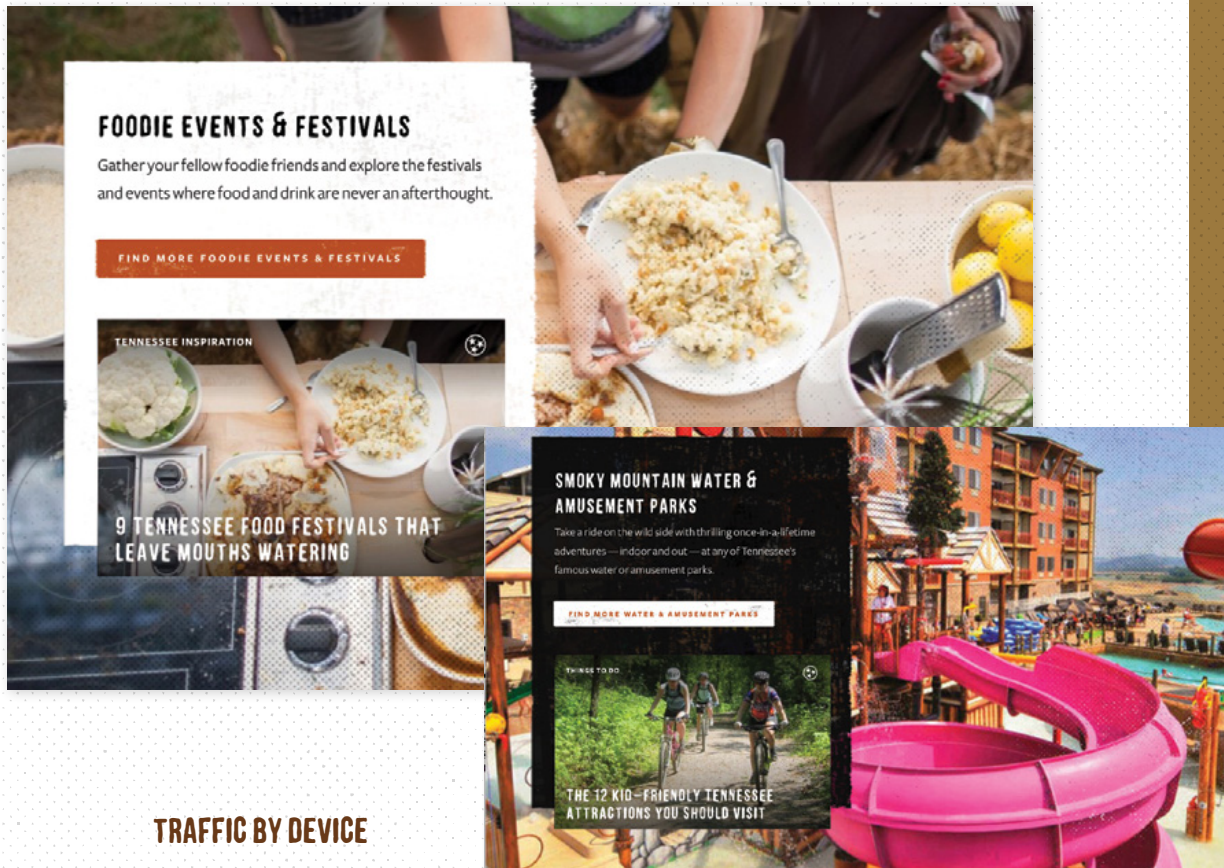
2,013,205

Unique Visitors

5,300,193

Pages Viewed

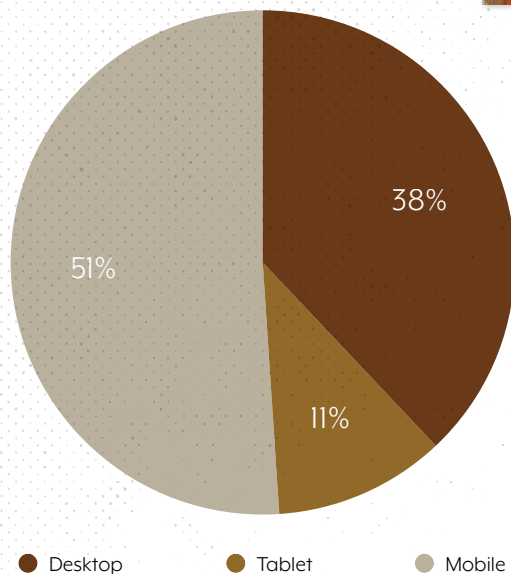




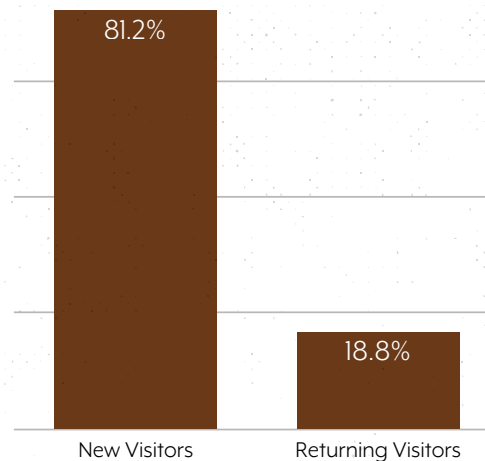
TOP PAGES OVERALL ON TNVACATION.COM

1. Vacation Guide
2. Home Page
3. Match My Trip
4. Calendar
5. Attractions
6. Stay
7. East Tennessee
8. Trip Planner
9. Nature/Outdoors
10. Experiences/Family

TRAFFIC BY DEVICE



NEW VS. RETURNING VISITORS



TOP PARTNER PAGES

- Wild Bear Falls Indoor Water Park
- Dollywood
- Great Smoky Mountains National Park
- The Lost Sea
- Lake Winnepesaukah Amusement Park
- Broadway Historic District Honky Tonks
- Market Square District
- The Body Farm
- Amish Country Mall
- Ozone Falls

CONTENT CREATION & SOCIAL INFLUENCERS



tnvacation
Evins Mill

Follow

tnvacation Tag your friend that is most likely to live that cabin life. 🏡:
[@theexplorerdad](#) | [@nashvilleexplorersclub](#)
[#madeintn](#) [#nashvilleexplorersclub](#)

[janiemelton](#) This looks nice for a quick get away [@sheiladillon](#)

[jaxie614](#) [@derekxj](#)

[lululovespapa](#) How can I find information about this cabin?

[edadward](#) [@emomward](#)

[theonlysenton](#) [@lizzyk21](#)

[evinsmill](#) Thanks for the shoutout! We're all about that cabin life 🌲🏡🌲

[evinsmill](#) [@lululovespapa](#) check out our page for tons of photos and info on the property!

[tennesseecraft](#) Thought I recognized this place. I love [@evinsmill](#)!



968 likes

MARCH 26

[Log in](#) to like or comment.



PARTNERING WITH INFLUENCERS

has allowed us to leverage their impressive followings and increase reach with social content. It is also an efficient way to curate ongoing material for the new website. The plethora of content we receive is valuable for our various brand channels.

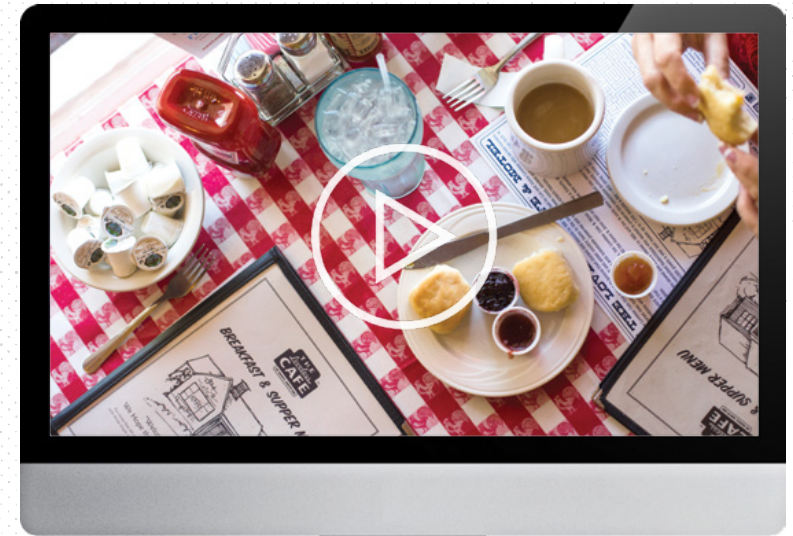
REACTIONS ON SOCIAL

have been highly favorable to this content. For example, Josh Ness, of Nashville Explorers Club, has become a dependable resource for successful posts and quality imagery. Average [@tnvacation](#) likes per post were 594, while his top performing post had 968 likes.

FALL DIGITAL CAMPAIGN

AUGUST–OCTOBER 2016

- Custom-made 15-second hypertargeted videos were distributed across YouTube and video networks supporting music, outdoor, culinary and history pillars.
- Music and fall beauty display banners drove users to customized landing pages that featured music and beauty-focused itineraries with shareable links. Itineraries were also promoted on Pinterest for extended reach.



- TDTD gave SEC fans a reason to come a day early or stay a day longer when traveling for college football games. Unique itineraries were created for each team so fans could plan the perfect trip to Knoxville and Nashville. We used Facebook to target relevant audiences with alma mater ties and interests in college football.

GARTH BROOKS 7 DIAMOND

OPPORTUNITY

Snapchat offers the opportunity to connect with a hard-to-reach audience that uses this platform as today's television. **10 BILLION** videos per day are viewed on Snapchat and users spend an average of **25 MINUTES PER DAY** on the platform.* Snapchat along with TDTD's authentic content make for the perfect marriage for this younger audience and the platform's growing middle-aged audience.

CHALLENGES

Generating a mass of followers on a platform where discovery is not the focus is problematic. Content had to be unique, interesting and relatable to a hard-to-reach audience.

STRATEGY

Provide exclusive access to Tennessee-only experiences through unique perspectives and giveaways that highlight the state and inspire travel.

THE CAMPAIGN

To showcase and celebrate the music Made in Tennessee, we partnered with Garth Brooks to put on a one-of-a-kind show celebrating his seven Diamond RIAA certification in Nashville, Tennessee.

Following Tennessee on Snapchat was the only way to win tickets to the show and follow Garth's journey from the Bluebird to the No. 1 selling artist of all time.

5.1M+

Snapchat Views

740M+

Earned Impressions

35.4M+

Paid Impressions

5 COUNTRIES + 42 STATES

Ticket Winners from Around the World



* Source: Mediakix

SPRING BROADCAST

MARCH–APRIL 2017

FAMILY/EXPERIENCES brand spots ran in a 50/50 rotation in Atlanta, Indianapolis, Cincinnati and Chicago.

MUSIC/EXPERIENCES brand spots ran in a 50/50 rotation in Dallas.

WHY TELEVISION?

- Opportunity to reach a mass audience at the beginning of travel season.
- Ability to lay the foundation for travel season across our priority markets.
- Inclusion of broadcast TV to the overall media buy contributed to an ROI of 18:1 from the Made in Tennessee brand spots in 2015.



SPRING DIGITAL CAMPAIGN

MARCH–JULY 2017

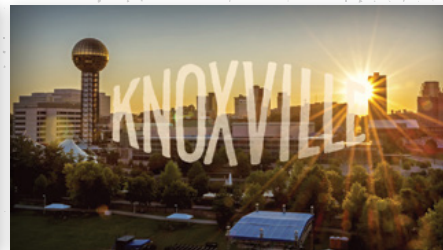
TDTD continues to promote “The Soundtrack of America. Made in Tennessee.” brand by delivering hypertargeted messaging to target markets and audiences with family, music, outdoor, history, culinary and city-specific messaging. Users were driven to site destinations that offered value, reason and potential for additional impressions.

Digital video, display and social ads were utilized to:

- Visually inspire audiences
- Drive traffic and familiarity of the new site

WHY DIGITAL?

- Ability to use specific targeting, customized messages/executions for specific markets and audiences
- Cost-efficient reach tool



SPRING CO-OP

MARCH–JULY 2017

GOAL

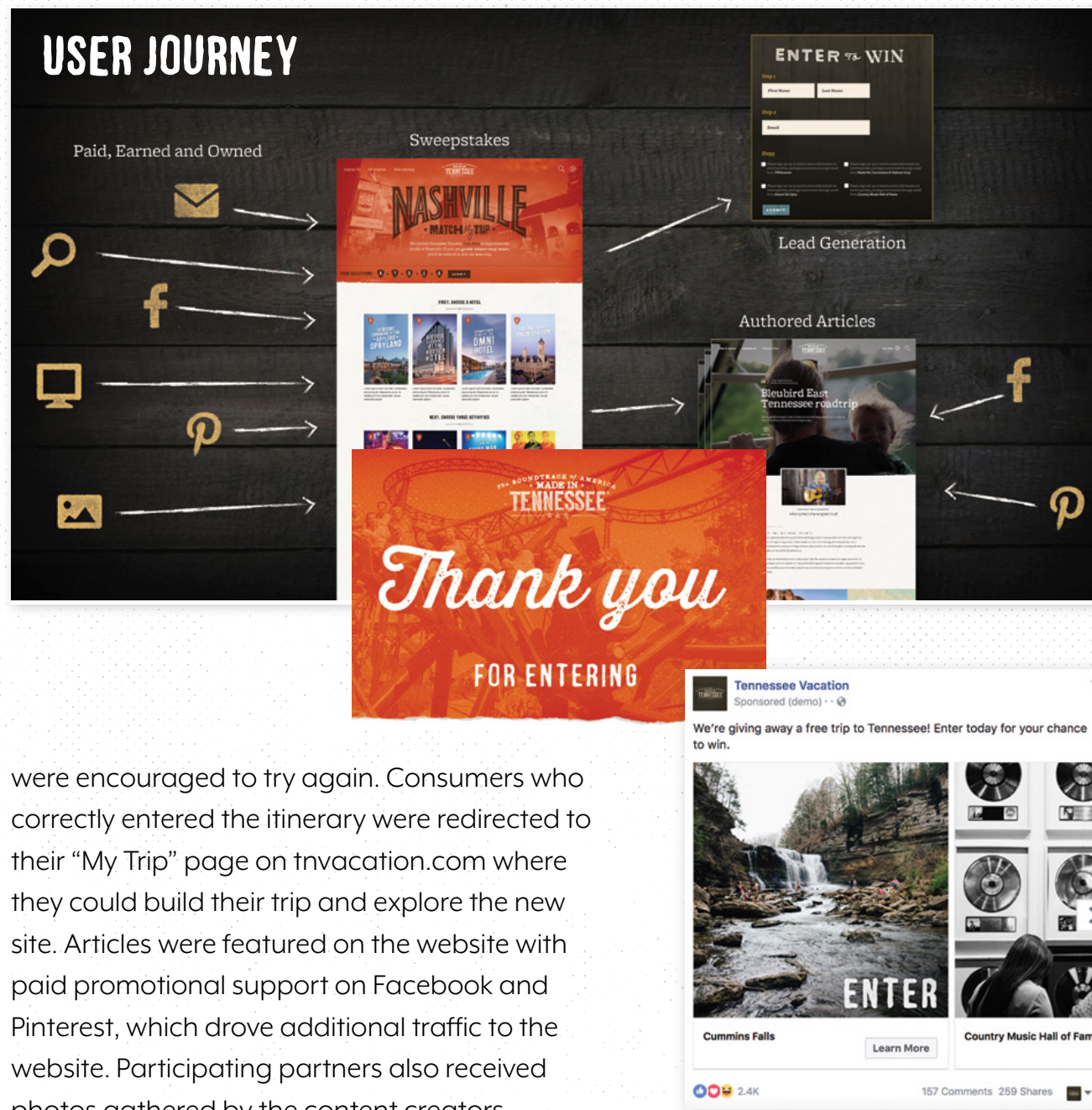
TDTD developed a program that drove consumers to custom landing pages that presented a fun, engaging way to interact with partners' content on the new tnvacation.com.

