Dear Friends in Tourism,

Tennessee continues to see outstanding tourism growth, breaking visitation records, exceeding economic impact numbers and bringing new jobs to Tennesseans. A record 113.6 million person stays were recorded in 2017, according to U.S. Travel.

Tennessee ranks among the Top 10 travel destinations in the nation for the fourth consecutive year and is considered a top retirement destination.

Tourism is our state’s second largest industry, thanks to the dedicated workers who offer unbeatable hospitality and memorable experiences to travelers visiting Tennessee.

Congratulations on reaching $20.7 billion in economic impact in 2017 and contributing more than $1.8 billion in state and local sales tax revenue. Tourism also generated 184,300 jobs for Tennesseans, according to the U.S. Travel Association.

Congratulations to Department of Tourist Development Commissioner Kevin Triplett and his staff for continuing to achieve major milestones for Tennessee with the award-winning “The Soundtrack of America. Made in Tennessee.” campaign. These accomplishments are shared with the Tennessee Tourism Committee under the leadership of Chairman...
Colin Reed and co-chairs Jack Soden and Leon Downey.

This year marked the 50th anniversary of Dr. Martin Luther King Jr.’s assassination in Memphis, 10 Tennessee stops on the new U.S. Civil Rights Trail, Tennessee Music Pathways, direct flights between Nashville and London and the multiple award-winning campaign to install colorblind-less viewers at scenic overlooks across the state to help the colorblind see fall colors for the first time. A new state statute designates the last full week of February as “Tennessee Songwriters Week,” designed to celebrate the foundation of the craft, recognize songwriters and pave the way for future artists.

Important milestones will be commemorated in 2019, including bicentennial celebrations in Hardin County and Memphis; the Peabody Hotel’s 150th anniversary; Johnson City’s 150th anniversary; the new Tennessee State Museum and SoundWaves luxury waterpark at Gaylord Opryland Resort in Nashville. Music City also will host the NFL Draft. Chattanooga welcomes the Moon River Music Festival and its newest live music venue The Signal. Knoxville will host the Bassmaster Classic for the first time as the city’s historic Bijou Theatre marks its 110th anniversary. Bell Buckle’s RC-MoonPie Festival and Martin’s Tennessee Soybean Festival will each mark their quarter-century celebrations in 2019.

Key tourism partners throughout the state investing in new attractions, expansions and improvements are crucial to Tennessee’s exceptional tourism growth. Renovations include an additional five acres at Dollywood in Pigeon Forge; the $20 million renovation at Ruby Falls in Chattanooga; new cabins at Reelfoot Lake State Park in Tiptonville; the new Blue Angel Captain Jeff Kuss memorial in Smyrna; the reopening of the Rhea Heritage and Scopes Trial Museum in Dayton; and Sweetwater Valley Farm in Philadelphia becoming Tennessee’s first Lely Dairy XL farm, milking 500 cows with robotic technology while becoming an agri-tourism destination.

Thanks to all of you who help tourism thrive as partners in counties, cities and rural communities work hard to make our state a superior destination for visitors from around the world.

Warmest regards,

Governor Bill Haslam
Welcome centers
Research
Marketing
Travel trade
Public relations
Trails & byways
Outreach + engagement
Retire Tennessee
Play Tennessee
What’s new
Administrative services
Industry calendar
DEAR PARTNERS,

The goal of an annual report is simple. Give partners, shareholders and interested parties a quality recap of the previous year’s business; including both the good and bad.

Within these pages are reminders and recaps of projects with which you may have been involved or were aware and reports on items you may be seeing for the first time.

Communication is very important to us. Working with our partners to keep Tennessee a top-10 travel state is one of our main missions. Having great relationships and communication is a large part of that.

We have come a long way as an agency in the last three-and-a-half years. The way we think, work, promote, manage and partner with you has evolved. Hopefully you will see that on full display inside these pages — and every day in your dealings with our team.

But, for a moment, I would like to go further back than that. Eight years to be exact.

Eight years ago, Bill Haslam was elected Governor of Tennessee. He did many
things all Governor-elects do. He hired a team, built a plan, handled all of the things that are tops on lists of many Governor’s before him. But he added something. He enhanced the focus on the state’s tourism industry. He created a committee made up of partners from across the state. He pumped more money into the department’s marketing budget and that allowed us to do things we never have done before. Frankly we have done things we previously never would have THOUGHT of doing.

We know the importance because we, in this industry, live it every day. But with so many other irons he has in the proverbial fire, as he finishes his term, we owe Governor Haslam a debt of gratitude for being so focused on what we do and knowing the impact it has on Tennessee.

We beefed up our efforts in Atlanta and Cincinnati and moved into markets like Chicago, Dallas and Indianapolis. We have greatly expanded our international footprint working to inspire travel of non-domestic travelers — who stay longer.

While we keep pushing new territory, we created an outreach team to enhance focus on rural, spreading a vision to serve all 95 counties.

We have put on events, created programs, held seminars and workshops. We have taken the Tennessee Music Pathways from a concept to rollout. We have developed the Tennessee portion of the U.S. Civil Rights Trail. This year we worked with Governor Haslam and the General Assembly to pass a statute declaring the last week of February each year “Tennessee Songwriters Week.” We have worked with partners to help create new events or to attract ones that already exist.

On a granular scale, the level of the work and partnership with the Tennessee Tourism Committee; and on a broader scale the creative approach of you, our partners, in finding new ways to tell your stories; the relationships you have created with each other -- all has led to the successes you see inside these pages.

It is my honor to work with you. We take our role seriously. We hope through the pages of this report that is obvious.

Thank you.

Commissioner Kevin Triplett
WELCOME CENTERS

In 2017, more than 14 million travelers utilized the state’s 16 welcome centers. Currently, 15 of Tennessee’s 16 welcome centers are open 24 hours a day, seven days a week, except for the I-40 Shelby County Welcome Center, which closes each evening. Our knowledgeable staff greets travelers entering Tennessee, providing attraction information and distributing an enormous amount of tourism destination materials.

The I-40 Haywood County Welcome Center and solar farm opened in 2018. The University of Tennessee’s interactive SPECTRUM solar exhibit is free for welcome center guests, students and the general public to tour. The solar exhibit demonstrates how solar energy is harvested and highlights Tennessee’s leadership in renewable energy development.
WI-FI UPDATES AND NEW GUESTBOOK KIOSKS

As part of our ongoing efforts to enhance the guest experience and collect valuable information, digital guest book kiosks were added at all 16 Tennessee welcome centers. This allows TDTD to gather guest information efficiently, greatly reducing paperwork. A portal page displays prior to accessing free Wi-Fi services at the welcome centers; guests must tell us where they are from, their final destination and their travel party size before accessing the free Wi-Fi.
WELCOME CENTER CERTIFICATION PROGRAM

TDTD partnered with U.S. Travel Association and Tennessee Department of Human Resources to introduce a nationally recognized Welcome Center Certification program. To date, all staff who participated successfully passed the certification test and are now Certified Travel Ambassadors. The program provided staff with in-depth destination knowledge and resulted in more consistent information to guests, ultimately enhancing the welcome center experience.

TDTD Assistant Commissioner Pete Rosenboro and Keep Tennessee Beautiful's Edmond McDavis III accepted the 2017 Non-Profit Recycler of the Year Award from Tennessee Recycling Coalition at the 2017 TRC Conference. This award was for the two organizations' cigarette litter efforts during the 2016 Cigarette Litter Prevention Program at Tennessee welcome centers. The CLPP is a Keep America Beautiful initiative to educate the general public and prevent cigarette litter.
# Welcome Center Directory

## Memphis

<table>
<thead>
<tr>
<th>I-55 Shelby Co.</th>
<th>Freea Hendley</th>
</tr>
</thead>
<tbody>
<tr>
<td>901-345-5956</td>
<td><a href="mailto:Freea.Hendley@tn.gov">Freea.Hendley@tn.gov</a></td>
</tr>
</tbody>
</table>

**Shipping**

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

**Mailing**
P.O. Box 16428, Memphis, TN 38186

---

## Dyersburg

<table>
<thead>
<tr>
<th>I-155 Dyer Co.</th>
<th>Lisa Brooks</th>
</tr>
</thead>
<tbody>
<tr>
<td>731-286-8323</td>
<td><a href="mailto:Lisa.Brooks@tn.gov">Lisa.Brooks@tn.gov</a></td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>I-24 Montgomery Co.</th>
<th>Don Townsend</th>
</tr>
</thead>
<tbody>
<tr>
<td>931-648-5509</td>
<td><a href="mailto:Don.Townsend@tn.gov">Don.Townsend@tn.gov</a></td>
</tr>
</tbody>
</table>

**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

---

## Ardmore

<table>
<thead>
<tr>
<th>I-65 Giles Co.</th>
<th>Brenda Anderson</th>
</tr>
</thead>
<tbody>
<tr>
<td>931-468-2654</td>
<td><a href="mailto:Brenda.G.Anderson@tn.gov">Brenda.G.Anderson@tn.gov</a></td>
</tr>
</tbody>
</table>

**Shipping**

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

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

---

## Mitchellville

<table>
<thead>
<tr>
<th>I-65 Robertson Co.</th>
<th>Eric Elizer</th>
</tr>
</thead>
<tbody>
<tr>
<td>615-525-4721</td>
<td><a href="mailto:Eric.Elizer@tn.gov">Eric.Elizer@tn.gov</a></td>
</tr>
</tbody>
</table>

**Shipping & Mailing**

6111 Lake Springs Road, Portland, TN 37148

---

## Buffalo Valley

<table>
<thead>
<tr>
<th>I-40 Smith Co.</th>
<th>Davis Fox</th>
</tr>
</thead>
<tbody>
<tr>
<td>615-683-6410</td>
<td><a href="mailto:Davis.Fox@tn.gov">Davis.Fox@tn.gov</a></td>
</tr>
</tbody>
</table>

**Shipping**

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

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

---

All Tennessee Welcome Centers are Wi-Fi enabled.
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

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

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

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

TIFTONIA
I-24 Hamilton CO.
James Elbert
423-821-2628
James.H.Elbert@tn.gov
Shipping 17180 I-24 East, Mile Marker 171.8, Chattanooga, TN 37419
Mailing P.O. Box 2037, Chattanooga, TN 37409

JELLICO
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

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

ERWIN
I-26 Unicoi CO.
Jackie Rains
423-743-4166
Jackie.Rains@tn.gov
Shipping & Mailing 100 Fiddlers Lane, Erwin, TN 37650
International Rock-a-billy Hall of Fame, Jackson
RESEARCH
2017 ECONOMIC IMPACT
JAN.-DEC. 2017 | U.S. TRAVEL ASSOCIATION

$20.77 BILLION
Travel Expenditures
6.3% INCREASE
Higher than the national growth of travel expenditures of 5.2%.

$4.67 BILLION
Payroll
7.3% INCREASE
Higher than the national growth of travel related payroll of 4.3%.

$1.83 BILLION
State & Local Tax Revenue
7.6% INCREASE
Higher than the national growth of travel related state tax revenues of 4.6%.

184,300
Employment
3.1% INCREASE
National growth of travel related employment is 2.5%.

2017 Economic Impact
Jan.-Dec. 2017 | U.S. Travel Association

Record Setting
Tourism generated more than $1 billion in state tax revenues for the second straight year.

Record Setting
For the 12th consecutive year, tourism generated more than $1 billion in state and local taxes.

All 95 Counties
Every Tennessee county saw an increase in the economic impact of tourism.

All 95 Counties
All counties saw more than $1 million in the economic impact of tourism.

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

Record Setting
Tourism generated more than $1 billion in state tax revenues for the second straight year.

Record Setting
For the 12th consecutive year, tourism generated more than $1 billion in state and local taxes.

All 95 Counties
Every Tennessee county saw an increase in the economic impact of tourism.

All 95 Counties
All counties saw more than $1 million in the economic impact of tourism.

20 Counties
Saw more than $100 million in the economic impact of tourism.
SMARInsights was hired to conduct research measuring the effectiveness of the department’s fall 2016 and spring 2017 “The Soundtrack of America. Made in Tennessee.” brand campaign. SMARInsights conducted 2,744 interviews in September 2017 in target markets. Respondents had to be travelers who take overnight leisure trips and are travel decision makers. Based on a domestic leisure travel measure SMARInsights maintains, 82.7% of U.S. households take at least one overnight leisure trip annually. Therefore, the population to which data are applied is 82.7% of households in the markets targeted.

ECONOMIC IMPACT & RETURN ON INVESTMENT (ROI)

The study found that the advertising used strong creative and an innovative media planning to generate the expected level of awareness, positive impacts on perceptions and visitation and high engagement with the destination. The campaign resulted in a 7 percent travel increment increase, which means nearly a million of the 13.5 million traveling households would not have visited Tennessee without the campaign.

“The Soundtrack of America. Made in Tennessee.” campaign brought $1.3 billion in influenced spending and $101 million in tax impact to the state, for an ROI of $251 and a tax ROI of $19. The department’s outcomes are better than most state ad campaigns, as represented by SMARInsights’ benchmarks and predictive measures. Tennessee’s 2016/17 ROI is 40% higher than the average ROI for state tourism campaigns, and the tax ROI is nearly twice that of the average campaign.

<table>
<thead>
<tr>
<th>SMARINSIGHTS RESULTS</th>
<th>TN 2015</th>
<th>TN 2016/17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aware HHs</td>
<td>19,330,842</td>
<td>13,585,850</td>
</tr>
<tr>
<td>Travel Increment</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Incremental Trips</td>
<td>859,093</td>
<td>987,456</td>
</tr>
<tr>
<td>Trip Spending</td>
<td>$1,110</td>
<td>$1,338</td>
</tr>
<tr>
<td>Economic Impact</td>
<td>$953,993,423</td>
<td>$1,321,396,679</td>
</tr>
<tr>
<td>ROI</td>
<td>$229</td>
<td>$251</td>
</tr>
<tr>
<td>Tax Impact</td>
<td>$73,457,494</td>
<td>$101,747,544</td>
</tr>
<tr>
<td>Tax ROI</td>
<td>$18</td>
<td>$19</td>
</tr>
</tbody>
</table>

NATIONAL BENCHMARKS

$179

$11

* 2015 campaign spending includes media only;
** 2016/17 campaign spending includes media and production
Tennessee saw continued growth in total visitation with an additional 3.7 million person-stays.

113.6 MILLION
Person-Stays in 2017

- Tennessee’s total visitation was 113.6 million person-stays, a 3.4 percent increase over 2016.
- Tennessee continues to rank in the top 10 destinations in the United States.
- Fall (29% of visitors) and summer (28%) were dominant travel seasons, but also saw strong travel in spring (24%).
- Tennessee hosted visitors an average of 2.00 nights (total travel), down from 2.15 nights in 2016.
- Leisure visitors averages: length of stay was 2.15 days, travel party size was 2.12, and spend was $469.
- Average drive distance: 100 miles or less.
- Tennessee was the largest origin market, followed by Mississippi, Kentucky, Georgia and Alabama.
- The dominant travel parties are one adult and a male/female couple.
- Boomers and GenXers were the dominant generations of visitors, both at 33% each. Millennials account for 28% of visitors.
- Shopping, culinary/dining, visiting friends/relatives, national/state parks, touring/sightseeing and historic sites remain the most popular activities.

The daily per person spending amount was $120 and the average spend per trip was $420.