IDEA

Create an itinerary guessing game featuring participating partners and let people try to correctly match the secret itinerary for a chance to win a trip to Tennessee.

EXECUTION

A mix of media tools, including paid Facebook, promoted Pinterest pins, email and search drove traffic to a dedicated tnvacation.com landing page where consumers interacted with the guessing game to select the correct partners and itinerary. If the secret itinerary was right, consumers were entered to win a trip to Tennessee. If it was incorrect, consumers



were encouraged to try again. Consumers who correctly entered the itinerary were redirected to their "My Trip" page on tnvacation.com where they could build their trip and explore the new site. Articles were featured on the website with paid promotional support on Facebook and Pinterest, which drove additional traffic to the website. Participating partners also received photos gathered by the content creators.

ALWAYS ON DIGITAL

PANDORA

Due to the success of using Pandora in 2015 and 2016, we reactivated the custom “Soundtrack of America. Made in Tennessee.” branded mixtape with 100 percent SOV (share of voice) and approximately 160,000 listeners.

WHY PANDORA?

Pandora is the largest internet radio site with a combination of personalized listening experiences and precision targeting. “The Soundtrack of America. Made in Tennessee.” custom branded mixtape highlights a variety of Tennessee artists by leveraging listeners already actively engaged with similar music to reach new audiences.



PAID SEARCH

- Generated travel leads and site visits.
- Heavier budget allocations during key travel planning months.

PAID SOCIAL

- Top of mind placement among potential travelers and grew use of #MadeinTN from current travelers.
- Inspired audiences to consider visiting Tennessee through amplifying authentic Tennessee experiences via Snapchat and Instagram stories.

INFLUENCERS

- Leveraged influencers to engage with their already established audiences looking for travel inspiration and recommendations
- Increased use of #MadeinTN and social content locations during key travel planning months



SOCIAL MEDIA



MORE THAN 3.7 MILLION VIEWS

After launching with Garth's seven Diamond celebration, the Tennessee Snapchat channel continued to engage with the millennial traveler through ongoing Snapchat stories featuring Tennessee cities, artists and events.



MORE THAN 2.3 MILLION ORGANIC REACH

Facebook supported campaigns and drove site traffic with its large audience base and effective targeting tactics. New formats, such as 360-degree photos and Instant Articles, offered opportunities to engage with audiences and drive incremental traffic to the site.



#MADEINTN USED MORE THAN 43K TIMES

Instagram further inspired travelers with the most beautiful user-generated content from the state. Instagram Stories launched to offer new layers of inspiration and utility on the channel.



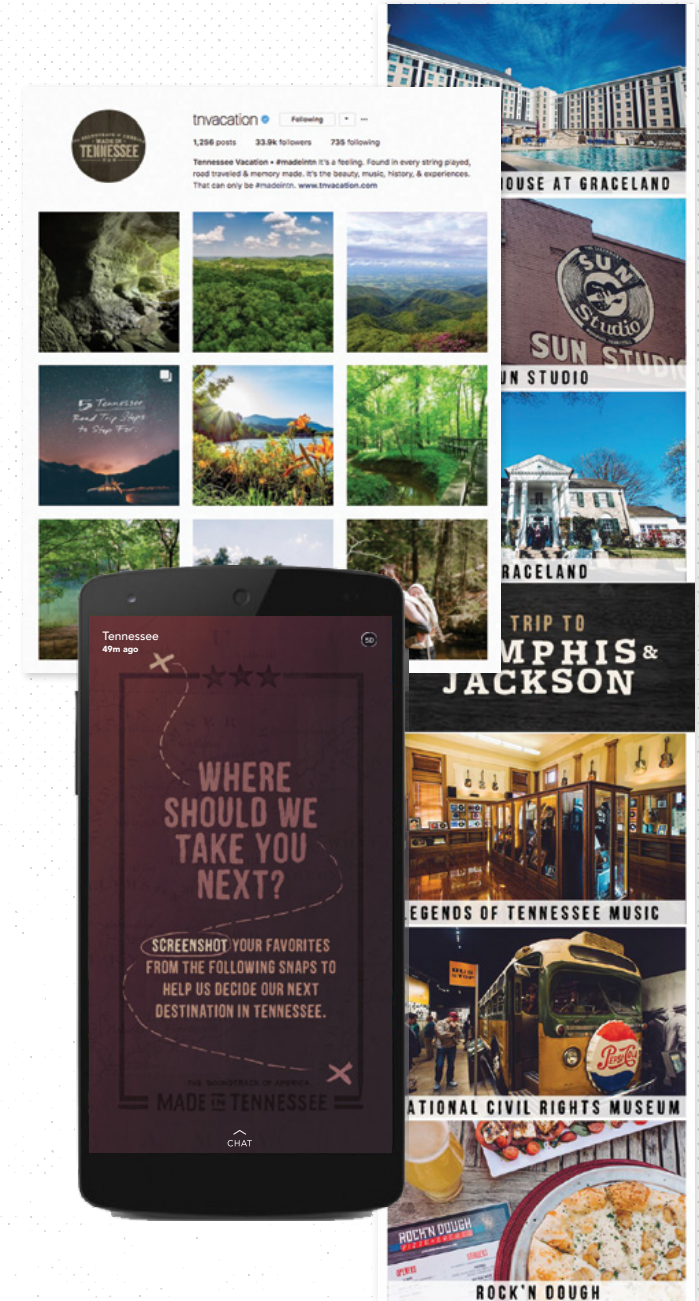
41K ENGAGEMENTS

Twitter continues to act as the social media concierge to travelers, sharing useful information and amplifying inspirational content.



DROVE MORE THAN 123K VISITS TO THE SITE

Pinterest served as a discovery and planning tool for audiences traveling to Tennessee, providing seasonally focused engagement and site traffic.



SNAPCHAT STORIES TO DATE



CMAS — Nashville

Jack Daniels — Lynchburg

Dollywood — Pigeon Forge

Graceland — Memphis

Drew Holcomb — Nashville

Songbirds — Chattanooga

Memphis in May — Memphis

Seth Ennis — Nashville

The Young Fables — Maryville, Knoxville

Whissell — Nashville

Bonnaroo — Manchester

Oak Ridge History — Oak Ridge

Nashville Food — Nashville

Whiskey Trail — Nashville, Lynchburg,
Cannon County, Tullahoma, Lynnville

Bluegrass Underground — McMinnville

Bristol + Motor Speedway — Bristol

Tennessee Hikes — Gatlinburg, Beersheba

Springs, Cheatham County, Benton

Tennessee Road Trip Stops — Sweetwater,

Union City, Bells, Oneida, Sevierville

Boutiques + Hotels — Walland, Nashville,

Chattanooga, Memphis, Knoxville,

Greenville

CONSUMER NEWSLETTER

186,494

Number of Subscribers

30.3%

Top Open Rate:
Garth Announcement

5.9%

Top Click-Through Rate:
Match My Trip

23%

Top Click Rate:
Match My Trip



BRING T

There is vacation world-class and Southern theme parks backdrop



THE PER

Walk am Nashville Gardens contemporary Cheekw celebration



WALK IN

Memphis thanks to complex fans from experien King of F



FALL IN TENNESSEE

It's harvest's bounty, farm days spent picking (and eating) a good crop. Haunting local lore, tours of historic places that leave a tingle down your spine. A celebration of fine craftsmanship, music and football. It's your fall adventure. Made in Tennessee.

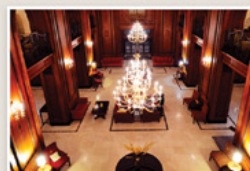
START PLANNING



BRING IN THE HARVEST

Fall beauty rises to greet you on every mountain and valley kissed with the vibrant colors of leaves dancing in the wind as the autumn's harvest comes to Tennessee. Experience it first-hand in pumpkin patches, corn mazes and apples ripe for picking during a perfect day on the farm.

START PLANNING



SPOOKY THRILLS

Ghost stories are woven into Tennessee's rich history. Explore historic hotels, theaters, battlefields and homes to learn about those first residents who, seemingly, never left. Don't be surprised if you see a door mysteriously shut or hear a laugh down an empty hallway. It's time for a haunt in Tennessee.

START PLANNING



CAN'T-MISS AUTUMN EVENTS

Soak in the energy of live music on concert stages across Tennessee at fall music festivals. Marvel at the intricate details a local artisan employs during



WEST TENNESSEE

Licking fingers is normal behavior for those who indulge at the iconic Rendezvous in Memphis, where ribs are king on the menu. Locals and tourists alike have been sinking their teeth into perfectly smoked slabs of ribs since 1948. A wide array of spices and some of the most succulent meat you'll ever eat combine for an unforgettable West Tennessee barbecue experience.

START PLANNING



MIDDLE TENNESSEE

Sit on the deck of Peg Leg Porker in Nashville, enjoying the sunshine and sipping sweet tea, while digging into the legendary barbecue made by Carey Bringle. Browse the extensive menu that includes pulled pork so scrumptious there's no need for sauce. There are wings, ribs, chicken, and nachos piled high with pulled pork, jalapeños and cheese. Your order can't go wrong. It's all delicious at Peg Leg Porker!

2017 MARKETING AWARDS

CANNES LIONS: INSPIRING CREATIVITY

Cannes Lions is the world's biggest celebration of creativity in communications. Benchmarking innovation in anything from mobile and billboards to design and branded content, it's the home of the great ideas changing the ways brands interact with their customers. Awards champion the best work from the past year and the awards festival's inspirational learning program points the way forward.

SNAP YOUR WAY IN (GARTH)

Shortlist — PR

LIVE FROM TENNESSEE

Shortlist — Entertainment for Music

CLIO AND CLIO MUSIC

The Clio Awards is one of the world's most recognized awards competitions for advertising, design and communications, and has maintained its original commitment to celebrate and reward creative excellence. The program remains focused on evolving with the industry to acknowledge current breakthrough work. Clio's iconic statue is the most widely recognized and coveted symbol of the industry's creative accomplishments.

LIVE FROM TENNESSEE

SILVER

Music — Digital/Mobile

LONDON INTERNATIONAL AWARDS (LIA)

The London International Advertising Awards, founded in 1986 by President Barbara Levy, began with a mission to be different. LIA was the first truly international accolade of its kind honoring advertising in film, television, print and radio. In 2004, the word "Advertising" was removed from the competition's name to reflect that the competition doesn't award advertising only, especially in an ever-changing industry. Today LIA awards creativity and ideas in 15 unique disciplines.