Average Party Per Trip Spending
By Generation (Total Travel) in 2017

<table>
<thead>
<tr>
<th>Generation (Total Travel)</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tennessee Average</td>
<td>$420.00</td>
</tr>
<tr>
<td>Millennials 18-34</td>
<td>$393.00</td>
</tr>
<tr>
<td>GenXers 35-50</td>
<td>$447.00</td>
</tr>
<tr>
<td>Boomers 51-69</td>
<td>$421.00</td>
</tr>
<tr>
<td>Silent 70+</td>
<td>$371.00</td>
</tr>
</tbody>
</table>

Source: Tourism Economics
$120
Daily Per Person Spending
Source: D.K. Shifflet & Associates

$420
Average Spend Per Trip
Source: D.K. Shifflet & Associates

2017 Visitor Satisfaction Ratings

<table>
<thead>
<tr>
<th></th>
<th>United States</th>
<th>Tennessee</th>
<th>Tennessee Leisure</th>
<th>Competitive Set*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Satisfaction</td>
<td>8.40</td>
<td>8.45</td>
<td>8.59</td>
<td>8.51</td>
</tr>
<tr>
<td>Value for the Money</td>
<td>8.18</td>
<td>8.24</td>
<td>8.34</td>
<td>8.32</td>
</tr>
<tr>
<td>Friendly, Helpful People</td>
<td>8.42</td>
<td>8.57</td>
<td>8.58</td>
<td>8.56</td>
</tr>
<tr>
<td>Feeling of Safety</td>
<td>8.43</td>
<td>8.28</td>
<td>8.40</td>
<td>8.53</td>
</tr>
<tr>
<td>Likely to Recommend</td>
<td>8.33</td>
<td>8.38</td>
<td>8.38</td>
<td>8.48</td>
</tr>
</tbody>
</table>

2017 Visitor Profile for Race/Ethnicity

<table>
<thead>
<tr>
<th></th>
<th>United States</th>
<th>Tennessee</th>
<th>Competitive Set*</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>79%</td>
<td>84%</td>
<td>78%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>11%</td>
<td>11%</td>
<td>16%</td>
</tr>
<tr>
<td>Asian</td>
<td>6%</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>Native Hawaiian/Pacific Islander</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Native American</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Other/Mixed</td>
<td>5%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Hispanic/Latino/Spanish Origin</td>
<td>13%</td>
<td>6%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Average Traveling Party (PPL)

Average Traveling Party: 1.90
Source: D.K. Shifflet & Associates

Note: Average traveling party is 1.90; down from 1.97 in 2016.

Source: D.K. Shifflet & Associates

*Competitive Set: Alabama, Florida, Georgia, Kentucky, North Carolina and Virginia.
### Travel Party Composition

<table>
<thead>
<tr>
<th>Segment</th>
<th>1 Adult</th>
<th>Couples</th>
<th>MM/FF</th>
<th>3+ Adults</th>
<th>Children Present</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tennessee</td>
<td>43</td>
<td>31</td>
<td>5</td>
<td>6</td>
<td>14</td>
</tr>
<tr>
<td>East</td>
<td>40</td>
<td>35</td>
<td>3</td>
<td>5</td>
<td>16</td>
</tr>
<tr>
<td>Middle</td>
<td>44</td>
<td>30</td>
<td>5</td>
<td>8</td>
<td>14</td>
</tr>
<tr>
<td>West</td>
<td>48</td>
<td>25</td>
<td>10</td>
<td>4</td>
<td>12</td>
</tr>
</tbody>
</table>

### Travel Distance by Auto

<table>
<thead>
<tr>
<th>Segment</th>
<th>100 miles or less</th>
<th>101-200 miles</th>
<th>201-300 miles</th>
<th>301-500 miles</th>
<th>501+ miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tennessee</td>
<td>45</td>
<td>22</td>
<td>10</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>East</td>
<td>45</td>
<td>26</td>
<td>9</td>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td>Middle</td>
<td>39</td>
<td>21</td>
<td>12</td>
<td>15</td>
<td>13</td>
</tr>
<tr>
<td>West</td>
<td>55</td>
<td>15</td>
<td>8</td>
<td>13</td>
<td>9</td>
</tr>
</tbody>
</table>

### Trip Timing by Quarter

<table>
<thead>
<tr>
<th>Segment</th>
<th>First Quarter</th>
<th>Second Quarter</th>
<th>Third Quarter</th>
<th>Fourth Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tennessee</td>
<td>17</td>
<td>25</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>East</td>
<td>13</td>
<td>27</td>
<td>29</td>
<td>30</td>
</tr>
<tr>
<td>Middle</td>
<td>21</td>
<td>22</td>
<td>28</td>
<td>29</td>
</tr>
<tr>
<td>West</td>
<td>16</td>
<td>22</td>
<td>31</td>
<td>31</td>
</tr>
</tbody>
</table>

### Racial Distribution

<table>
<thead>
<tr>
<th>Segment</th>
<th>White</th>
<th>Black</th>
<th>Asian</th>
<th>Native American or Alaska Native</th>
<th>Other/Mixed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tennessee</td>
<td>82</td>
<td>12</td>
<td>1</td>
<td>2</td>
<td>24</td>
</tr>
<tr>
<td>East</td>
<td>89</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>24</td>
</tr>
<tr>
<td>Middle</td>
<td>79</td>
<td>13</td>
<td>2</td>
<td>1</td>
<td>24</td>
</tr>
<tr>
<td>West</td>
<td>70</td>
<td>24</td>
<td>15</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT

INTERNATIONAL VISITATION JAN.–DEC. 2017

Tennessee continued to show an increase in international visitation with Canada, United Kingdom and Germany as the strongest markets of origin.

TOTAL OVERSEAS VISITS TO TENNESSEE, 2012 TO 2017

Visits from Top 15 Markets of Origin for Region of Origin

<table>
<thead>
<tr>
<th>Region of Origin</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>14%</td>
</tr>
<tr>
<td>Canada</td>
<td>4%</td>
</tr>
<tr>
<td>Europe</td>
<td>2%</td>
</tr>
<tr>
<td>Latin America</td>
<td>4%</td>
</tr>
<tr>
<td>Mexico</td>
<td>3%</td>
</tr>
<tr>
<td>Middle East &amp; Africa</td>
<td>32%</td>
</tr>
<tr>
<td>Oceana</td>
<td>41%</td>
</tr>
</tbody>
</table>

Source: Tourism Economics

767,000 Total International Visitors in 2017

Visits to Tennessee by Region of Origin, 2017

Starting Clockwise:
- Asia: 3%
- Canada: 4%
- Europe: 2%
- Latin America: 4%
- Mexico: 14%
- Middle East & Africa: 32%
- Oceana: 41%

Source: Tourism Economics
## Visits from Top 15 Markets of Origin, 2017

<table>
<thead>
<tr>
<th>Market of Origin</th>
<th>Visits (000s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>309</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>63</td>
</tr>
<tr>
<td>Germany</td>
<td>39</td>
</tr>
<tr>
<td>Australia</td>
<td>31</td>
</tr>
<tr>
<td>Mexico</td>
<td>27</td>
</tr>
<tr>
<td>Japan</td>
<td>25</td>
</tr>
<tr>
<td>France</td>
<td>24</td>
</tr>
<tr>
<td>China</td>
<td>20</td>
</tr>
<tr>
<td>South Korea</td>
<td>20</td>
</tr>
<tr>
<td>Italy</td>
<td>18</td>
</tr>
<tr>
<td>India</td>
<td>18</td>
</tr>
<tr>
<td>Netherlands</td>
<td>13</td>
</tr>
<tr>
<td>Spain</td>
<td>13</td>
</tr>
<tr>
<td>Sweden</td>
<td>10</td>
</tr>
<tr>
<td>Switzerland</td>
<td>8</td>
</tr>
</tbody>
</table>

Source: Tourism Economics

## Spending by Top 15 Markets of Origin, 2017

<table>
<thead>
<tr>
<th>Market of Origin</th>
<th>Spending (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>$124.90</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>$114.3</td>
</tr>
<tr>
<td>Germany</td>
<td>$69.0</td>
</tr>
<tr>
<td>Australia</td>
<td>$60.3</td>
</tr>
<tr>
<td>China</td>
<td>$44.7</td>
</tr>
<tr>
<td>India</td>
<td>$43.0</td>
</tr>
<tr>
<td>South Korea</td>
<td>$42.6</td>
</tr>
<tr>
<td>Japan</td>
<td>$42.5</td>
</tr>
<tr>
<td>France</td>
<td>$30.3</td>
</tr>
<tr>
<td>Italy</td>
<td>$26.3</td>
</tr>
<tr>
<td>Brazil</td>
<td>$19.4</td>
</tr>
<tr>
<td>Netherlands</td>
<td>$18.4</td>
</tr>
<tr>
<td>Mexico</td>
<td>$16.3</td>
</tr>
<tr>
<td>Switzerland</td>
<td>$15.8</td>
</tr>
<tr>
<td>Taiwan</td>
<td>$15.2</td>
</tr>
</tbody>
</table>

Source: Tourism Economics
International visitors spent $934 million in Tennessee, an increase of 16% over 2016.