BORN IN BRISTOL

BRONZE

Documentary Feature Film

CUSTOMER-FOCUSED GOVERNMENT

GOALS

94,179,564

Intent to Travel Engagements

\$0.07

Cost Per Engagement

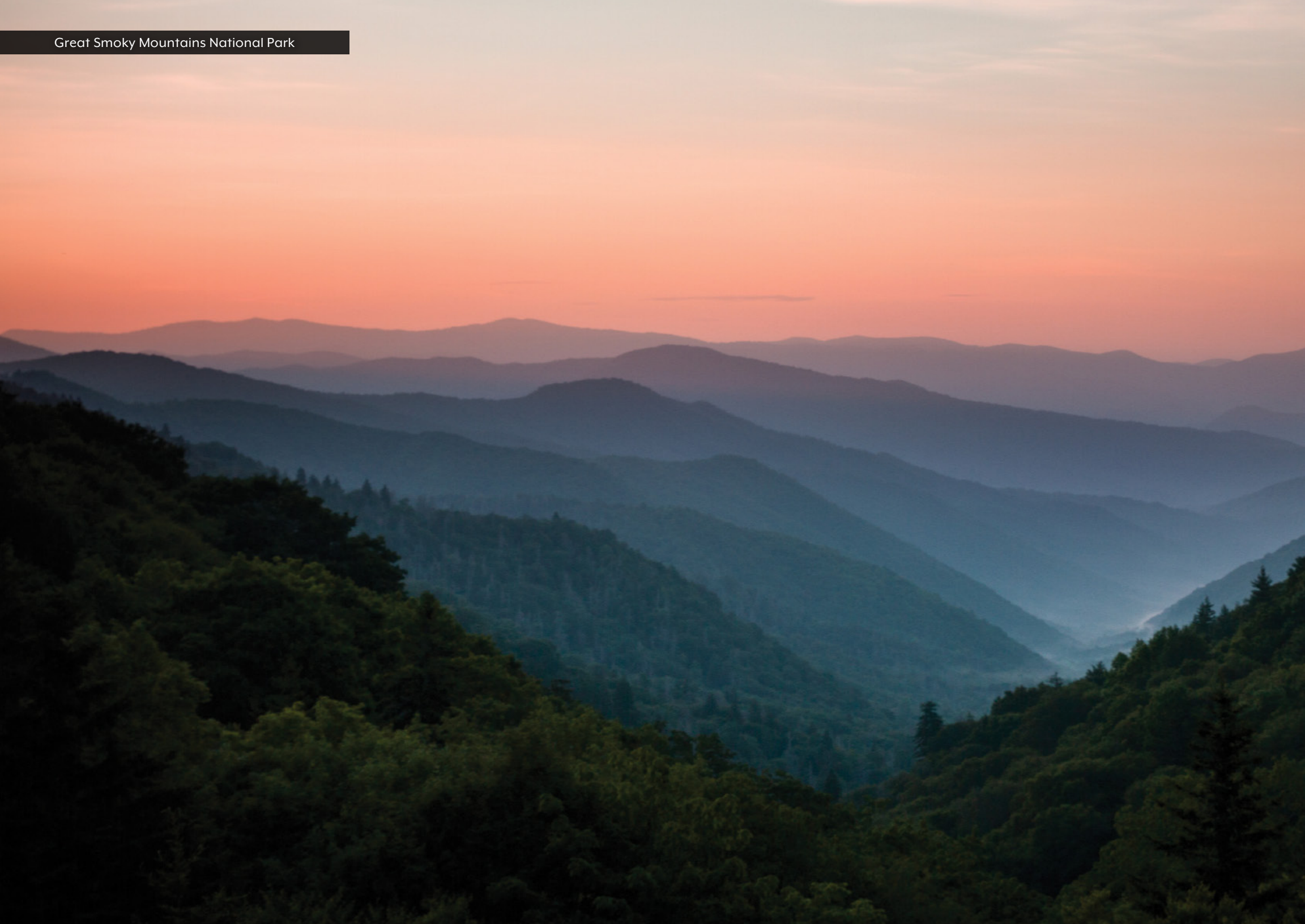
RESULTS
FY 2016–2017

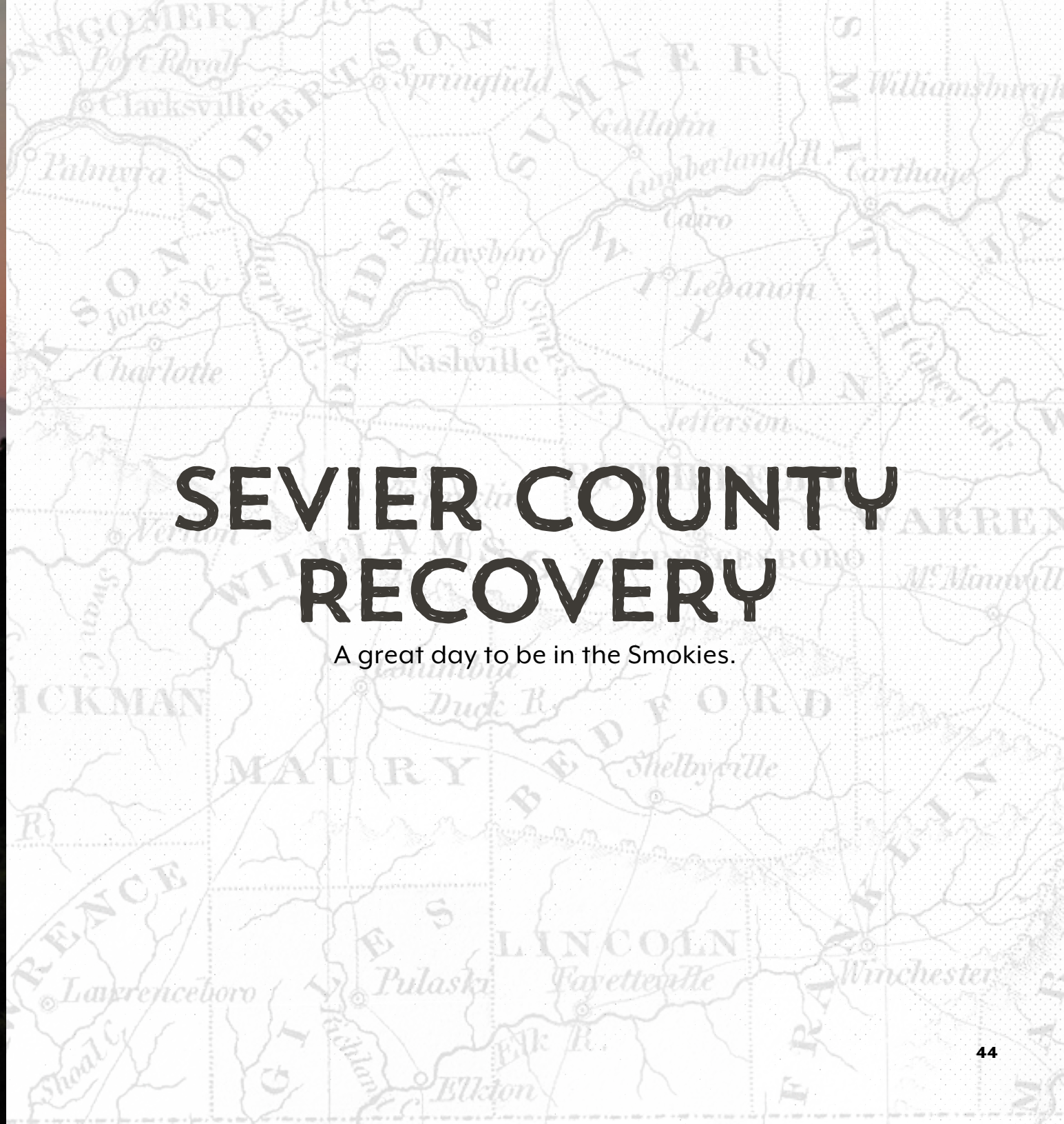
112,567,610

Intent to Travel Engagements

\$0.04

Cost Per Engagement





SEVIER COUNTY RECOVERY

A great day to be in the Smokies.

OVERVIEW

In November 2016, the Great Smoky Mountains area in East Tennessee that encompasses Pigeon Forge, Gatlinburg and Sevierville experienced wildfires that

made potential visitors believe attractions and lodging were too damaged and closed for business. TDTD worked with local tourism partners to educate

potential travelers that the area was open and readily available to provide the same level of family-friendly entertainment that visitors knew and loved.



MARKETING

To prove it was literally “a great day to be in the Smokies,” TDTD shot, edited and aired a new spot each day for four days. The spots ran on ABC (WSB) in Atlanta from April 10 to 14, 2017. Beginning on May 1, 2017, two :30 spots highlighting the Sevier county region, which ran through early June. For the campaign spots to feel authentic and garner additional reach in the Atlanta market, we used a social media influencer from the Atlanta region, **IN HONOR OF DESIGN** (www.inhonorofdesign.com).



*TRPs: Target Rating Points

6.8

Overall Campaign Frequency
Among Women 25-54

880 TRPs*

On ABC (WSB) Atlanta

68.9%

Video Completion Rate

1.1M

Social Media Engagements

7M

Total Digital Video Views



PUBLIC RELATIONS

THE SMOKY MOUNTAINS RED CARPET was rolled out for 15 national and regional travel writers on November 1-6, 2016 for the state-sponsored travel writer FAM.

The TDTD team and Geiger & Associates communicated quickly with travel writers who attended the FAM tour to adjust messaging in light of the East Tennessee wildfires.

Journalists from that FAM responded by modifying stories and encouraging travel to Sevier County and the Great Smoky Mountains with “open for business” messaging.

INTERIM PR STRATEGY

- Brought in national travel writer Mary Ann Anderson.
- Mary Ann was hosted by Sevier County partners in early March.
- The national story hit on March 27:

“EAST TENNESSEE VACATION HAVEN STILL THRIVING IN WAKE OF WILDFIRES”

- Outlets included the Los Angeles Times, Atlanta Journal Constitution, Miami Herald and Chicago Tribune

42

Articles Published

113M+

Impressions

\$543K

Advertising Equivalency

37

Articles Published

\$801,395

In Advertising Equivalency

133M+

Impressions



GREAT SMOKY MOUNTAINS

MAY 8-13, 2017 | PRESS TOUR



Geiger & Associates
public relations

THE SOUNDTRACK OF AMERICA
MADE IN
TENNESSEE

• #madeintn • #mypigeonforge • #PeacefulSide • #SevierFun • #SmokyMountainMoment •
• #TheMountainsAreCalling • #yallvisittthesmokies •

SMOKY MOUNTAINS SPRING FAM

- TDTD PR team and Geiger & Associates met with Sevier County PR partners in February to plan the Smoky Mountains spring FAM.
- Spring FAM dates: May 8-13, 2017
- Smoky Mountain partners hosted 14 national and regional travel writers

22

Articles Published

\$250K

Advertising Equivalency

155M+

Impressions to Date



ajc The Atlanta
Journal-Constitution

Chicago Tribune

Los Angeles Times

NATIONAL
GEOGRAPHIC
TRAVELER

**USA
TODAY**

The Dallas
Morning News

n p r

ADDITIONAL SUPPORT

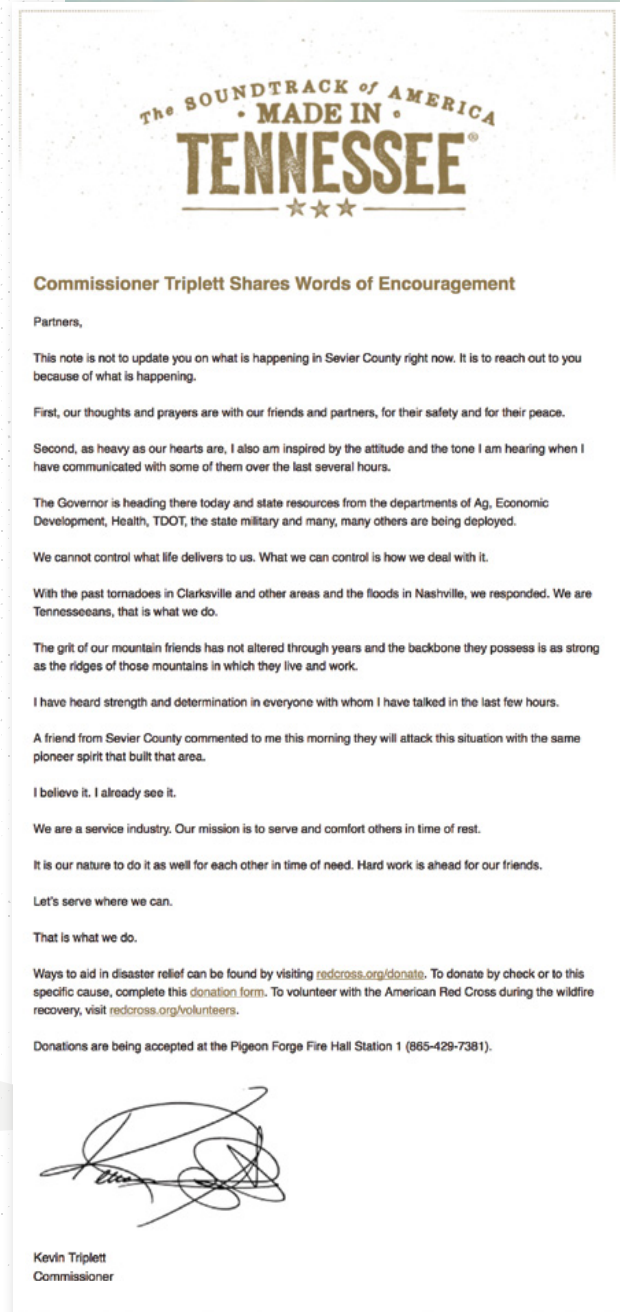
THE DEPARTMENT PROVIDED “BOOTS ON THE GROUND” REPRESENTATION by maintaining constant communication with partners and executive staff, providing a steady flow of vetted information, interfacing with local media and working with local tourism representatives.

Also, TDTD worked to fulfill accommodation requests for more than 150 rooms for first responders and key departments such as:

- Tennessee State Troopers
- Commerce and Insurance (firefighters)
- Department of Health
- Department of Military
- Tennessee Emergency Management Agency (TEMA)
- Emergency Medical Services (EMS)

Additionally, the department:

- Developed a Smoky Mountains landing page on tnvacation.com to provide updated news.
- Shared updates via TDTD social media and industry eNewsletter.
- Created talking points for staff at the Tennessee Welcome Centers to update inquiring guests.
- TDTD assisted with the production of the live-streamed Smoky Mountains Rise Telethon that raised more than \$9 million.









PUBLIC RELATIONS

The Soundtrack of America. Made in Tennessee.



PR SNAPSHOTS

Celebrating Special Events & Milestones



Commissioner Kevin Triplett presented a special wooden record to Kyle Young to celebrate the 50th anniversary of the Country Music Hall of Fame and Museum.



TDTD and Smoky Mountain Tourism partners hosted national travel writers for a spring FAM, including this stop at the "Dolly in Bronze" exhibit in Sevierville.



Gov. Bill Haslam announced tourism's economic impact reached \$18.4 billion, once again breaking a record for Tennessee.



Japanese travel writers, pictured at Gaylord Opryland Hotel, participated in a FAM that included touring Memphis and Nashville.



Commissioner Kevin Triplett celebrated Chattanooga's Songbirds Guitar Museum's grand opening by presenting a commemorative wooden record to Museum President Johnny Smith and Curator David Davidson.



At the press conference to launch the Tennessee Whiskey Trail, TDTD presented custom barrel head plaques to each distillery representative.



TDTD celebrated the grand opening of "Elvis Presley's Memphis" in the gold record room with a presentation of a commemorative gold record. L-R: Gary Hahn and Joel Weinshanker, Graceland, and Commissioner Kevin Triplett.



In a ceremony celebrating Garth Brooks' seven RIAA Diamond certification, Gov. Bill Haslam named Brooks a Tennessee Ambassador of Goodwill, citing the achievement for Garth, country music and Tennessee.



TDTD commemorated the 150th anniversary of Jack Daniel Distillery with a one-of-a-kind stained glass art piece presented to Master Distiller Jeff Arnett by Gov. Bill Haslam and Commissioner Kevin Triplett.



National travel writers (pictured at Shiloh National Military Park) participated in a West Tennessee FAM, which toured Memphis, Jackson, Brownsville and the surrounding region.



TDTD and TDOT broke ground on the Haywood County Welcome Center/Solar Farm project. Expected completion is late fall 2017.



For the 60th anniversary of Stax Records, Commissioner Kevin Triplett presented Executive Director Jeff Kollath with a commemorative wooden record.

PUBLIC RELATIONS

TOTD'S TOTAL IMPRESSIONS: 3,999,022,559

TOP NATIONAL STORIES | FY 2017

740,338,697	Garth Brooks Seven Diamond Concert
327,693,916	Tennessee Whiskey Trail Launch
121,730,109	East Tennessee Vacation Haven Still Thriving in the Wake of Wildfires
68,627,924	Tennessee Tourism Officials: Visitors Up 4.4 Percent in 2016 (National Travel & Tourism Week)
51,844,359	Tennessee Tourism Campaign Honored at Cannes International Festival
48,348,094	Tennessee Officials Launch Vacation Planning Website
39,355,814	How "Chattanooga Choo-Choo" Became the World's First Gold Record

TOP TENNESSEE STORIES | FY 2017

18,829,207	Tennessee Communities to Receive Tourism Enhancement Grants
8,729,788	Gov. Haslam: Tennessee Broke Tourism Spending Records Last Year
4,706,996	Tennessee Tourism, H.O.G. and Cookeville CVB Announce 2017 Southern Backroads H.O.G. Rally
4,015,940	Tennessee Announces What's New for 2017
1,969,066	Museum of Appalachia Celebrates Tennessee Fall Homecoming

THE SOUNDTRACK OF AMERICA MADE IN TENNESSEE



Marketing Research Tools Vacation Guide Bulk Order



Journalists tour Dolly in Bronze exhibit in Sevierville during a TDDT-hosted FAM of Sevier County

Geiger PR & Associates Announced as TDDT Media FAM Tour Partner

TDDT is pleased to announce the continued partnership with Geiger PR & Associates for the state-sponsored media FAM tours.

Each year, three to four travel writer FAMS are conducted across Tennessee on a rotating basis. International and national journalists, freelance travel writers, social media influencers and bloggers attend the FAMS to experience tourism in Tennessee's major cities, small towns, and rural communities; then, use traditional, broadcast and social media to help tell Tennessee's tourism stories.

Geiger PR interfaces with TDDT and tourism partners to plan and facilitate the FAM trips. In 2016, state-sponsored FAMS, organized and led by Geiger PR & Associates resulted in 474 million media impressions, with an ad equivalency of \$1.6 million.

Geiger PR & Associates has worked with TDDT and tourism partners for approximately 20 years and has relationships with more than 14,000 journalists worldwide.

For more information, contact Cindy Dupree, TDDT PR director, at Cindy.Dupree@tn.gov.

Open Now: TDDT Developmental Co-op Marketing Grants

The TDDT Developmental Co-op Marketing Grant applications are now open. The deadline is July 31, with grants awarded by mid-August. TDDT will provide matching marketing funds for FY 2017-18.

The marketing grant is available to convention and visitors bureaus, chambers of commerce, and community development-related and not-for-profit organizations that are considered that county, city or region's "official tourism organization." The grant provides an opportunity to expand the impact of the marketing message, increase visitation to the community and increase travel-generated revenue, while leveraging TDDT's brand efforts and marketing initiatives.

EARNED MEDIA

- Utilizes Vocus, the industry's popular, complete PR management software, to access the most up-to-date media lists.
- Track results with Cision and the recently acquired TrendKite.
- Tourism-related stories and events to editors, reporters, freelance travel writers, bloggers and social media influencers throughout the country and around the world.
- Impacts millions of consumers with Tennessee tourism news through all media outlets – social, online, print, blogs and broadcast.

STRATEGIC PR

- Geiger & Associates travel writer FAM tours.
- Sampler missions with TDDT team in six states and 13 cities.
- Travel South Showcase and IPW, journalist meetings.
- Press events, including: economic impact press conference, welcome center openings, presentations recognizing new attraction openings and milestones.
- Coverage of "The Soundtrack of America. Made in Tennessee." brand, creative activation and events.

OWNED MEDIA

- Tennessee Vacation Guide.
- Industry eNewsletter distributed to industry partners, legislators and tourism associates.
- Online Press Room site.
- Social media, including Facebook, Twitter, Instagram, Snapchat, YouTube:

[facebook.com/tnvacation](https://www.facebook.com/tnvacation) twitter.com/tnvacation

[instagram.com/tnvacation](https://www.instagram.com/tnvacation) [Tennessee](https://www.tennessee.gov)

- Feature articles provided by content creators, writing stories and providing photography for tnvacation.com.
- Manages [@tntravelnews](https://twitter.com/tntravelnews) for journalists.

twitter.com/tntravelnews

STATE-SPONSORED TRAVEL WRITER FAMs

FAM TOURS were hosted in Northeast Tennessee, Sevier County, the Great Smoky Mountains, Memphis and West Tennessee with the assistance of Geiger & Associates.

FY 2017 IMPRESSIONS:
820,299,718

ADVERTISING EQUIVALENCY:
\$3,026,079

AARP[®]

DENVER LIFE
MAGAZINE

The Boston Globe

TRAVEL+
LEISURE

USA TODAY



Bristol Motor Speedway



Great Smoky Mountains FAM



Huey's in Memphis

HEADLINES & HIGHLIGHTS


HUFFPOST US 22,976,936

THE BLOG 09/13/2017 05:58 pm ET

These Roller Coasters are Completely Built into a Mountain

By Taylor Bybee

They're called 'Alpine Coasters,' and simply put...they're awesome!



I recently paid a visit to a favorite area of mine, in east Tennessee. Pigeon Forge and Gatlinburg are two neighboring cities filled with dozens of tourist attractions. Together, they

HUFFPOST January 13, 2017

Ustravelia G+ f 1,274,382



Great Smoky Mountains National Park


The park spans the ridgeline of Great Smoky Mountains, which is about 816.28 sq. miles in area; the border between North Carolina and Tennessee. You will find various species of plants, trees, animals, reptiles, birds, fish, and amphibians. There are 2 visitors' centers, Sugarlands Visitors' Center and Oconaluftee Visitor Center.

Besides, there are log cabins, churches, barns, and many historical attractions (Cades Cove Historic District, Elkmont Historic District, Oconaluftee Archaeological District, Noah Ogle Place, Roaring Fork Historic District, and many more). You can spend the day hiking through the park, sightseeing, fly fishing, bicycling, horseback riding, water tubing, etc.

BUZZLE / USTRavelia August 8, 2016

PS 24 Fun and Frugal Bachelorette Party Destinations f t + 19,197,725

22 Nashville




"Put on your dancing boots and head to Nashville's Lower Broadway, home to legendary (and free!) honky-tonks like Tootsie's Orchid Lounge and Robert's Western World, where the live music starts at noon and goes nearly all night," says Matchar. "In the daytime, visit the 12th South neighborhood for funky, affordable local boutiques, cafes, and bars."

POPSUGAR April 7, 2017

USNews America's Top 7 Scenic Fall Road Trips Under \$5... f t + 160,000,000

Natchez Trace Parkway, Tennessee and Mississippi



Steeped in history and Southern charm, the Natchez Trail Parkway comes alive in the fall. The road starts roughly 17 miles southwest of Nashville, Tennessee, at Tennessee Highway 100 and spans 444 miles to Natchez, Mississippi. And "with bucolic views and zero commercialism," Warren says the Natchez Trace Parkway offers a chance to leisurely take in the gorgeous surroundings and enjoy some time in the great outdoors. "There are a wealth of interesting stops along the way, from trails through cypress swamps to local craft markets to Civil War sites," she adds. Plus, eating and lodging options in communities near the parkway are inexpensive and low-key, she adds. You can find plenty of affordable places in Nashville, with hotel deals as low as \$60 a night, and a half-price restaurant for \$16.99 in


U.S. NEWS & WORLD REPORT September 1, 2016

Tennessean. PART OF THE USA TODAY NETWORK 1,422,545

HOME NEWS COUNTIES MUSIC OPINION OBITUARIES ARCHIVES E-EDITION

Gov. Haslam: Tennessee broke tourism spend last year

Greg Johnson, USA TODAY NETWORK, Tennessee Published 11:00 a.m. CT Aug. 30, 2016 | Updated 11:24 a.m. CT Aug. 30, 2016



Gov. Bill Haslam, left, announces record tourism spending revenues for Tennessee with Commissioner of Tourism Development Kevin Triplett Tuesday, Aug. 30, 2016, at the Sevier County Courthouse. (Photo: Greg Johnson/Knoxville News Sentinel)


"Our budget is double what it was four years ago," said Kevin Triplett, director of the Department of Tourism. Triplett noted an increase from 101 million to 105 million hotel stays over the previous fiscal year. International visitors grew 3 percent, bucking a 2 percent national decline, with travelers from the United Kingdom, Germany and Canada leading the visits. International tourists spent almost \$600 million in Tennessee.

THE TENNESSEAN August 30, 2016

JOHNSON CITY PRESS AUTOS LOCAL ADS LEGALS TV LISTINGS 150,206

TimesNews KINGSPORT TENNESSEE

NEWS SECTIONS SUBSCRIBE LOGIN INFO



Tennessee Department of Tourism Development

1/3 Tennessee Gov. Bill Haslam and Department of Tourism Development Commissioner Kevin Triplett today announced Tennessee tourism's direct domestic and international travel expenditures reached an all-time high of \$18.4 billion in 2015, up 3.7 percent over the previous year, as reported by the U.S. Travel Association.

SULLIVAN COUNTY
Tourism's contribution to local, state economies continued to grow in 2015
J. M. OSBORNE - AUG 30, 2016 AT 8:30 PM
joshos@timesnews.net


BLOUNTVILLE -- Money spent by tourists in Sullivan County during 2015 totaled more than \$396.5 million, a 4.6 percent increase over the 2014 total of nearly \$341 million, according to figures released Tuesday by Gov. Bill Haslam and Department of Tourism

TIMES NEWS, KINGSPORT August 30, 2016

Express 58,000,000

10 locations that allow you to be in multiple places at once

1. DOWNTOWN BRISTOL // VIRGINIA AND TENNESSEE



© Brent Moore, Flickr // CC BY-NC 2.0
Brent Moore, Flickr // CC BY-NC 2.0

Twin cities Bristol, Virginia and Bristol, Tennessee share a name, a border, and a downtown district where residents of both states gather for events such as the annual fall music fest, Bristol Rhythm & Roots Reunion. As the thousands of music lovers stroll down State Street they should be careful to watch their step—one side of the road is located in Virginia, the other in Tennessee.

2. FOUR CORNERS MONUMENT // UTAH, COLORADO, NEW

MSN / Francais Express November 25, 2016


DIGITAL JOURNAL 1,508,076

NEWS TECH & SCIENCE SOCIAL MEDIA BUSINESS ENTERTAINMENT LIFE SPORTS

Country music documentary 'Born in Bristol' gets UK premiere

BY ADRIAN PELL / MAR 13, 2017 IN MUSIC LISTEN / PRINT

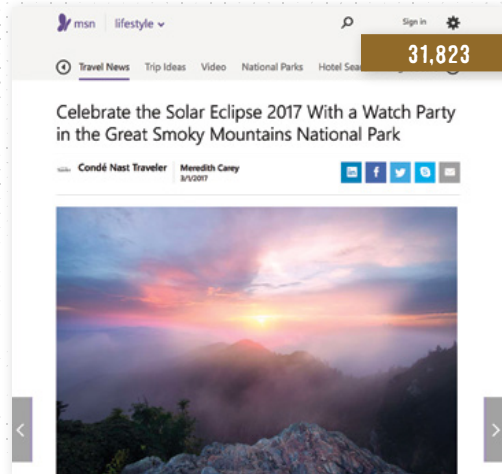
A new film telling the story of the 'Bristol Sessions', groundbreaking recording sessions that took place 90 years ago in 1927 in Bristol, Tennessee. The London premiere featured a Q&A with Marty Stuart.



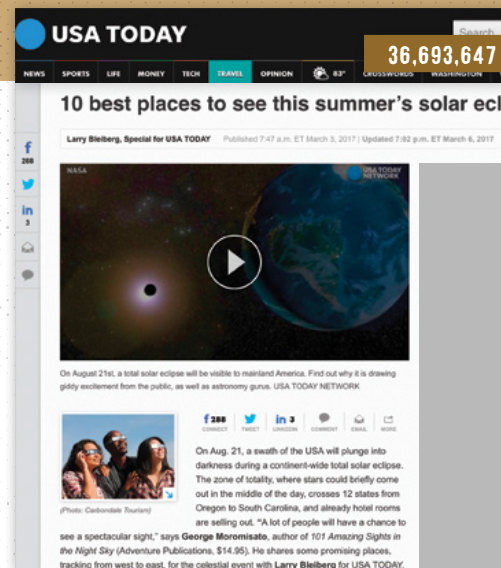
Born in Bristol is an eye-opening documentary about the summer of 1927 when Ralph Peer, a producer for the Victor Talking Machine Company in Camden, New Jersey, held auditions in Bristol, Tennessee (about four hours' drive from Nashville) to find the first big stars of country music. He would go on to discover some of the

DIGITAL JOURNAL March 13, 2017

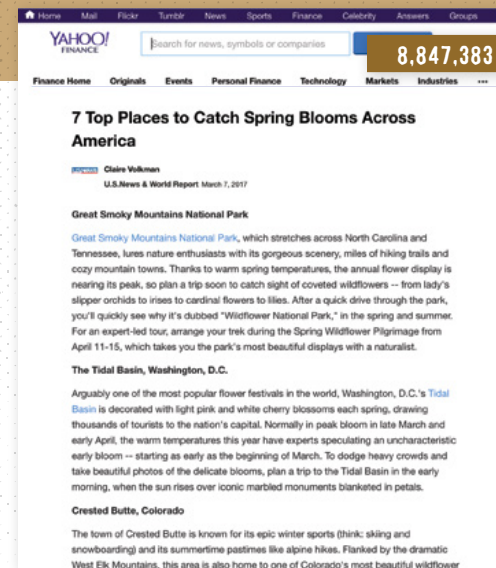
HEADLINES & HIGHLIGHTS



MSN TRAVEL March 1, 2017



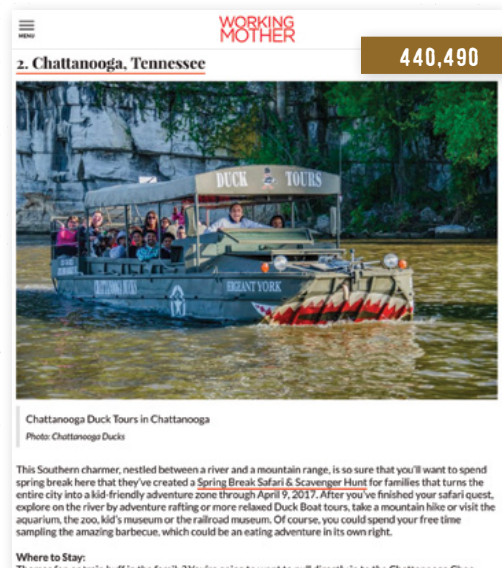
USA TODAY March 3, 2017



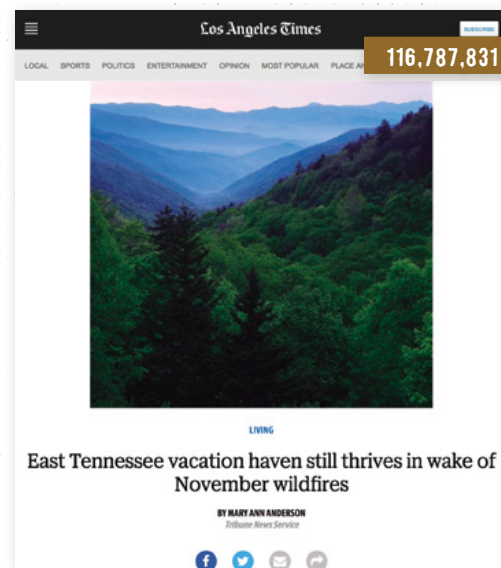
YAHOO! FINANCE March 7, 2017



TRAVEL+LEISURE / Business Insider March 22, 2017



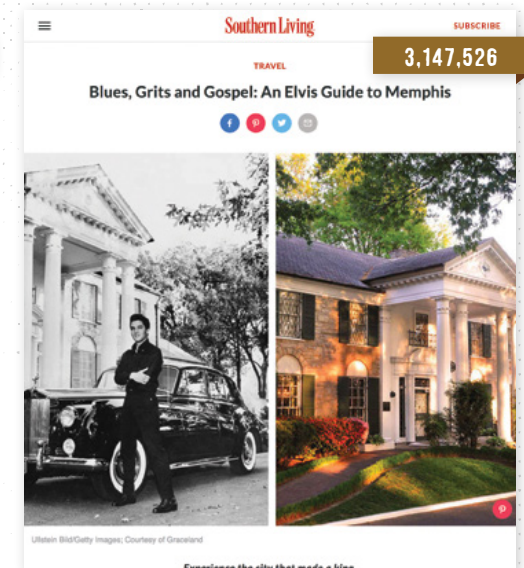
WORKING MOTHER March 21, 2016



LOS ANGELES TIMES March 27, 2017



THRILLIST December 16, 2016



SOUTHERN LIVING January 7, 2017

MUSIC ROW 70,037

Garth Brooks Featured on 'Tennessee Vacation Guide' Cover

FOLLOW US ON [Twitter](#) [Print This Post](#)

Lorie Hollabaugh • January 20, 2017



Tennessee Ambassador of Goodwill **Garth Brooks** is featured on the cover of 2017's Official Tennessee Vacation Guide, which is available to travelers and guests, offering them ideas and ways to experience the Volunteer State. On the cover, Brooks is shown on the stage of the Ryman Auditorium on the guide in celebration of the Ryman's 125th Anniversary this year.

Brooks was named an official Tennessee Ambassador of Goodwill by Governor Bill Haslam in October 2016, in honor of his becoming the first artist in music history to earn seven Diamond

MUSIC ROW January 20, 2017

MUSIC NEWS 36,531,764

How 'Chattanooga Choo Choo' Became the World's First Gold Record

February 10, 2017 - 4:23 PM ET
Heard on All Things Considered

MIKE MILLER

FROM [WUTC](#)

Chattanooga's Terminal Station was headed for demolition in the 1970s — until entrepreneurs converted it into a train-themed hotel, named after Glenn Miller's hit song.

The music industry can thank Glenn Miller's record label for the idea of gold records. Seventy-five years ago today, his song about a train trip became the world's first solid-gold hit.