**Total International Spending in Tennessee, 2012 to 2017**

<table>
<thead>
<tr>
<th>Year</th>
<th>Dollars (Millions)</th>
<th>Annual Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>$673</td>
<td>0%</td>
</tr>
<tr>
<td>2013</td>
<td>$697</td>
<td>3.5%</td>
</tr>
<tr>
<td>2014</td>
<td>$742</td>
<td>6.5%</td>
</tr>
<tr>
<td>2015</td>
<td>$765</td>
<td>3.1%</td>
</tr>
<tr>
<td>2016</td>
<td>$805</td>
<td>5.2%</td>
</tr>
<tr>
<td>2017</td>
<td>$934</td>
<td>16%</td>
</tr>
</tbody>
</table>

**Spending in Tennessee by Region of Origin, 2017**

- **North America**: 23%
  - **Canada**: 13%
  - **Mexico**: 41%
- **Europe**: 42%
- **Asia**: 8%
- **Africa**: 7%
- **Middle East**: 5%
- **Latin America**: 2%

Source: Tourism Economics
Tennessee was the fastest growing state for international travel in the United States.
MARKETING

FY 2018 GOALS

GOALS

• Continue to grow “The Soundtrack of America. Made in Tennessee.” brand domestically and internationally
• Drive traffic and engagement to tnvacation.com and all partner pages
• Increase visitation from primary and secondary markets
• Stay relevant to consumers through brand pillar messaging on multiple platforms and mediums throughout the entire year

BRAND VISION

• Be the global music destination of choice — an authentic American experience rooted in blues, bluegrass, country, gospel, rockabilly, soul and rock ‘n’ roll, at the crossroads of American history and renowned scenic beauty.

BRAND PROMISE

• The promise of Tennessee — the home of blues, bluegrass, country, gospel, rockabilly, soul and rock ‘n’ roll — is to be the global music destination of choice. To deliver an unparalleled experience of beauty, history and family adventure, infused with music, that creates a vacation that is “The Soundtrack of America. Made in Tennessee.”

CUSTOMER-FOCUSED GOVERNMENT

FY 2018 RESULTS

104% TO GOAL

121,158,412
Intent to Travel Engagements

$4,609,398
Sum of all Media Spend

$0.04
Cost per Engagement

117% TO GOAL

3,838,977,159
Unique Domestic PR Impressions

ASSISTANT COMMISSIONER
Brian Wagner
615-532-7853
Brian.Wagner@tn.gov

DIRECTOR OF MARKETING
Nekasha Pratt
615-741-9025
Nekasha.Pratt@tn.gov
• Atlanta
• Cincinnati
• Chicago
• Dallas
• Indianapolis

**Priority Markets**

**Maintenance Markets**
FALL 2017 DIGITAL CAMPAIGN  AUG.—OCT. 2017

CAMPAIGN GOALS

- Inspire fall travel to Tennessee among empty nesters, couples and DINKS (dual income, no kids)
- Sustain awareness and engagement in all target markets to continue to stay top of mind
- Leverage existing assets that have been successful in past campaigns and introduce additional User Generated Content (UGC)
CAMPAIGN TACTICS

- Online Video
- Paid Social
- Pandora
- Display

CAMPAIGN PERFORMANCE

- **18.4 Million** video views
- **74,000** visits to tnvacation.com
- **43,000** social engagements
THIRD MAN RECORDS 333 FT. UNDERGROUND

TDTD teamed up with Third Man Records for a one-of-a-kind concert experience on Sept. 29, 2017. It was an extension of the state’s Snapchat Concert Series, which launched in 2016 as part of the ongoing “The Soundtrack of America. Made in Tennessee.” brand campaign. The concert was held 333 feet underground in Cumberland Caverns’ all-natural limestone auditorium in McMinnville. Third Man Records artists Margo Price, Lillie Mae, Craig Brown Band and Joshua Hedley performed together for the first time. Third Man Records founder Jack White hosted.

RESULTS

- **141 Million** earned impressions
- **2.6 Million** video completions
- **394,000** active engagements across all tactics
- **$366,000** in advertising value equivalency
- Tickets sold out in less than four minutes
- Ticket winners traveled from 18 states
KELSEA BALLERINI’S KNOXVILLE HOMECOMING

TDTD teamed up with GRAMMY®-nominated artist and Knoxville native, Kelsea Ballerini, for a special homecoming show at her alma mater, Central High School. The concert celebrated the release of her sophomore album, “Unapologetically,” and further engaged Tennessee’s Snapchat audience. Free tickets to the unique concert experience, which sold out in one minute, were only available to followers of Tennessee’s Snapchat channel.

The effort produced more followers and a high level of engagement. Media received a custom invitation in the mail with a colorful map of Knoxville that included Kelsea’s favorite local spots, highlighting the city’s excitement and beauty. Tennessee’s Snapchat followers enjoyed behind-the-scenes content and interviews with Kelsea leading up to the event.

RESULTS

- 334 Million earned impressions
- 1 Million video completions
- $633,000 in advertising value equivalency
- 241,000 active engagements across tactics
- Ticket winners traveled from 28 states
Fall foliage travel is a billion-dollar industry in America. While Tennessee has some of the most beautiful fall scenery in the country, many other states make the same claim. So how does Tennessee stand out? By creating the first scenic viewers outfitted with specialty lenses designed to help alleviate red-green color blindness so people can experience the true colors of fall for the first time and in Tennessee.

RESULTS

- 661,012,626 impressions
- 9 Million video views
- $2,514,260 earned media value
- 216,000 social engagements
- 19,500 visits to tnvacation.com's outdoor leisure landing page
- 4,489 social shares
Katherine Tomasello: What a wonderful thing to do for another human being. This is what compassion looks like.

Terra Hutchcraft Wilton: This is my brother-in-law and he is color blind. First time seeing color!

Kristin Ramsey: This is truly amazing! Makes me want to go to Tennessee.
The cover story for the 2018 Tennessee Vacation Guide is centered around MLK50, the National Civil Rights Museum at the Lorraine Motel and all the events in Memphis commemorating the 50th anniversary of Dr. King’s death. The story spotlights the civil rights movement that brought the leader to Memphis, and touches on attractions such as Orpheum Theatre, Sun Studio, Stax Records and Bass Pro Shops at the Pyramid.

Additional highlights include what’s new across the state, like Anakeesta in Gatlinburg, the 2018 relocation and opening of the Tennessee State Museum in Nashville, and milestones like Tennessee Theatre’s 90th anniversary in Knoxville. The guide also covers Tennessee music attractions, including Elvis Presley’s Memphis at Graceland in Memphis, the Birthplace of Country Music Museum in Bristol, Songbirds Guitar Museum in Chattanooga, and Nashville’s famous Grand Ole Opry and Ryman Auditorium.

Tennessee’s scenic beauty, creative spirit, unique experiences, culinary excellence and history are highlighted in the guide, which includes information about all 95 counties. The Discover Tennessee Trails & Byways and the Tennessee Whiskey Trail are also featured prominently. Stunning photography and noted writers profile the places, people and events that attract more than 113 million visitors to Tennessee each year. Annual events, regional overviews, maps and destination listings round out the content.

409,169 11,614
Total Print Guide Requests E-Guide Requests

48.6%
Of leisure travelers use print resources to assist with travel research and planning
Source: State of the American Traveler, January 2017
TARGETED DISTRIBUTION

The Tennessee Vacation Guide is the primary fulfillment piece delivered to travelers. There are several ways potential visitors can request and receive a guide:

- View online at tnvacation.com
- Order via 800-GO2-TENN or from tnvacation.com
- Pick up the guide at any of the 16 welcome centers
- Partner distribution points
- Regional AAA offices and travel centers

TO ADVERTISE IN THE GUIDE

Speak with one of TDTD’s three Journal Communications contacts listed below:

<table>
<thead>
<tr>
<th>Region</th>
<th>Name</th>
<th>East Phone</th>
<th>Middle Phone</th>
<th>West Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>East</td>
<td>Will Zanetis</td>
<td>615-668-1207</td>
<td></td>
<td></td>
<td><a href="mailto:wzanetis@livmedia.com">wzanetis@livmedia.com</a></td>
</tr>
<tr>
<td>Middle</td>
<td>MaryAnn Stafford</td>
<td>615-218-8271</td>
<td></td>
<td></td>
<td><a href="mailto:mstafford@livmedia.com">mstafford@livmedia.com</a></td>
</tr>
<tr>
<td>West</td>
<td>Deshaun Goodrich</td>
<td>865-385-3830</td>
<td></td>
<td></td>
<td><a href="mailto:dgoodrich@livmedia.com">dgoodrich@livmedia.com</a></td>
</tr>
</tbody>
</table>

ABOUT JOURNAL COMMUNICATIONS

Journal Communications Inc., a custom media company in Franklin, publishes TDTD’s vacation guide. Journal was founded in 1988 by an investor group that included Pulitzer Prize winner Alex Haley, the author of “Roots,” and Pulitzer Prize-winning photographer Robin Hood. Journal Communications publishes the state’s largest-circulation magazine, Tennessee Home & Farm, and its travel journal’s publishing work has been honored twice with the prestigious Mercury Award for Best Print Visitor Guide in the U.S.

TOP 10 DIRECT DOMESTIC FULFILLMENT MARKETS

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

TOP 5 INTERNATIONAL FULFILLMENT MARKETS

1. Canada
2. United Kingdom
3. Australia
4. Germany
5. France & Brazil
Always-On digitally employs a variety of tactics with evergreen creative to keep a TDTD presence across various platforms year-round and drive awareness for specific initiatives excluded from larger campaign efforts.

### RESULTS

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Paid Social Engagements</td>
<td>8,284,437</td>
</tr>
<tr>
<td>Facebook</td>
<td>4,927,641</td>
</tr>
<tr>
<td>Instagram</td>
<td>2,136,054</td>
</tr>
<tr>
<td>Pinterest</td>
<td>1,058,753</td>
</tr>
<tr>
<td>Snapchat</td>
<td>157,668</td>
</tr>
<tr>
<td>Twitter</td>
<td>4,321</td>
</tr>
<tr>
<td>Social Video Views</td>
<td>12,267,780</td>
</tr>
<tr>
<td>Facebook</td>
<td>5,059,817</td>
</tr>
<tr>
<td>Pinterest</td>
<td>3,354,603</td>
</tr>
<tr>
<td>Snapchat</td>
<td>2,048,699</td>
</tr>
<tr>
<td>Instagram</td>
<td>1,364,174</td>
</tr>
<tr>
<td>Twitter</td>
<td>440,487</td>
</tr>
<tr>
<td>Pandora (all-time total listeners)</td>
<td>160,620</td>
</tr>
<tr>
<td>New Listeners in FY 2018</td>
<td>33,662</td>
</tr>
<tr>
<td>Total Hours Listened</td>
<td>31,650</td>
</tr>
<tr>
<td>Influencer Engagements</td>
<td>2,282,671</td>
</tr>
<tr>
<td>Facebook</td>
<td>1,364,174</td>
</tr>
<tr>
<td>Instagram</td>
<td>1,364,174</td>
</tr>
<tr>
<td>Twitter</td>
<td>440,487</td>
</tr>
<tr>
<td>Native Impressions</td>
<td>24,953,454</td>
</tr>
<tr>
<td>Facebook</td>
<td>3,354,603</td>
</tr>
<tr>
<td>Pinterest</td>
<td>3,354,603</td>
</tr>
<tr>
<td>Snapchat</td>
<td>2,048,699</td>
</tr>
<tr>
<td>Instagram</td>
<td>1,364,174</td>
</tr>
<tr>
<td>Twitter</td>
<td>440,487</td>
</tr>
<tr>
<td>Native Clicks</td>
<td>23,027</td>
</tr>
<tr>
<td>Facebook</td>
<td>5,059,817</td>
</tr>
<tr>
<td>Pinterest</td>
<td>3,354,603</td>
</tr>
<tr>
<td>Snapchat</td>
<td>2,048,699</td>
</tr>
<tr>
<td>Instagram</td>
<td>1,364,174</td>
</tr>
<tr>
<td>Twitter</td>
<td>440,487</td>
</tr>
</tbody>
</table>

### PINTEREST TEST  JUNE 2018

TDTD tested Pinterest video placements with existing spring brand videos. We pushed more relevant pin content to those who completed the video, moving them further down the funnel and driving them to TDTD’s website.

### RATIONALE

Continue momentum of Pinterest spring campaign. Capture people’s intent (quickly) with sight, sound and motion to increase brand awareness. Balance broadcast spending with efficient video views to contribute to CFG goal.

### RESULTS

- 3,354,603 video views
- 357,105 video completions
- CPV* (All Videos): $0.01
  - Pinterest benchmark: $0.02-0.03 CPV
- CPCV** (Completed Views): $0.09
  - Pinterest benchmark: $0.095-0.14 CPCV

*CPV: Cost Per View  **CPCV: Cost Per Completed View
SPRING BROADCAST + DIGITAL CAMPAIGN

- Inspire travel among target audiences in key markets through a variety of tactics driving intent to travel engagements
- Rotate in refreshed creative executions to highlight key pillars in broadcast and digital
- Increase focus on family messaging as consumers begin planning their family summer vacations

FEB.–MAR. 2018  Atlanta, Chicago, Dallas, Indianapolis, Cincinnati
MAY–JUN. 2018  Atlanta

SUMMARY  Target Rating Points (TRPs)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>498.24</td>
<td>452.72</td>
<td>950.96</td>
</tr>
<tr>
<td>Chicago</td>
<td>667.72</td>
<td></td>
<td>667.72</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>516.48</td>
<td></td>
<td>516.48</td>
</tr>
<tr>
<td>Dallas</td>
<td>632.91</td>
<td></td>
<td>632.91</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>887.3</td>
<td></td>
<td>887.3</td>
</tr>
<tr>
<td>Total TRPs</td>
<td></td>
<td></td>
<td>3,655.37</td>
</tr>
</tbody>
</table>

RESULTS*

- 45,209,051 video views
- 30,355,978 video completions
- 1,028,429 social engagements
- 341,748 clicks to site
- 67 Percent blended video completion rate

*Digital campaign ran through July 2018; results noted above are through June 2018.
TNVACATION.COM FY 2018

2,553,363 Visits to tnvacation.com
2,087,662 Unique Visitors
5,162,160 Pages Viewed
24,254 Unique “My Trip” Page Views
36,168 “My Trip” Additions
312,398 Partner Outbound

SITE ENHANCEMENTS
- Events calendar
- Partner page categories
- Trip planning searches such as African-American history
- Sub-region pages

NEW VS. RETURNING VISITORS
July 1, 2017 to June 30, 2018
88.3% New Visitors
11.7% Returning Visitors

TRAFFIC BY DEVICE
July 1, 2017 to June 30, 2018
63% Mobile
29% Desktop
8% Tablet
TOP PAGES OVERALL ON TNVACATION.COM

1. Vacation Guide
2. Homepage
3. 333 (Third Man Records’ Concert)
4. Experiences/Family
5. Experiences/Outdoor Leisure
6. Kelsea in Knoxville, Tennessee
7. Calendar
8. Trip Planner
9. Experiences/Music
10. Cities & Regions

TOP PARTNER PAGES

1. Cummins Falls State Park, Cookeville
2. Great Smoky Mountains National Park, Gatlinburg
3. Broadway Historic District: Honky Tonk Highway, Nashville
4. Lake Winnepesaukah Amusement Park, Chattanooga
5. Buffalo River Camping Canoeing, Waverly
6. Dollywood, Pigeon Forge
7. Foster Falls Small Wild Area, Sequatchie
8. Rutledge Falls, Tullahoma
9. Ozone Falls, Crossville
10. Fall Creek Falls State Park, Spencer
SOCIAL MEDIA FY 2018

5 TIPS TO MAKE FAMILY SPRING BREAK MEMORABLE

Follow this guide through Middle Tennessee for a...