"Chattanooga Choo Choo" is about a man going home, and promising his sweetheart he'll never roam. By February 10, 1942, more than 1.2 million copies of the song had been sold — and that was no small thing, the biggest seller in years. The record label, RCA Victor, celebrated by presenting Glenn Miller with a trophy during a live radio broadcast.


"I think everyone listening in on the radio should know, Glenn, it actually is a recording of 'Chattanooga Choo Choo,'" announcer Paul Douglas explained to Miller on air. "But it's in gold, solid gold, and is really fine."

NPR MUSIC February 10, 2017

USA TODAY 125,611,112

Barbecue festivals are back this weekend

Ashley Day, USA TODAY Published 6:43 a.m. ET May 10, 2017 | Updated 8:14 a.m. ET May 10, 2017



25 Photos

2017 barbecue festivals

Pinmasters, prepare your grills. Barbecue season is back, and America's annual festivals, competitions, cook-offs and events kick off this weekend at Kentucky's International Bar-B-Q Festival. Celebrate ribs, brisket, pork, poultry and special sauces across the country, from St. Louis to Tennessee, and even

USA TODAY May 10, 2017

The Washington Times 68,627,924

Tennessee tourism officials: Visitors up 4.4 percent in 2016

By Associated Press - Friday, May 5, 2017

NASHVILLE, Tenn. (AP) - Tennessee tourism officials say 110 million people visited the state last year, a 4.4 percent jump from 2015.

The Tennessee Department of Tourist Development says the research from DK Shiftlet shows Tennessee is a top-10 state for domestic travel for the third consecutive year.

About 80 percent, or 88.4 million, of those Tennessee visitors were leisure travelers, a 5.1 percent boost compared to 2015.

State tourism officials attribute the increase in leisure travelers to a jump in overnight stays, which grew by 5.2 percent.

Starting Sunday, the department is celebrating a national tourism week with fairs and free windshield washing at the state's 14 welcome centers.


LOAD COMMENTS (0)

THE WASHINGTON TIMES May 5, 2017

FOX NEWS Entertainment 700M+

Garth Brooks announces free Nashville concert

By Billy Dukes
Published October 03, 2016
Taste of Country



The Tennessee Department of Tourist Development will honor Brooks for becoming the first artist ever to have seven diamond albums. The show is described as a special "thank you" to fans in Tennessee. Brooks became emotional talking about his adopted home during Monday's media event.


I cant thank Tennessee enough for taking me in as if I was one of their ownand allowing me to chase

FOX NEWS October 3, 2017

KNOXVILLE NEWS SENTINEL 39,555

Fall Homecoming recalls simpler time

By Mike Blackberry, Special to the News Sentinel Published 6:16 p.m. ET Oct. 8, 2016



When Sherrill of Maryville comes a chair at the 37th Tennessee Fall Homecoming at the Museum of Appalachia in Clinton on Saturday, Oct. 8, 2016. (CARTIE MCKENNA/NEWS SENTINEL)

the weekend," said museum President Elaine Meyer.

As usual, the main stage, one of four venues celebrating old-time mountain, folk, gospel and bluegrass music, was a popular gathering place for homecoming attendees and their rows-deep lawn chairs.

"We'll end up having about 500 different (musical) performers," Meyer said. "We had one band Friday that had 15 performers. The music just has that family atmosphere. It's a place where people can sort of forget about their problems and issues — and everybody is happy."

Smiles creased the faces of the Eberles as they watched a demonstration of border collies herding a flock of 10 Scottish blackface sheep.

KNOXVILLE NEWS SENTINEL October 8, 2016

HUFFPOST 22,976,936

15 Of The Most Relaxing Vacation Spots In America

Plan a trip that's not overbooked or over-programmed.

By Suzy Strulov

Too often, we do vacation the same way we do life: overbooked, over-programmed and hopelessly plugged in to technology. It takes intention — and often an epic location — to plan a trip that provides true relaxation.

These are just the places to do so. Whether your idea of relaxation is a quiet mountain hike, a beachside nap or a cooking class, this lineup has got you covered. Take a look, then take a break.

2 Great Smoky Mountains, Tennessee

Instagram @bushnellcabin

This sprawling Southern mountain range offers scenic fly fishing and horseback riding with a luxurious twist: Blackberry Farm, a luxury resort in the foothills, has a collection of charming cottages and one of the best destination cooking classes in the country.

HUFFPOST April 12, 2017

DENVER LIFE 66,076

Knoxville, Tennessee: 'The Boulder of the East'

By: Brittany Ames

How to spend 72 hours touring Knoxville, Tennessee



DENVER LIFE May 2016

PARTNER AWARDS & RECOGNITION



CHATTANOOGA

CITY OF CHATTANOOGA

21 Super Cool U.S. Cities
Viewfinder by Expedia • Feb. 2017

20 Best Mountain Towns in America
Men's Journal • June 2017

HIGH POINT CLIMBING & FITNESS

America's Best 10 Climbing Gyms
Climbing Magazine • Oct. 2016

SONGBIRDS GUITAR MUSEUM

15 Coolest Things Coming to U.S. Cities in 2017
Thrillist • Dec. 2016

BLUEGRASS GRILL

Best Biscuit Sandwich in Tennessee
USA Today 10 Best • March 2017

RUBY FALLS

Top 10 Most Popular Tourist Attractions
in the Country — Ranked No. 4
HelloGiggles.com • May 2017

CLEVELAND

CITY OF CLEVELAND

Best Cities for Summer Travel with Families
LendEDU • 2017

COOKEVILLE

COOKEVILLE HISTORY MUSEUM

Museums of Many Colors
2017 Award of Commendation for
“World War I: A View from the Eastern Front”
Tennessee Association of Museums • June 2017

CREAM CITY ICE CREAM & COFFEE HOUSE

One of the Sweetest Little
Ice Cream Shops in Tennessee
Only in Your State • Feb. 2017

EASTVIEW

HOPE VINEYARDS

Gold Medal for Blueberry Wine
WineMarker International Amateur
Wine Competition • April 2017

ELIZABETHTON

DOE RIVER COVERED BRIDGE

Voted No. 1 Covered Bridge
USA Today Reader's Choice • Sept. 2016

ROAN MOUNTAIN STATE PARK

Voted Best Appalachian Trail Section
Blue Ridge Outdoors • Jan. 2017

FAIRFIELD GLADE

STONEHENGE GOLF CLUB, HEATHERHURST BRAE GOLF COURSE

Top Five 2017 Best Courses You Can Play in Tennessee
Golfweek Magazine • April 2017

FRANKLIN

CITY OF FRANKLIN

35 of the World's Best Places to Travel in 2017
Matador Network • Jan. 2017

Better Cities for Pets
Mars Petcare • May 2017

VISITFRANKLIN.COM

2017 VIZZI Award for Best Visual Website
CrowdRiff • June 2017

GATLINBURG

CITY OF GATLINBURG

Reader's Choice Award: Favorite Mountain Retreat
Birmingham Parent Magazine • June 2017

Top Small Town in Tennessee
Cheapism.com • July 2016

GRANVILLE

SUTTON GENERAL STORE

13 Most Charming General Stores in America
Country Living Magazine • August 2016

JOHNSON CITY

CITY OF JOHNSON CITY

No. 1 Most Affordable City on a Six-Figure Salary
Market Watch • June 2017

KNOXVILLE

WILD LOVE BAKEHOUSE

Best Bakery in America
Afar Magazine • January 2017

CITY OF KNOXVILLE

26 of the Best Trips to Take Right Now — Ranked No. 9
Outside Magazine • April 2017

Knoxville's Chris Blue Wins "The Voice"
"The Voice" • May 2017

MANCHESTER

BONNAROO

The World's 300 Best Festivals
Everfest • 2017

MCMINNVILLE

BLUEGRASS UNDERGROUND

The 10 Best Places to See Live Music — Ranked No. 2
Southwest Magazine • September 2016

MEMPHIS

BEALE STREET MUSIC FESTIVAL

The World's 300 Best Festivals
Everfest • 2017

CITY OF MEMPHIS

50 Top Film Festivals
Moviemaker.com • April 2017

The South's 10 Best Barbecue Joints
Central BBQ and Rendezvous
Southern Living • May 2017

GRACELAND

Best Things to See and Do in the United States
Culture Trip • June 2017

THE PEABODY MEMPHIS

The Best Hotel in Every Southern State 2017
Southern Living Magazine • March 2017

MURFREESBORO

CITY OF MURFREESBORO

South's Best College Towns
Southern Living Magazine • July 2016

RUTHERFORD COUNTY CVB

Readers' Choice: Best Meeting Sites in the South
ConventionSouth • December 2016

NASHVILLE

CITY OF NASHVILLE

Best U.S. Cities for Music Fans
Live Nation • July 2016

America's Most Attractive Cities
Travel + Leisure • August 2016

Best Big Cities in the U.S.
Conde Nast Traveler • October 2016

Top Places to Go in 2017
Frommer's • December 2016



21C MUSEUM HOTEL

24 Best Hotel Openings in 2017
Fathom • January 2017

THE GRAND OLE OPRY

Top Trending U.S. Attractions
TripAdvisor • April 2017

GAYLORD OPRYLAND

The World's Most Beautiful Floral Hotels
CNN • April 2017

PIGEON FORGE

CITY OF PIGEON FORGE

2017 Top 10 Destinations on the Rise
TripAdvisor • December 2016

12 Sizzling Summer Places to Visit in 2017
Expedia.com • June 2017

DEPARTMENT OF TOURISM

Emmy Award – Commercial Spot Category
The Nashville/Midsouth Chapter of the National
Academy of Television, Arts & Sciences • February 2017

DOLLYWOOD

10 Best Electrifying Amusement Parks for 2017
Family Vacation Critic • 2017





SALES

The Soundtrack of America. Made in Tennessee.

\$\$ SALES

THE TOTO SALES TEAM works with state tourism partners and the travel trade industry to increase travel to and within Tennessee. Through lead generation, networking opportunities, sales missions and FAM tour support, the sales team promotes Tennessee vacation experiences to the domestic and international markets and strengthens tourism's economic impact.

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SALES MANAGER

Andi Grindley

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TRAVEL TRADE SHOWS

Sales efforts include participating in travel trade shows geared toward targeted segments such as group, independent, and student travel. These shows provide lead generation and networking opportunities with operators and agents. Key domestic shows attended in 2016 include American Bus Association Marketplace, National Tour Association Travel Exchange, Travel South USA Domestic Showcase, and Student & Youth Travel Association Conference.

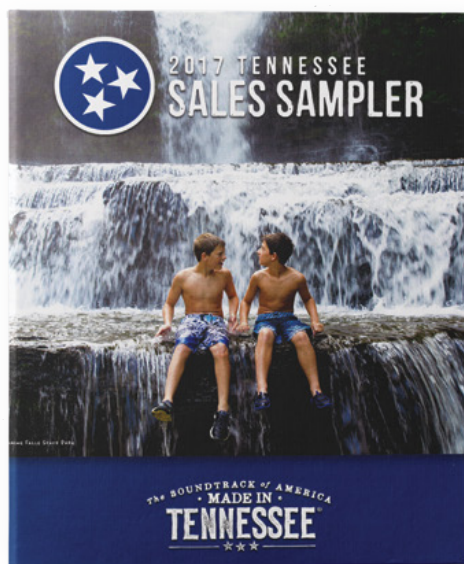
The TDTD sales team also facilitates and supports various partner engagements during travel trade shows through sponsorships and client/partner dinner opportunities. These engagements promote Tennessee to a captive audience and provide TDTD partners the opportunity to network with operators in a one-on-one atmosphere to strengthen relationships.



Tennessee partners at NTA's spring Travel Exchange.

TENNESSEE SAMPLER SALES MISSION

In April 2016, Tennessee Sampler sales mission teams visited more than 175 operators and agents in three days to targeted fly/drive domestic markets of all surrounding states, Michigan, Dallas and New York. A variety of partner organizations including DMO's, attractions, hotels and restaurants from across the state participated in the program.



Tennessee Sampler binders showcase all participating partners on the sales mission and are distributed at all appointments.



Partners meeting with travel agents and tour operators in several states.



FAM TOURS

FAM tours let attendees learn about Tennessee experiences first-hand. Travel agents, tour operators and educators are able to better promote and sell the experiences to their clients. During 2016, TDTD sales staff facilitated and supported Tennessee partners with approximately 10 FAM tours with more than 200 vetted domestic and international travel agents and tour operators.

Lower Broadway, Nashville





INTERNATIONAL

The Soundtrack of America. Made in Tennessee.



INTERNATIONAL

RESEARCH SHOWS growth in international travel to Tennessee. TDTD continues to build a presence by attending international trade shows and partnering with multiple global marketing organizations such as Lofthouse Enterprises, Travel South USA, Mississippi River Country, Brand USA and the U.S. Travel Association. In-market representatives work to support marketing, PR and sales initiatives in the United Kingdom, Germany, Australia, France, Benelux, Brazil, China and Japan, with Italy to be added in 2017.

DIRECTOR OF SALES

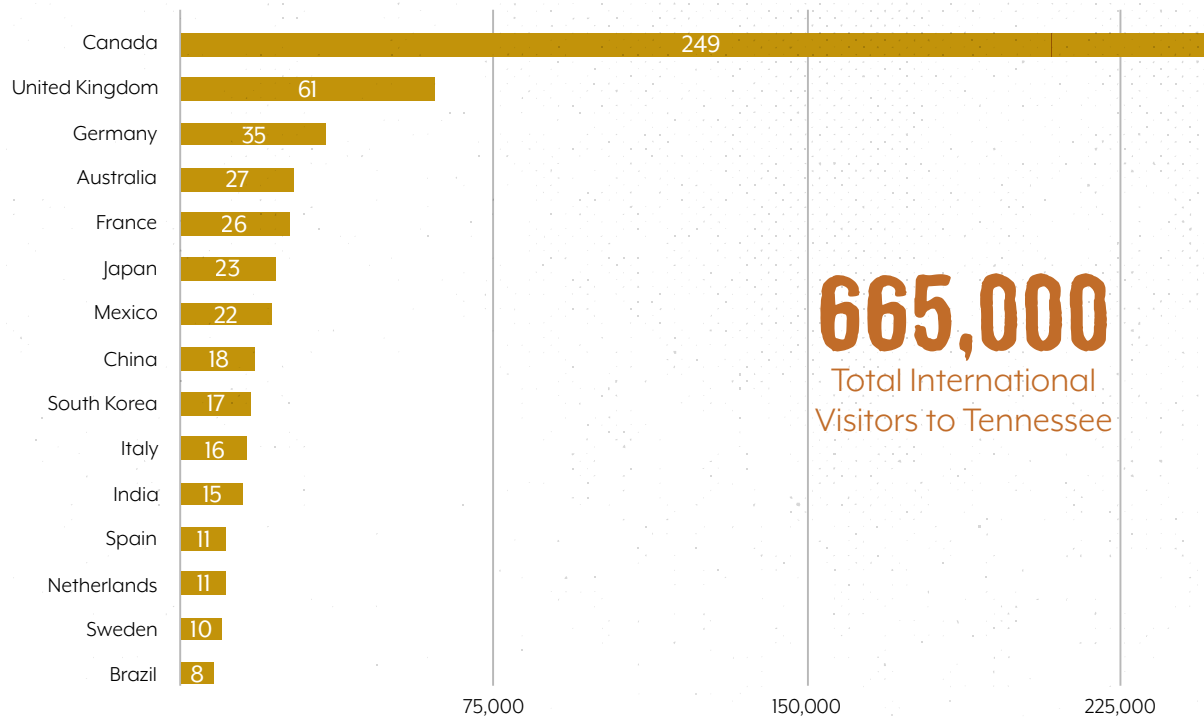
Kimberly Leonard

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VISITS FROM TOP 15 MARKETS OF ORIGIN FOR TENNESSEE, 2016

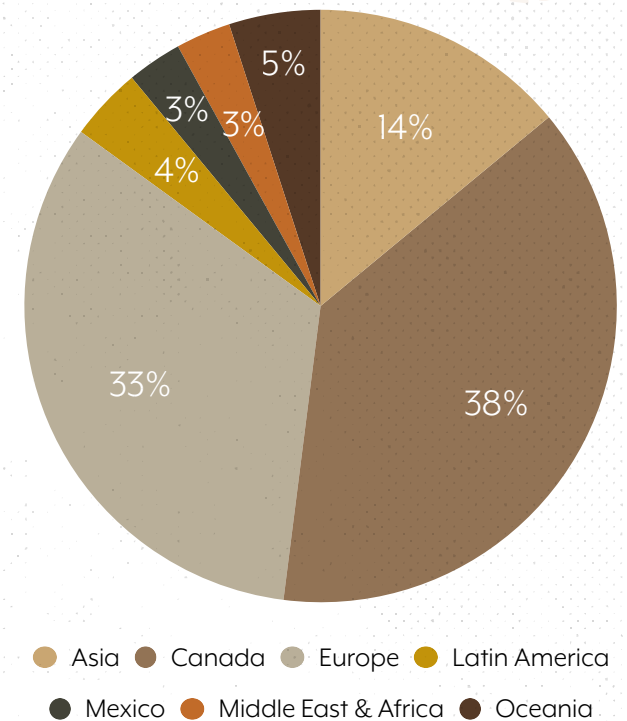
Source: Tourism Economics



665,000

Total International
Visitors to Tennessee

VISITS TO TENNESSEE BY REGION OF ORIGIN, 2016



Source: Tourism Economics

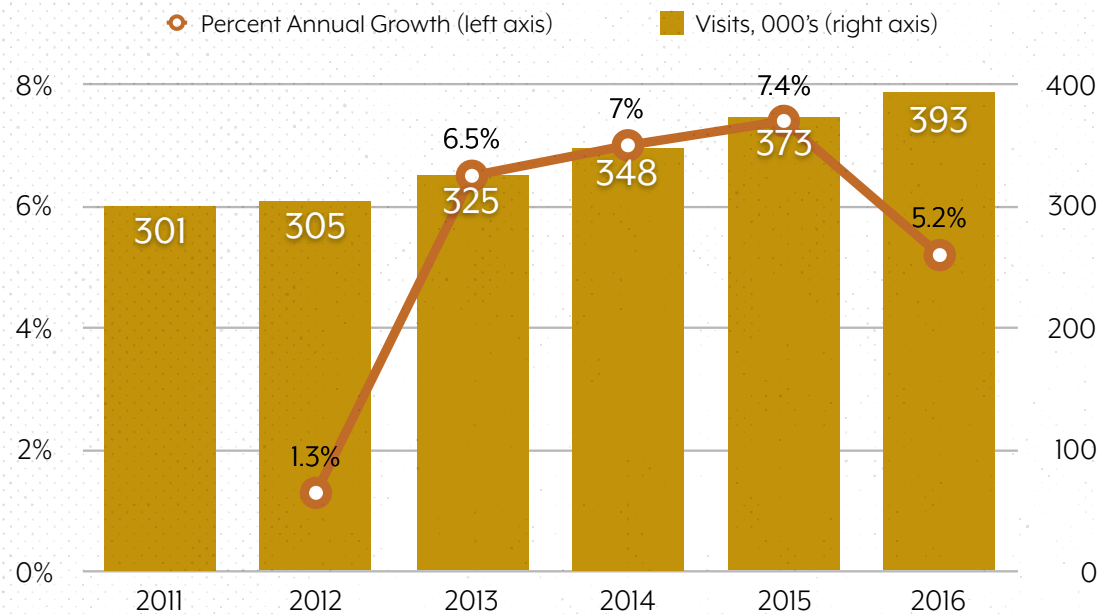
IN-MARKET REPRESENTATIVES

conduct tour operator and travel agent trainings and sales initiatives.



Sean Zhao, a representative with East West Marketing, a Travel South USA Global Partnership, conducts tour operator training in Shanghai, China.

TOTAL OVERSEAS VISITS TO TENNESSEE, 2011 TO 2016



Between 2011 and 2016, visitor arrivals increased to 392,800 from 301,200 — an increase of 30.4 percent in five years.

Source: Tourism Economics

RESEARCH
INDICATES
INTERNATIONAL
MARKETS HAVE
HIGHEST GROWTH
POTENTIAL FOR
TENNESSEE.

TRAVEL AND TRADE SHOWS

Key international shows attended by the TDTD sales team include Travel South USA International, IPW, World Travel Market London, ITB Berlin, and Ontario Motor Coach Association.



(Left) TDTD meets with international and domestic tour operators and journalists at IPW.
(Above) The Tennessee booth at Country2Country festival in London featured a Grand Ole Opry photo opportunity, autograph signings and two chances to win trips to Tennessee.
(Below) Tourism delegates from Tennessee, Alabama, Georgia, Kentucky, Mississippi and Missouri at Travel South USA's sales mission in New Zealand and Australia.





LOFTHOUSE Lofthouse Enterprises is a full-service destination marketing company. It develops and facilitates marketing, sales and PR initiatives with operators, travel agencies, airlines and media to promote travel from the United Kingdom, Germany, France and Benelux markets.



TRAVEL SOUTH USA – GLOBAL PARTNERSHIP Travel South USA is the official regional destination marketing organization for the southern United States. The nonprofit organization promotes travel to and within its member states of Tennessee, Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Virginia and West Virginia. Through collaborative marketing tactics and shared expenses, participating states in the Travel South Global Partnership Program are able to extend their reach and have in-country promotional efforts on a year-round basis. The focus is targeting trade and media.



MISSISSIPPI RIVER COUNTRY, USA (MRC) Guided by the tourism offices of the 10 Mississippi River states, the MRC is a multistate marketing program designed to bring domestic and international visitors to the region. It works with primarily Japanese tour operators, media and consumers to promote, stimulate and foster travel to the 10 Mississippi River states.



BRAND USA Brand USA is the destination marketing organization for the United States. Its mission is to increase incremental international visitation, spend and market share to fuel the nation's economy and enhance the image of the U.S. worldwide. Through a partnership with Brand USA, TDTD is able to create advertising opportunities for Tennessee DMOs and attractions to promote travel to their respective regions.



U.S. TRAVEL ASSOCIATION The U.S. Travel Association is the national nonprofit organization representing all components of the travel industry. The organization's efforts are focused on achieving its shared vision for the industry: travel is essential to the economy, jobs, security, image and well-being of the United States.





TOURISM OUTREACH

The Soundtrack of America. Made in Tennessee.



OUTREACH & ENGAGEMENT

WITH THE GOAL of increasing tourism numbers in all 95 counties, the outreach and engagement team works directly with industry partners on participation in department initiatives, tourism asset development, grants, educational workshops and marketing opportunities.

TDTD engages more closely than ever with other state agencies and organizations to identify resources and new tourism opportunities for our partners across the state.



FESTIVAL & EVENT WORKSHOP

Taking a new approach, the outreach team hosted one statewide workshop. Those who participated in the previous 15 workshops across the state were surveyed, and festivals and events was the No. 1 topic of interest. TDTD, along with the Southeast Festivals & Events Association, hosted 120 attendees for the Festival & Event Workshop in Murfreesboro. Festival coordinators from around the state listened to top industry experts speak about risk management, sponsorships, volunteers and economic impact.

TDTD DIVISION MANAGERS

The state's division managers are in the field, working with partners, presenting workshops, serving on boards, working events and promoting the state through PR efforts. They are critical to keeping our tourism partners informed on the programs and resources the state provides.



EAST TENNESSEE

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Dave.Jones@tn.gov



MIDDLE TENNESSEE

Sara Beth Urban

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SaraBeth.Urban@tn.gov



WEST TENNESSEE

Marty Marbry

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Marty.Marbry@tn.gov

BRINGING TENNESSEE'S COLLATERAL TO PARTNERS



As TDTD continues partner outreach, we look at ways to be more efficient within the department and for our partners. In 2016-17, TDTD streamlined the process of requesting bulk collateral through the central office.

To better track both the inventory and the demand of our publications, such as the Tennessee Vacation Guide, Discover Tennessee Trails & Byways brochures, Tennessee highway maps and Civil War Trails maps, we now encourage all bulk requests to be made through our online request form. The form can be found on industry.tnvacation.com as well as the state's agency site www.tn.gov/tourism.

Capturing requesters' information will help with forecasting demand and identify markets where our materials are most requested. TDTD believes this new process allows us to better service those requesting our materials in a more efficient and timely manner.

For any questions regarding bulk order requests of TDTD materials, please contact:

OUTREACH COORDINATOR
Jennie McCabe
615-741-9005
Jennie.McCabe@tn.gov

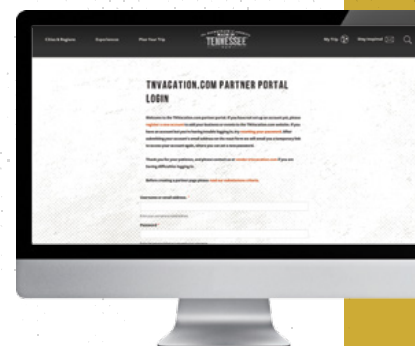
PARTNER PAGES ON TNVACATION.COM

With the roll out of the new tnvacation.com, there were big changes to the performance of the partner pages. Partner pages can be viewed by **NEARLY 3 MILLION** people who visit tnvacation.com. The CMS (content management system) walks you through fields that must be populated to be served up. This ensures we are giving the very best, most up-to-date information to our users as they plan trips to Tennessee. TDTD asked for help from partners and during the launch of tnvacation.com, **400 PARTNER PAGES** were updated.

A partner guide can be found at industry.tnvacation.com.

SPECIAL PROJECTS COORDINATOR

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TIPS BEFORE CREATING OR UPDATING YOUR PAGE:

- Search the current site for your organization
- Check for duplicate pages and content
- Use high-resolution images and video
- Be descriptive and fill out every field
- Look at your page from the eyes of a visitor
- Continue to update your page regularly

DEVELOPMENTAL MARKETING GRANT

THE MARKETING GRANT provides tourism organizations such as CVBs, chambers of commerce or regional tourism organizations a way to expand their marketing message. The partnership is designed to increase visitation to their

community and increase travel-generated revenue, while leveraging TDTD's brand "The Soundtrack of America. Made in Tennessee." through marketing initiatives. Due to the success of the program, TDTD increased funds for the grant to **\$1 MILLION**

in FY 2017-2018. TDTD rolled out the program ahead of schedule in FY 2016-2017 and has awarded funds to more recipients than ever. Partnerships awarded are limited to available funds as well as the number of requests received.

IN FY 2016-2017,
\$855,000 in matching funds
were awarded to
84 tourism partners through the
Developmental Grant program.

DIRECTOR OF OUTREACH & ENGAGEMENT

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SENIOR MARKETING ASSISTANT

Carrie Roberson

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TOURISM ENHANCEMENT GRANT

Tourism is one of the largest industries and economic drivers in Tennessee. The Tennessee Department of Economic and Community Development launched the Tourism Enhancement Grant in 2016. In the second year, 29 grants were awarded. This grant was developed to provide tourism

infrastructure resources to enhance and improve the tourism economic impact in Tennessee counties. TDTD will manage the grant in partnership with TNECD for FY 2018. The Tourism Enhancement Grant funds will **INCREASE TO \$2 MILLION**. Grant applications will be available in late 2017.

DIRECTOR OF OUTREACH & ENGAGEMENT

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OUTREACH COORDINATOR

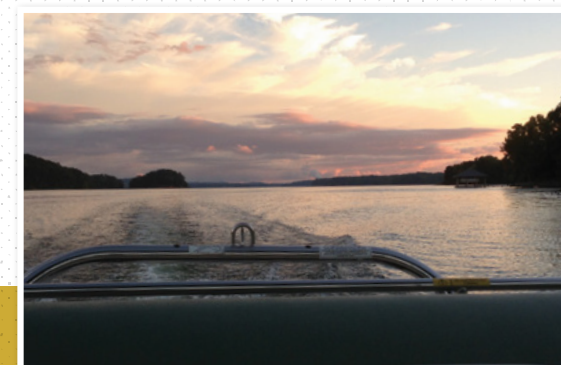
Jennie McCabe

615-741-9005

Jennie.McCabe@tn.gov



(Left) Carroll County Shooting Sports Park enhancement Round 1. (Above) Campbell County check presentation.



WATERWAYS ACCESSIBILITY FOR TENNESSEE RECREATION (WATR) GRANT

TENNESSEE IS RICH IN WATERWAYS, and water recreation has a significant economic impact on both the local and state economies. The legislature provided \$500,000 in FY 2017 and again in FY 2018 for marina grants that help promote tourism and the visitor experience. The new FY 2018 grant applications will be available in late fall 2017. Criteria can be found at tn.gov/tourism.

LEGISLATIVE LIAISON

Susan McMahon

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Susan.McMahon@tn.gov

ADVENTURE TOURISM

Sponsored by Sen. Ken Yager and passed in 2011, the Tennessee Adventure Tourism and Rural Development Act is designed to identify the category and help businesses in the classification gain a foothold in rural areas.

The act promotes outdoor recreational opportunities and helps support businesses that grow out of those activities, including trail riding (equine and motorized), rafting and kayaking, rock climbing, mountain biking and many other recreational activities.

DIRECTOR OF TOURISM INITIATIVES

Ramay Winchester

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AN ADVENTURE TOURISM DISTRICT (ATD)

designation allows qualified new businesses within the district to earn job tax credits to offset a portion of the businesses' state franchise and excise tax liability. New qualified businesses created in these ATDs, including restaurants and lodging properties developed to cater to these guests, must make a capital investment of at least \$500,000 and create the required number of jobs. The Tennessee Department of Economic and Community Development determines the number of necessary jobs by the county's tier classification. Retailers, convenience stores

and gas stations are among the businesses that do not qualify for the credit. Applications for ATD designation are accepted each year. Applications must include:

- A resolution from the local governing body authorizing creation of the district
- A parcel map of the proposed district
- A business plan based on "quantifiable data demonstrating the creation of an adventure tourism district would enhance sustainable economic development in the area" (T.C.A. 11-11-204b)
- A notarized letter from a local mayor or government executive confirming the plan



THE APPLICATION PROCESS opened midspring 2017.

THE FOLLOWING NEW DISTRICTS were announced in July 2017: Carter County, City of Gatlinburg, Cocke County and the City of Lakeland.

THE NEXT ROUND of applications for Adventure Tourism District designation will open spring 2018.





RETIRE TENNESSEE

The Good Life. Only Better.

RETIRE TENNESSEE



With **MORE THAN 78 MILLION BOOMERS** looking for mild seasons, a lower cost of living and a slower pace of life, why not promote Tennessee as a retirement destination? The Retire Tennessee program, in its 12th year, markets to those looking for the amenities and resources offered in Tennessee. The program began under the Community Development Division of the Tennessee Department of Economic & Community Development and moved to TDTD in 2015.