DROVE MORE THAN 121K VISITS TO THE SITE

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

1,004,022
Average Monthly Views

MORE THAN 1.5 MILLION ORGANIC REACH

Facebook 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 and drive traffic to the site.

#MADEINTN USED MORE THAN 72K TIMES

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

434,670
Total Views of Instagram Stories

Tennessee Department of Tourist Development
After launching with Garth’s Seven Diamond celebration in Oct. 2016, the Tennessee Snapchat channel continued to engage with the millennial traveler through ongoing Snapchat stories featuring Tennessee cities, artists and events.

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

**Total Views of Snapchat Stories**
3,566,247

**41K Engagements**
Twitter continues to act as the social media concierge to travelers, sharing useful information and amplifying inspirational content.

**More than 3.5 Million Views**
After launching with Garth’s Seven Diamond celebration in Oct. 2016, the Tennessee Snapchat channel continued to engage with the millennial traveler through ongoing Snapchat stories featuring Tennessee cities, artists and events.

**Total Views of Snapchat Stories**
3,566,247

**Total Social Engagements**
13,546,359
- Instagram Stories: 1,388,610
- YouTube: 7,601,830
- Snapchat: 3,600,242
- Pinterest: 575,945
- Facebook: 186,558
- Instagram: 172,289
- Twitter: 20,885

**Total Visits to Site From Social**
177,889
- Facebook: 36,966
- Twitter: 2,831
- Instagram: 16,017
- Pinterest: 121,486
- YouTube: 589
CONSUMER NEWSLETTER

203,207
Number of Subscribers

22.9%
Top Open Rate:
Fall Stories

3.8%
Top Click-through Rate:
2018 Vacation Guide

18.2%
Top Click Rate:
2018 Vacation Guide

GET INSPIRED THIS FALL IN TENNESSEE
Soak up every autumn moment. Sample Tennessee wines among the mountainous scenery. Stay in a B&B to rest up for more days of fall adventures.

START PLANNING

FINE WINES WITH FINER VIEWS
Tennessee's wineries aren't just famous for their delicious varietals of wines, but also the views. Buy a bottle and sip on the porches of these destinations for a day well spent.

START
INTERNATIONAL MARKETING

Experiencing Tennessee music live can inspire potential visitors anywhere in the world. Partnerships that helped do that last year included Stax Music Academy’s European Tour, Taste of Americana Australian Tour, Visit USA Germany Halloween event and Country 2 Country (C2C).

STAX MUSIC ACADEMY
EUROPEAN TOUR
JULY 8–23, 2017

To celebrate and honor the 50th anniversary of the groundbreaking 1967 Stax/Volt European tour, TDTD and Memphis Tourism partnered to support this anniversary tour to spotlight the incredible talent of Stax Music Academy students, the Stax music legacy and the Stax Museum of American Soul Music, as well as other Memphis attractions.

Social media promotions, ongoing media coverage and giveaways raised the profile of the tour and highlighted the music of Memphis. The combined reach across various platforms, including radio, print, TV, and digital media, totaled more than 8 million Europeans in France, England and Ireland.
TASTE OF AMERICANA AUSTRALIAN TOUR
SEPT.–OCT. 2017

Tennessee artists Old Crow Medicine Show and Valerie June served as brand ambassadors for “The Soundtrack of America. Made in Tennessee.” on a tour that included three headline concerts at premier theaters in Brisbane, Melbourne, and Sydney; a festival in Caloundra, and the first Australian Americana Music Honours Night in Melbourne.

The artists promoted Tennessee with exclusive video content, media interviews, stage announcements, social media posts and meet-and-greets with key travel trade representatives prior to each performance. The effort was made possible through a partnership between TDTD, the Americana Music Association, and Sydney-based Chugg Entertainment, along with support from Memphis Tourism and the Nashville Convention & Visitors Corporation.
VISIT USA GERMANY EVENT
OCTOBER 28, 2017

Warner Music recording artist Charlie Worsham provided the entertainment at a Halloween party for 150 German tour operators in Frankfurt, Germany.

Charlie and his band had the audience on their feet with well-known Tennessee songs and original material. Charlie talked about Tennessee between songs as he dazzled party-goers with his virtuoso guitar work. The stage was branded with “The Soundtrack of America. Made in Tennessee.” logo and conference collateral materials.

The reception capped off a day of 10 seminars during which Tennessee in-market representative Julia Ueding led training sessions for 120 travel agents.
Country 2 Country is the largest contemporary country music festival outside North America and spans three days in Dublin, Glasgow and London. More than 117,000 people attended the festival in London, including sold out arena shows, club gigs, three free pop-up stages and CMA songwriter series events. Performers included Tim McGraw and Faith Hill, Little Big Town, Luke Combs and Sugarland.

TDTD partnered with Brand USA on a marketing program that included state branding on festival advertising, websites, app, social media and all on-site signage. Digital screens on the concourses of each venue displayed brand messaging with a call for fans to win a trip to Nashville during CMA Fest. Brand ads also ran on the main stage jumbotrons during artist changeovers.

Directly across from the Town Square festival stage in London, the Tennessee activation space included all artist signings, a Grand Ole Opry stage photo op and a CMA Fest virtual reality experience. Tour operators from Newmarket Holidays and Bon Voyage were on site; with Lofthouse Enterprises representatives distributing Tennessee travel information.
BRAND USA

Brand USA is the destination marketing organization for the USA. TDTD participates in various marketing programs and also receives support for TDTD led initiatives.

INSPIRATION GUIDE

Various Tennessee destinations are showcased in a four-page digital ebook spread. The guide was translated into several languages including: global English, German, French, global Spanish, Portuguese, Korean, Japanese, as well as simplified and traditional Chinese. A banner ad campaign with 30 million impressions was included with the campaign to drive traffic to the guide.

VISITTHEUSA.COM

Brand USA created a Tennessee-specific page on its website. Content includes 10 photos, partner-specific videos, links to partner websites, travel articles and a fun fact carousel.
TDTD and Brand USA joined forces with Visit Knoxville, Memphis Tourism, and Nashville Convention & Visitors Corporation for a month-long campaign in London that included more than 250 out-of-home billboards, a custom Spotify campaign, paid social media, targeted display ads, influencers and a marketing package with European tour operator Thomas Cook. The centerpiece of the effort was the Sights & Sounds of Tennessee activation at Waterloo Station—London’s busiest train station—that featured an immersive multi-sensory experience, live music and Jack Daniels.

Visitors to the exhibit stood atop a huge state map featuring 16 attractions, each with a set of headphones that allowed listeners to enjoy exclusive audio content. Additionally, 360-degree video footage put guests at each attraction, including Graceland, the stages of the Grand Ole Opry and Tennessee Theatre, Beale Street and a vista overlooking the Great Smoky Mountains.
The campaign kick-off event featured recording artist Gill Landry, formerly of Old Crow Medicine Show, and 2017 AMA-UK Artist of the Year Yola Carter. Various UK-based Americana artists performed each weekday from 2 to 4 p.m. followed by a Jack Daniels Happy Hour from 4 to 6 p.m. Lofthouse Enterprises representatives distributed Tennessee travel guides and encouraged commuters to participate.

**HIGHLIGHTS**

- 1 Billion total impressions
- 914 Million PR impressions
- 67.8 Million digital impressions
- 43 Million out-of-home impressions
- 2.5 Million video views
- $862,000 advertising equivalent value on earned media
- 155,000 social engagements
- 125,600 tnvacation and Spotify visits
- 6,397 minutes played on Spotify lists

**RESULTS**

- 1 Billion total impressions
- 914 Million PR impressions
- 67.8 Million digital impressions
- 43 Million out-of-home impressions
- 2.5 Million video views
- $862,000 advertising equivalent value on earned media
- 155,000 social engagements
- 125,600 tnvacation and Spotify visits
- 6,397 minutes played on Spotify lists
FY 2018 MARKETING AWARDS

CANNES LIONS
The Cannes Lions International Festival of Creativity 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 home to the great ideas changing the ways brands interact with their customers. Awards champion the best work from the past year and the festival’s inspirational learning programs point the way forward.

THE COLORBLINDLESS VIEWFINDER: THREE SILVER LIONS
• Media — Travel
• Media — Use of Ambient Media (Large Scale)
• PR — Use of Technology

THE COLORBLINDLESS VIEWFINDER: THREE SHORTLISTS
• Media — Use of Stunts
• Media — Use of Technology
• PR — Low Budget/High Impact Campaign

ART DIRECTORS CLUB
The Art Directors Club Annual Awards is the oldest continuously-running industry award show in the world. Now in its 97th year, these awards celebrate the best in advertising, design, illustration, photography, packaging, motion and digital media, all with a focus on craftsmanship and innovation.

THE COLORBLIND VIEWER: GOLD
• Experiential Design
ADWEEK PROJECT ISSAC
The Adweek Project Isaac Awards cast a celebratory light on true invention—beyond innovation—across all of Adweek’s areas of coverage. Entries from around the world were accepted across 34 categories, divided into three brackets: Advertising & Marketing, Media and Best Practices. An independent panel of jurors judged the submissions in two rounds. Winners from each category were awarded a trophy and profiled in the invention-themed issue of Adweek published in print and online.

THE COLORBLIND VIEWER: SOLE CATEGORY WINNER
• Customer Experience Invention

ESTO MERCURY AWARDS
The Mercury Awards recognize members for excellence and creative accomplishment in state and territory destination marketing and promotion; and inspire, through showcasing outstanding work, the continued development of imaginative and exciting marketing and promotional programs.

VACATION MATCHMAKER: SOLE CATEGORY WINNER
• Digital Campaign (2017)

LIVE FROM TENNESSEE: SOLE CATEGORY WINNER
• Special Projects (2017)

ACQUIA ENGAGE
The Acquia Engage Awards showcase the amazing digital experiences Acquia’s partners and customers are building. Partners and customers submitted more than 200 nominations to the 2017 award program across 17 categories. Eighty nominations demonstrated an advanced level of visual design, functionality, integration and overall experience advanced to the finalist round, where an outside panel of experts selected the winning projects.

TNVACATION.COM: BEST DIGITAL EXPERIENCE
Travel Trade

TRAVEL TRADE

The TDTD 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 to help strengthen tourism’s overall economic impact.

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TDTD and Tennessee partners at NTA's Travel Exchange in San Antonio, Texas. Photo Credit: Naim Hasan Photography LLC.
DOMESTIC SALES

TRAVEL TRADE SHOWS

Sales efforts include participation in travel trade shows geared toward targeted segments such as group and student travel. These shows provide lead generation and networking opportunities with operators and agents. Key domestic shows attended in 2017 included American Bus Association Marketplace, National Tour Association Travel Exchange, Ontario Motorcoach Association Marketplace, Student & Youth Travel Association Conference and Travel South USA Domestic Showcase.

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 Tennessee tourism partners the opportunity to network with operators in a one-on-one atmosphere to strengthen relationships.

Left: TDTD and Tennessee partners hosted operators for a networking dinner at OMCA’s Marketplace in Toronto, Ontario, Canada.

Above: TTD and partners hosted more than 150 operators for dinner at the American Bus Association’s Marketplace in Charlotte, North Carolina.
TENNESSEE SALES SAMPLER

The Tennessee Sales Sampler is an annual sales mission where Tennessee partners team up to distribute information and provide training to tour operators and travel agents. The 2018 Sales Sampler will be held Oct. 22-26 and cover the following markets:

- Bowling Green, Kentucky
- Louisville, Kentucky
- Cincinnati, Ohio
- Indianapolis, Indiana
- Evansville, Indiana
- Little Rock, Arkansas
- Jackson, Mississippi
- Birmingham, Alabama
- Atlanta, Georgia
- Augusta, Georgia
- Columbia, South Carolina
- Greenville, South Carolina
- Chicago, Illinois
FAM TOURS

Familiarization (FAM) tours showcase Tennessee experiences first hand and give travel agents, tour operators and educators an opportunity to better promote and sell experiences to their clients. During 2017, the TDTD sales team facilitated approximately six FAM tours with more than 250 domestic and international travel agents and tour operators.
The TDTD sales team continues to build an international presence by attending trade shows and partnering with multiple global marketing organizations such as Brand USA, Lofthouse Enterprises, Mississippi River Country, Travel South USA and U.S. Travel Association. In-market representatives work to support marketing, public relations and travel trade initiatives in Australia, Benelux, Brazil, China, France, Germany, Italy, Japan and the United Kingdom.

TRAVEL TRADE SHOWS

Key international shows attended by the TDTD sales team include Travel South USA International Showcase, IPW, World Travel Market London and ITB Berlin.
**TDTD GLOBAL PARTNERS**

**LOFTHOUSE ENTERPRISES**
Destination Marketing

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

**U.S. TRAVEL ASSOCIATION**

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 U.S.

**MISSISSIPPI RIVER**

Guided by the tourism offices of eight Mississippi River states, the MRC is a multi-state marketing program designed to bring domestic and international visitors to the region. It works with primarily Japanese tour operators, media, and consumers to promote and foster travel.

**TRAVEL SOUTH USA**

Travel South USA is the official regional destination marketing organization for the southern United States. 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 with a focus on targeting travel trade and media.

**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 marketing opportunities for Tennessee DMOs and attractions to promote travel to their respective regions of Tennessee.
INTERNATIONAL SALES: SPECIAL PROJECTS

The TDTD sales team works with its global partnerships and partners to showcase Tennessee to various international markets as special projects arise.

U.K. Sales Mission

With the new direct British Airways flight from London to Nashville, TDTD and several Tennessee partners worked to increase the knowledge of Tennessee destinations and attractions for product managers and travel agents in spring 2018 in the United Kingdom.

TDTD, Tennessee partners and singer/songwriter Damien Home on the Tennessee UK sales mission.
Above: Graceland's Shirley Davis Conner, Lisa Catron with Memphis Tourism, and TDTD's Kimberly Leonard at Active America China.

Right: Commissioner Kevin Triplett speaking during the China Summit in Atlanta, Georgia.

China Events

TDTD partnered with Travel South USA and other southern states to showcase the South to the Chinese market in anticipation of the new direct Delta Air Lines flight from Shanghai to Atlanta.

Chinese tour operators networked with Travel South USA partners at Active America China.
PUBLIC RELATIONS

Left: Commissioner Kevin Triplett presented a commemorative gold record to Leah Ross, executive director of Birthplace of Country Music Museum, to celebrate the 90th anniversary of the 1927 Bristol Sessions.

Above: TDTD PR team and Middle Tennessee tourism partners hosted national travel writers for a Fall FAM, including a stop in Leiper’s Fork, where they were treated to Southern cuisine, a whiskey tasting, and music.

Right: Gov. Bill Haslam presented a commemorative gold record to Boo Mitchell, co-owner of Royal Studios in Memphis, to celebrate 60 years of being part of “The Soundtrack of America: Made in Tennessee.” Pictured with Mitchell and Gov. Haslam are Commissioner Kevin Triplett and John Doyle, Rock ‘n’ Soul Museum. Most recently, the mega hit “Uptown Funk” was recorded at Royal Studios.
Left: 2017 marked the 100th birthday of the famous Chattanooga Bakery confection, the Moon Pie. Gov. Bill Haslam presented a framed proclamation to Sam Campbell IV, fourth generation head of the family-owned bakery.