Knowing that retirees are visitors first and they visit three to five times before making the decision to move, it is a natural fit that the Retire Tennessee program made the move. Tennessee is one of only five states with a formal retiree recruitment program and the program is seen as “the best of the best.” Our efforts extend statewide to evaluate and assist any community with an interest in retiree recruitment as a strategy for nontraditional economic and tourism development.

ABOUT THE PROGRAM

The Retire Tennessee program currently consists of 22 rural and urban communities across the state. Each community meets the state's criteria of providing the resources and amenities needed to be a viable retirement destination. Partners within the program are highlighted on www.RetireTennessee.org.

Partners are required to participate in at least one ideal-LIVING Resort & Retirement Expo

during the early fall and winter months and to supply a Discover Tour, providing discounts to a visiting retiree. In addition, Retire Tennessee program partners also invest in advertising in numerous publications nationwide.

In 2016-2017, partners received **MORE THAN 8,000 INQUIRIES** from potential retirees seeking the amenities and resources that TDTD is proud to provide.



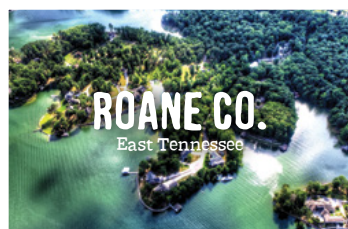
New this year was a Tennessee Living Expo in Fort Lauderdale, Florida with master planned development partners. **FLORIDA CONTINUES TO BE THE NO. 1 STATE FOR INQUIRIES TO TENNESSEE.**

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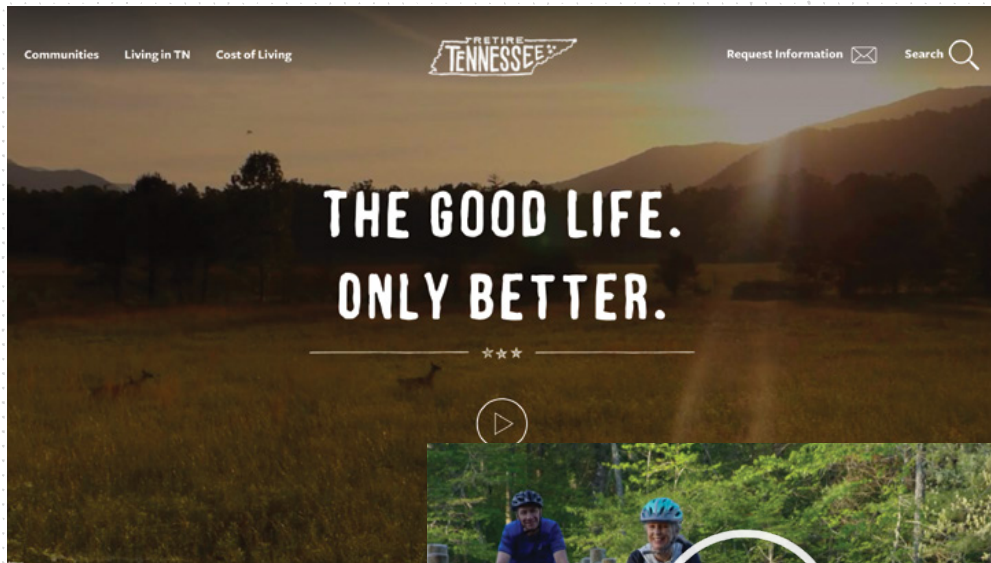
THE GOOD LIFE. ONLY BETTER.

With the move from ECD to TDTD, it was established that the Retire Tennessee brand and collateral needed to be more cohesive with the current tourism brand. In early 2017, **RETIRE TENNESSEE HAD A TOTAL MAKEOVER**. The new brand provides a more simplified, fresh look, keeping with the look and feel of “The Soundtrack of America. Made in Tennessee.” branding. The logo incorporates the recognizable shape of the state using fonts and textures that are being used throughout our primary brand. New Retire Tennessee promotional items were also created.

REBRANDED ITEMS:

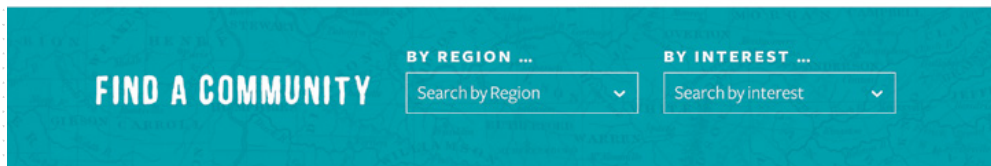
- Website (www.RetireTennessee.org)
- Promotional items
- Rack card
- Retire Tennessee booklet
- Video sizzle reel on RetireTennessee.org
- Expo booth and pop-up banners
- Retire Tennessee community signs
- Branded bags
- Pins
- Expo apparel





Tennessee is more than just
will please any interest. W
more leisurely pace, Tenn
urban conve

Retirees across the coun
Tennessee is a top choice. We invite you to tour our 22 Certified Retire
Tennessee communities to learn why we are becoming a favorite choice
for relocating retirees.







TRAILS & BYWAYS

The Soundtrack of America. Made in Tennessee.



DISCOVER TENNESSEE

Trails & Byways

TDTD established the Discover Tennessee Trails & Byways program 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.

The goal of the Tennessee Trails & Byways program is to generate exposure to rural areas of Tennessee, providing an authentic glimpse into Tennessee life beyond the driver's seat, therefore increasing tourism-related economic development statewide. A budget was established to mark the trails with distinct brown signs. The campaign included the creation of new print and digital ads, radio ads and brochures.



2016–2017 MARKETING CAMPAIGN

- Partnership with WSM and the Grand Ole Opry
- Summer billboard campaign statewide
- Print and online ads in *American Road Magazine*
- Print and online ads in *Road Runner Magazine*
- Editorial and advertising partnership with *Tennessee Home & Farm Magazine*
- Print ad in *Escape to the Southeast*
- Southeast H.O.G. Rally partnership





TRAIL BROCHURES

TDTD evaluates the Discover Trails & Byways program annually and recently decided it could reach more people by changing the approach to the program's brochures. The size of the brochures will be reduced so more can be printed. They will continue to be distributed in Tennessee Welcome Centers and key areas statewide.

NEXT STEPS

- Continue to convert each of the 16 trail brochures to the new brochure layout
- Continue advertising and promotional efforts
- Evaluate the program and identify effectiveness of marketing for our rural areas

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SPECIAL PROJECTS COORDINATOR

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TENNESSEE CIVIL WAR

With the close of the remembrance of the 150th Anniversary of the Civil War, the focus of the Tennessee Civil War Trails and the Tennessee Civil War Sesquicentennial Commission is to continue telling the story of that important phase of our state's history.

THE TENNESSEE CIVIL WAR TRAIL (TCWT) is part of a multistate program that identifies, interprets and creates driving tours of both the great campaigns and the lesser-known Civil War sites. There are more than 400 CWT markers across the state, with at least one marker in each of the 95 counties.

Under the leadership of Dr. Carroll Van West, Tennessee state historian, each marker is vetted for authenticity and edited to meet the multistate program requirements. To date, more than 2.5 million TCWT brochures have been distributed.

TDTD is the point of contact for the TCWT and communities that are interested in a TCWT marker should submit an application.

SPECIAL PROJECTS COORDINATOR

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PLAY TENNESSEE

The Soundtrack of America. Made in Tennessee.



PLAY TENNESSEE

PLAY TENNESSEE is a membership-based organization of sports industry partners from across the state, working together to attract, retain and grow sporting events within the state. This results in greater tax revenue, visitation and economic growth for participating communities.

Whether it's youth, amateur, college or professional sports, Tennessee offers cutting-edge facilities, unparalleled hospitality and entertainment for all ages.

Given Tennessee's geographic location, scenic beauty, comfortable year-round weather and accessibility via interstates, Play Tennessee aspires to be the country's leader in sports tourism, as defined by the economic impact generated.

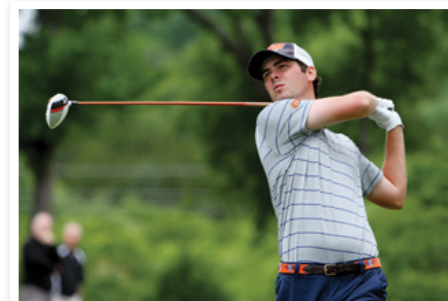
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PLAY TENNESSEE is a 501(c)(6) tax-exempt organization with an 11-member board of directors, including an executive committee.

The organization is currently evaluating collaborative partnerships and marketing opportunities for several trade shows and sales activities.



Rockabilly Highway, Selmer





WHAT'S NEW

The Soundtrack of America. Made in Tennessee.



WHAT'S NEW

ADAMSVILLE

30TH ANNUAL SHERIFF BUFORD PUSSEY FESTIVAL

This May 2018 festival includes visits to Sheriff Buford Pussey's Home and Museum, the new McNairy County Courthouse Jail Experience Center, a bus tour and lunch with daughter Dwana Pussey Garrison.

BAXTER

WINDOW CLIFFS

Baxter welcomed Tennessee's newest state natural area in April 2017. Adjacent to Burgess Falls State Park, Window Cliffs is a 275-acre escape.

BIG SOUTH FORK NATIONAL PARK AREA

LAUREL FORK RUSTIC RETREAT

Jamestown & Oneida, Tennessee

Two new cabins, Shady Haven and Arabian Nights, have been added to the 10 vacation homes and cabins already featured.

BRISTOL

STEELE CREEK SPLASH PAD

This safe "zero-depth" water play area is filled with interactive features such as sprinklers, ground nozzles and dumping water buckets.

THE NATURE CENTER AT STEELE CREEK EXPANSION

This 2,600-square-foot facility, is receiving a \$1.5 million upgrade. New exhibits including an island of aquariums and forest displays will give visitors a new way to see the vast biodiversity.

CHATTANOOGA

SONGBIRDS GUITAR MUSEUM

Featuring a collection of more than 400 rare vintage guitars. Exhibits will be refreshed periodically for guests to enjoy new chapters in guitar history.

GRAY LINE OF TENNESSEE

Introduces the Chattanooga Hop Trolley Tour, which takes visitors on a 75-minute tour and stops at 12 attractions and points of interest throughout the city. Guests can hop on or off the classic red-and-green trolley at any of the 12 stops along the route.

RUBY FALLS EXPANSION

Parts of the \$20 million multiyear expansion at Ruby Falls are already underway. The multiphase project includes modernizing the attractions and adding an outdoor observation/viewing area.

THE MLK/BIG 9 DISTRICT

The historic Martin Luther King District features the Levitt AMP free music series, restaurants, music venues, the Bessie Smith Cultural Center and the 40,000-square-foot MLK District Mural.

CLARKSVILLE

THE CITY FORUM & THE LOADING DOCK

The City Forum is more than 100,000 square feet of warehouse space with high-speed karting, a boutique bowling lounge and The Loading Dock restaurant.

FRANK SUTTON STATUE

Visit a life-size bronze statue of Clarksville native Frank Sutton, sculpted by Scott Wise. Sutton is known for his role of Sgt. Vince Carter on TV's "Gomer Pyle."

PAT HEAD SUMMITT LEGACY PLAZA

Located at Clarksville's Freedom Point, the plaza honors the sports icon and Montgomery County native. A statue of Pat Head Summitt is the highlight.

COOKEVILLE

2018 OVC OUTDOOR TRACK & FIELD CHAMPIONSHIPS

Ohio Valley Conference awarded Cookeville's Tennessee Tech University with the championships, which will be May 10-12.

VISITCOOKEVILLETN.COM/MERCHANDISE LAUNCH

The Cookeville-Putnam County Convention & Visitors Bureau launched VisitCookevilleTN.com, designed to serve as the bureau's No. 1 marketing tool.



CROSSFIT MAYHEM 3.0 EXPANSION

Four-time “Fittest Man on Earth” Rich Froning unveiled CrossFit Mayhem 3.0, a fitness/sports destination.

DANDRIDGE

PUBLIC DOCK ADDED ON DOUGLAS LAKE

To launch boats, jet skis, kayaks and paddle boards.

ELIZABETHTON

OFF THE GRID MOUNTAIN ADVENTURES

Aerial adventure park with a 3,000-foot-long zipline, Hågglund rides, a sky tower for repelling and jumping, as well as a giant swing that can reach 50 mph.

FINGER

122ND ANNIVERSARY ANNUAL FINGER BARBECUE & PICNIC

The festival features bluegrass music and a whole hog barbecue with sides and desserts each October.

FRANKLIN

MASTERS & MAKERS TRAIL

The trail winds through Williamson County, where travelers visit with masters of wine, beer and spirits.

SOAR ADVENTURE TOWER

SOAR Adventure Mini Golf is the latest addition to the SOAR Adventure Tower complex, adding 18 holes of putt-putt with holes shaped as musical instruments.

GALLATIN

WORTHINGTON GALLERIES

Worthington Galleries features ancient coins, prehistoric pottery and contemporary artwork.

UMBRA COFFEE

Customers pick from a full espresso bar menu, loose leaf teas, chai lattes, and iced cold-brew coffees.

GATLINBURG

ANAKEESTA

A 72-acre outdoor aerial adventure park with a Chondola ride, dining, shopping, zipline, mountain coaster, tree canopy walk and children's playground.

ROWDY BEAR MOUNTAIN COASTER

Rider along the hillside at traffic light No. 3.

HAMPTON

TROPHY WATER GUIDE SERVICE & FLY SHOP

This service guides fly-fishing, float and wade trips, while the shop features fly-fishing tackle items.

JACKSON

CASEY JONES VILLAGE “THE FARM”

A “hands on” authentic Southern food experience with a vegetable garden, Saturday morning farmers market, a century-old barn and cotton gin building.



JOHNSON CITY

TANNERY KNOBS BIKE PARK

East Tennessee's premier mountain bike skills park with trails rated from beginner to advanced, pump tracks and specific skill-building areas.

ETSU FOOTBALL STADIUM

East Tennessee State University will welcome fans this season in its new \$33 million on-campus stadium.

KNOXVILLE

TIGER FOREST AT ZOO KNOXVILLE

New habitat for critically endangered Malayan tigers and white-naped cranes immerses guests in Asia.

THE TENNESSEAN PERSONAL LUXURY HOTEL

Built in Tennessee for Tennesseans by Tennesseans, this locally owned 82-room luxury hotel has quickly become Knoxville's newest talking point.

EVERLY BROTHERS MEMORIAL PARK

Everly Brothers Park is a tribute to the duo whose storied musical career has deep roots in Knoxville.

TENNESSEE THEATRE

Following a \$26 million restoration, the theatre is the region's leading performing arts center and will celebrate its 90th anniversary in October 2018.

WDOVX RADIO

Knoxville's listener-supported radio show celebrates 20 years with vintage recordings, interviews with artists and special concerts.

LENOIR CITY

THE VENUE AT LENOIR CITY

This 19,000-square-foot venue is the premier space for conferences, weddings and events in Lenoir City.

LOUDON

30TH ANNIVERSARY OF TELlico VILLAGE

This year's theme is "30 Years and Getting Stronger."

MANCHESTER

MANCHESTER DOWNTOWN SQUARE

The square is undergoing a major renovation.

MEMPHIS

ELVIS PRESLEY'S MEMPHIS AT GRACELAND

An entertainment and exhibit complex more than 200,000-square-feet that immerses guests in the life and career of Elvis.

BIG RIVER CROSSING AT HARAHAAN BRIDGE

Walk, ride or run the 5,000-foot longest public pedestrian bridge across the Mississippi.



HEART OF THE PARK AT SHELBY FARMS

Recently expanded to 80 acres, enjoy trails, wetlands, decks, picnic pavilions, boat rentals and much more.

OLD DOMINICK DISTILLERY

There are new spirits in town: vodka, whiskey and bourbon. The old Tennessee Brewery also features distillery tours and tasting rooms.

IKEA

From furniture and appliances to home accessories, visit the only IKEA currently in the mid-South region.

MLK 50

The 50th anniversary remembrance of Dr. Martin Luther King's assassination continues through April 2018, led by the National Civil Rights Museum.

MONTEREY

BELLE RIDGE RETREAT

Putnam County's latest outdoor retreat, with more than 600 acres of hiking, UTV and horseback trails.

MOSSY CREEK

MOSSY CREEK STATION FESTIVAL PARK & PAVILION

The park plays host to Rockn' the Creek Summer Concert Series, Mossy Creek barbecue battle and a Hometown Christmas celebration.

MURFREESBORO

STEEL BARREL BREWERY GROUNDBREAKING

The initial project will have a 15,000-square-foot facility for the brewing of craft beers, a tap room for tastings and samples, and a sensory room and labs.

PUCKETT'S GROCERY & RESTAURANT

Authentic comfort food like the meat-and-three and famous slow-smoked barbecue.

PANTHER CREEK BREWS

Panther Creek Brews are small-batch privately brewed beers crafted with a personal touch.

NASHVILLE

TENNESSEE STATE MUSEUM

The new 137,000-square-foot space, located on Nashville's Bicentennial Mall, will have interactive experiences and a 250-seat Digital Learning and Outreach Center opening late 2018.

RAY STEVENS CABARAY

Opening Fall 2017, the Vegas-style venue has a piano lounge, dining, recording studio and entertainment by multi-Grammy Award winner, Ray Stevens.

HENLEY

James Beard Award-winning Chef RJ Cooper leads the kitchen at Henley, located inside the new Kimpton Aertson Hotel in Midtown.

PATSY CLINE MUSEUM

Visitors can explore the life and legend of country music's top female entertainer, presented in an interactive setting.

PLAZA MARIACHI

A cultural experience offering culture, art, live music, entertainment, food and retail in the style of Mexican marketplace streets.

MADAME TUSSAUDS NASHVILLE

Take a musical journey from past to present in the music-themed Madame Tussauds of Nashville.

BAVARIAN BIERHAUS

Step inside an Oktoberfest atmosphere all year long.

OAK RIDGE

CRAFTER'S BREW MARKET & SOCIAL

Oak Ridge's first Craft Beer Market & Social will have more than 24 craft beers and an outdoor patio.

8TH ROWING LANE ON MELTON LAKE

Melton Lake Rowing added an eight rowing lane.

OLD HICKORY

OLD HICKORY CENTENNIAL CELEBRATION

Celebrate the centennial June 1-3, 2018, with historic tours, music and food at the marina, golf courses and Andrew Jackson's Hermitage.

PIGEON FORGE

VR PIGEON FORGE

A virtual reality arcade allows visitors to walk, crawl and dodge their way through worlds of adventure.

SMOKY MOUNTAIN ADVENTURES DINNER & SHOW

This high-energy dinner theater production tells a tale of Dolly Parton's family history.

PIGEON FORGE SNOW

This indoor facility uses technology to provide real snow year-round for 15 lanes of snow tubing.

SUMMIT TOWER AND CASCADES WATERPARK

The 98 suites have modern resort amenities, Smoky Mountain charm and a 30,000-square-foot waterpark.

MARGARITAVILLE ISLAND INN

This inn features 104 coastal-inspired rooms.

POCAHONTAS

BIG HILL POND STATE PARK

Kayaks and canoes are now for rent. In addition, the park's first 50k/25k runs will take place October 2018.

PORTLAND

STRAWBERRY MANOR

Country musician Ronnie McDowell has remodeled his grand home into a concert venue.



SELMER

M McNAIRY COUNTY COURTHOUSE JAIL EXPERIENCE CENTER

The McNairy County Courthouse Jail will be an experience center highlighting Sheriff Buford Pusser.

WALKING TRAIL OF MUSIC LEGENDS

Introduces local legends on a walk through Selmer.

SEVIERVILLE

TENNESSEE LEGEND DISTILLERY

The retail store features moonshines and gifts.

30: CELEBRATING DOLLY IN BRONZE

See the exhibit about the artist, the sculpture and Dolly Parton at Sevierville Visitors Center before it ends Dec. 31, 2017.

SEVIER DISTILLING COMPANY

Schedule a behind-the-scenes tour and watch the fermentation, distillation and bottling process at Sevierville's newest distillery.

SMYRNA

SMYRNA OUTDOOR ADVENTURE CENTER

The center features programs that encourage the enjoyment of indoor activities and local parks.





INFORMATION & SUPPORT

The Soundtrack of America. Made in Tennessee.



INFORMATION & SUPPORT

THE INFORMATION SYSTEMS & SUPPORT SERVICES division provides a vast array of services to internal department staff, the tourism industry and the traveling public. Tennessee Information Specialists provide visitor or travel reception services for the department and respond to nearly 8,000 information requests annually from individual travelers and travel organizations. Computerized address verification systems and in-house mail and shipping services ensure accuracy and expediency in the delivery of promotional materials such as the Tennessee Vacation Guide.

INTERNALLY, THE INFORMATION SYSTEMS & SUPPORT SERVICE PROVIDES INFRASTRUCTURE SUPPORT to the Central Office staff in Nashville, regional offices in Knoxville and Memphis, as well as TDTD's welcome centers. Standardized state-of-the-art applications and stable telecommunications, network and wireless capabilities are provided in support of business requirements. Annual information

systems planning and established hardware replacement cycles ensure that a platform capable of supporting the latest technologies remains in place. Assistance is also provided for other operational needs, such as printing this annual report at \$16.56 per copy. Staff training, AV support and RFP evaluation services are also offered by the division.

IN ADDITION TO RESPONDING TO REQUESTS FOR INFORMATION, the division also manages a contract call and publication fulfillment center responsible for responding to hundreds of thousands of additional requests originating from the department's website, online advertising and our toll-free number:

1-800-GO2-TENN

OBJECTIVES

MAINTAIN competitive advantage for visitation by providing excellent customer service and satisfaction.

RESEARCH the latest technological opportunities for providing a solid information systems infrastructure.

SUPPORT the efforts of marketing, public relations and sales divisions.

MAINTAIN a stable technological infrastructure to support the business requirements of the department.

STRATEGIES

IMPROVE TDTD's information systems infrastructure, hardware and software by implementing new systems and appropriate upgrades.

PROVIDE our visitors with helpful and courteous telephone support to respond to their inquiries.

RESPOND promptly to consumer and travel industry requests through TDTD's mail room.

MONITOR call center and fulfillment contracts and coordinate all information systems contracts.

INVESTIGATE technology solutions as needed in support of business requirements.

**SPECIALISTS
RESPOND TO
NEARLY 8,000
INFORMATION
REQUESTS
ANNUALLY.**



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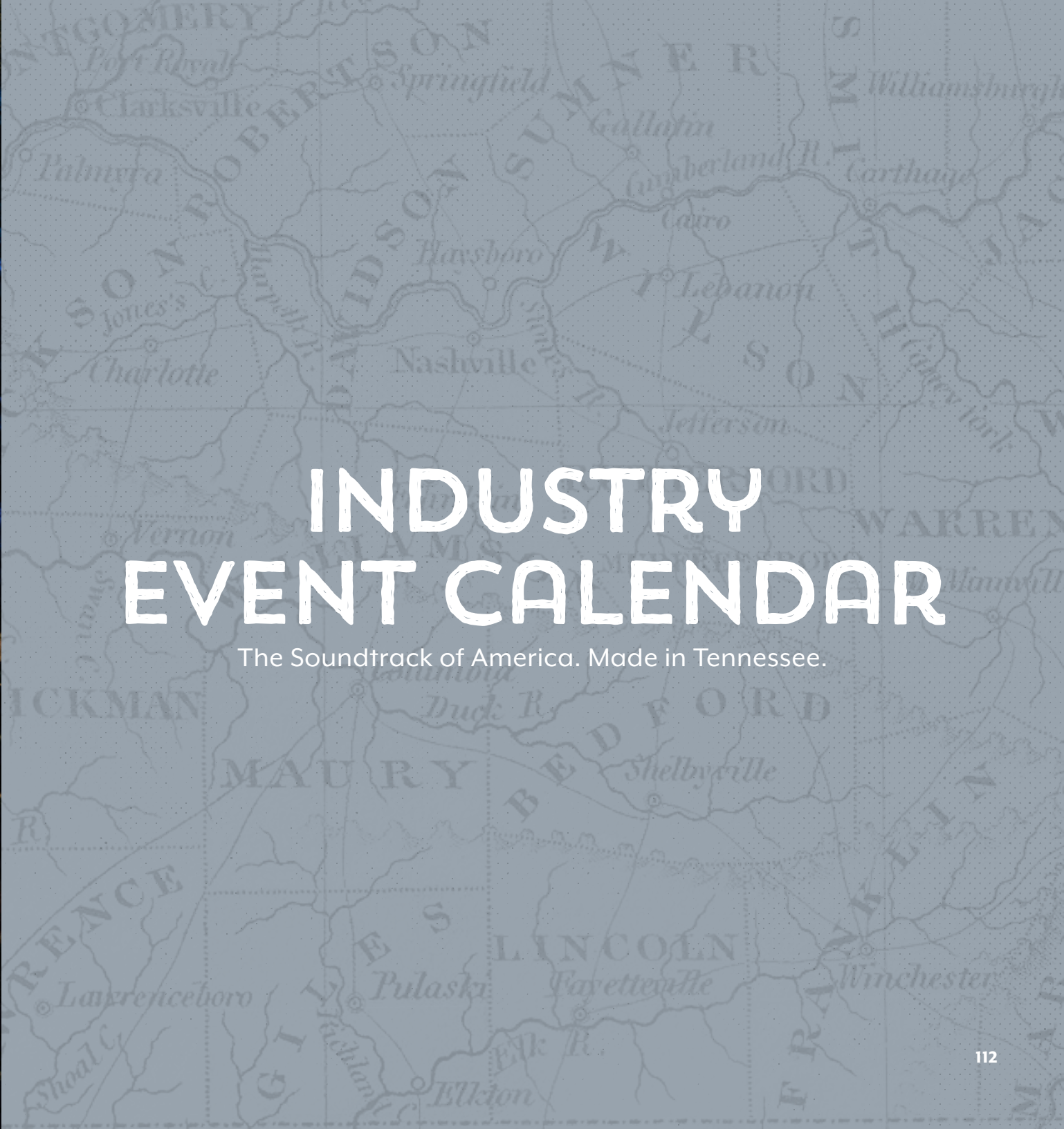
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INDUSTRY EVENT CALENDAR

The Soundtrack of America. Made in Tennessee.



FY 2017-2018 CALENDAR



Industry-wide



International



Public Relations



Sales



Retire Tennessee

JULY '17



**SPOTLIGHT ON
THE SOUTHEAST**
JULY 10-12

Ridgeland, Mississippi



**SOUTHWEST SUMMER
MUSIC EXHIBITION**
JULY 20-22

San Antonio, Texas





AUGUST '17



**RETIRE TENNESSEE
FLORIDA EXPO**
AUG. 12-13

Fort Lauderdale, Florida



**STUDENT YOUTH
TRAVEL ASSOCIATION**
AUG. 25-28

Albuquerque, New Mexico





SEPTEMBER '17



**IDEAL LIVING RESORT &
RETIREMENT EXPO**
SEPT. 16-17

Hauppauge, New York



**IDEAL LIVING RESORT &
RETIREMENT EXPO**
SEPT. 23-24

McLean, Virginia



**AAA TASTE OF
TENNESSEE FAM**
SEPT. 25 - OCT. 1

Nashville, Chattanooga & Gatlinburg





OCTOBER '17



**GOVERNOR'S CONFERENCE
ON HOSPITALITY
AND TOURISM**
OCT. 4-6

Gatlinburg, Tennessee



TENNESSEE CRAFT WEEK
OCT. 6-15

Statewide



**TENNESSEE-ALABAMA-
MISSISSIPPI RURAL
TOURISM CONFERENCE**
OCT. 23-25

Pickwick Landing State Park
Counce, Tennessee





NOVEMBER '17



**TENNESSEE PR
SAMPLER EXPRESS**
NOV. 1-3

Various Feeder Markets



**ONTARIO MOTOR
COACH ASSOCIATION**
NOV. 5-8

Toronto, Ontario



WORLD TRAVEL MARKET
NOV. 6-8

London, England



**KNOXVILLE & SURROUNDING
TRAVEL WRITER FAM**
NOV. 8-12

Knoxville & Middle East Region



**AMERICAN ASSOCIATION OF
RETIREMENT COMMUNITIES**
NOV. 15-17

Wilmington, North Carolina



**TRAVEL SOUTH
INTERNATIONAL SHOWCASE**
NOV. 26-30

Charleston, South Carolina

DECEMBER '17



**NATIONAL
TOUR ASSOCIATION**
DEC. 14-18

San Antonio, Texas









HELP SHARE TENNESSEE WITH THE WORLD! Visit industry.tnvacation.com for a comprehensive calendar of upcoming national and international expos, media tours, conferences and other events you can participate.


JANUARY '18


IDEAL LIVING RESORT & RETIREMENT EXPO
JAN. 20-21
Schaumburg, Illinois


AMERICAN BUS ASSOCIATION
JAN. 26-30
Charlotte, North Carolina


IDEAL LIVING RESORT & RETIREMENT EXPO
JAN. 27-28
Greenwich, Connecticut







FEBRUARY '18


IDEAL LIVING RESORT & RETIREMENT EXPO
FEB. 10-11
Parsippany, New Jersey


PICK TN AGRITOURISM CONFERENCE
FEB. 15-17
Chattanooga, Tennessee


IDEAL LIVING RESORT & RETIREMENT EXPO
FEB. 24-25
King of Prussia, Pennsylvania






MARCH '18


IDEAL LIVING RESORT & RETIREMENT EXPO
MARCH 3-4
McLean, Virginia


ITB BERLIN
MARCH 7-11
Berlin, Germany


HERITAGE CLUBS INTERNATIONAL PEER GROUP CONFERENCE
MARCH 12-16
Branson, Missouri



TRAVEL SOUTH DOMESTIC SHOWCASE
MARCH 18-21
Biloxi, Mississippi


TENNESSEE ASSOCIATION OF MUSEUMS ANNUAL CONFERENCE
MARCH 21-23
Pickwick Landing State Park
Counce, Tennessee

APRIL '18


WORLD TRAVEL MARKET LATIN AMERICA
APRIL 3-5
Sao Paulo, Brazil


AAA BLUE RIDGE PARKWAY FAM
APRIL 6-8
Knoxville & Gatlinburg







MAY '18


INTERNATIONAL POW WOW
MAY 19-23
Denver, Colorado


NATIONAL TRAVEL & TOURISM WEEK
MAY 6-12
Statewide





JUNE '18


TSUSA INTERNATIONAL SALES MISSION
JUNE 6-15
France & Italy