Left: Gov. Bill Haslam with Commissioner Kevin Triplett announced tourism’s economic impact, an all-time high of $19.3 billion, at a special press conference held at Clayborn Temple in Memphis.
Above: Assistant Commissioner Brian Wagner presented Kelsea Ballerini with a special framed platinum record, celebrating the launch of her sophomore album and commemorating the Knoxville Homecoming event at Centennial High School, where she was a student.

Right: To celebrate Ryman Auditorium’s 125th birthday, Gov. Bill Haslam and Commissioner Kevin Triplett presented Ryman Hospitality CEO Colin Reed a framed proclamation during one of Amy Grant and Vince Gill’s Christmas concerts, a sold-out 10-night run at the Ryman.
Left: Gov. Bill Haslam, Sen. Lamar Alexander and Commissioner Kevin Triplett officially launched the Tennessee portion of the new U.S. Civil Rights Trail from the National Civil Rights Museum at the Lorraine Motel in Memphis. Special guests included Elmore Nickleberry, one of the sanitation workers from the 1968 “I Am a Man” march. Tennessee has 10 sites on the trail, which stretches across 14 states.

Above: TDTD teamed with Third Man Records to launch a concert experience at Cumberland Caverns as an extension of the state’s Snapchat Concert Series and the ongoing “The Soundtrack of America. Made in Tennessee” brand. The activation resulted in more than 120 million impressions with an ad equivalence of $221,083.13.

Left: Gov. Bill Haslam presented Old Crow Medicine Show with framed Tennessee Ambassador of Goodwill certificates at the Grand Ole Opry, of which the band are members. The commendations are in recognition of the band’s support of “The Soundtrack of America. Made in Tennessee” global tourism campaign, most notably during the group’s recent tour of Australia.
TDTD public relations efforts put a spotlight on Tennessee tourism events, campaigns and activities by working with media in-state, regionally, nationally and internationally. In cooperation with Geiger & Associates, Brand USA, Travel South USA and Lofthouse Enterprises, the team helps facilitate trips to Tennessee for more than 75 domestic and international travel writers annually. Each year, staff attends conferences and coordinates PR missions to pitch Tennessee tourism stories to journalists. A roster of in-state content creators are also given assignments to capture the rich diversity of “The Soundtrack of America. Made in Tennessee.” experiences through video and photography published on tnvacation.com.

EARNED MEDIA

Tennessee’s captivating tourism stories reach potential visitors via traditional print, broadcast (radio and TV), online, travel trade, blogs and social media. The distribution of weekly tourism roundups, story pitches, fielding journalist inquiries and coverage of major campaign activations result in billions of media impressions annually. The online press site is a multimedia resource for journalists to access the latest tourism news and information. The Twitter handle @tntravelnews shares that information with media followers in near-real time. The department maintains a robust database of key travel media and utilizes Vocus, the industry’s complete PR management software, to service news releases to the most up-to-date media lists. Cision, as well as leading PR tracking program TrendKite, collect data and track results.

PARTNER COMMUNICATION

Providing information to tourism partners, legislators and local leaders across the state about department initiatives and resources continues to be a priority. Communication efforts include the newsletter, Facebook page, and industry.tnvacation.com. TDTD also works to highlight partner efforts and achievements to our customers (Tennessee residents), through programs like Gov. Bill Haslam’s Real Tennessee Stories project featured on tn.gov/tourism.

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TOP 10 STORIES | FY 2018

COLORBLINDLESS VIEWFINDERS
661,012,626 Impressions // $2,514,260 Earned Media Value

STAX MUSIC ACADEMY EUROPEAN TOUR
429,782,116 Impressions // $276,707 Earned Media Value

KELSEA BALLERINI HOMECOMING
334,016,214 Impressions // $633,780 Earned Media Value

TDTD Launches Retire Tennessee Website
141,214,417 Impressions // $265,483 Earned Media Value

THIRD MAN RECORDS 333 FEET UNDERGROUND
120,141,668 Impressions // $221,083 Earned Media Value

BORN IN BRISTOL PREMIERE, BIRTHPLACE OF COUNTRY MUSIC MUSEUM
109,086,408 Impressions // $272,427 Earned Media Value

BRITISH AIRWAYS ANNOUNCES NONSTOP SERVICE TO NASHVILLE
87,214,197 Impressions // $163,962 Earned Media Value

TDTD 2018 VACATION GUIDE FEATURES DR. MARTIN LUTHER KING JR.
86,213,644 Impressions // $175,499 Earned Media Value

TENNESSEE LAUNCHES U.S. CIVIL RIGHTS TRAIL
31,359,417 Impressions // $87,193 Earned Media Value

TDTD Promotes Americana Music Artists in Australia
25,548,541 Impressions // $48,031 Earned Media Value

3,322,013,066
Total PR Impressions

$7,076,309
Total Earned Media Value

facebook.com/tnvacation
instagram.com/tnvacation
pinterest.com/tnvacation
Tennessee
twitter.com/tnvacation
youtube.com/tnvacation
STATE-SPONSORED TRAVEL WRITER FAMS

FAM (familiarization) tours were hosted in Nashville and Middle Tennessee, Knoxville and East Tennessee, Memphis and West Tennessee, and Chattanooga and Southeast Tennessee with the assistance of Geiger & Associates.

409,433,477
FY 2018 Impressions

$2,760,650
Advertising Equivalency

Writers saw the National Civil Rights Museum at the Lorraine Motel and Tina Turner Museum at Flagg Grove School during the 2018 West Tennessee FAM. Journalists explored Ruby Falls during the 2018 Southeast Tennessee FAM.
MEET OUR CONTENT CREATORS

If content is king, TDTD content creators are royalty as they serve up authentic, relevant and inspiring stories to tnvacation.com users searching for their next great adventure in Tennessee. Six writers, skilled in video and photography, cover TDTD’s five brand pillars as well as culinary, fashion, art and more.

TOP PERFORMING ARTICLES

- Where to Experience the Tennessee Total Solar Eclipse
- 9 Secret Waterfalls in Tennessee
- 13 Ways to Experience 12 Days of a Tennessee Christmas
- The 12 Kid-Friendly Tennessee Attractions You Should Visit
- Spring Travel Inspiration
TDTD INDUSTRY FACEBOOK

facebook.com/TDTDIndustry

The “TDTD Industry” Facebook page launched in December 2017 to deliver real-time news and updates to statewide stakeholders and colleagues. All partners, legislators and tourism associates are invited to like and follow.

@TNTRAVELNEWS

twitter.com/tntravelnews

Tennessee travel news is distributed to almost 3,000 journalists, travel writers and publications on Twitter who follow @tntravelnews. Tweets include what’s new in Tennessee, events, travel stories written about Tennessee and much more.
The TDTD industry newsletter is distributed to partners, legislators and tourism associates as a way to share pertinent tourism information, including state brand domestic and international marketing campaigns, PR initiatives, events and conferences. Currently, the newsletter has a 38.2 percent average open rate and 1.6 percent average click rate. Partners can sign up online at industry.tnvacation.com to receive the weekly industry newsletter.
TDTD’s PR team targets media here in Tennessee and around the world. One of the most important tools the department uses to interface with journalists is the tnvacation.com press room. This year, the press room underwent a complete redesign to better reflect the look and feel of tnvacation.com and align with “The Soundtrack of America. Made in Tennessee.” brand. The new site features a streamlined navigation bar, providing quicker access for journalists searching for travel information and news.
NEW & IMPROVED

The press room features:

- Current press releases
- An updated media kit featuring copy and articles for the following categories:
  - Celebrate
  - Eat & Drink
  - Family
  - History
  - Music
  - Outdoor Adventure
  - Outdoor Leisure
  - Road Trip
  - Sports
- Photo and video gallery
- Statewide initiatives covering the Civil War Trail, Discover Tennessee Trails & Byways and the U.S. Civil Rights Trail
AWARDS & RECOGNITION

BELL BUCKLE
11 Underrated Places in Tennessee That Even Natives Have Never Heard of
Only In Your State // January 2018
The 20 Best Small Towns to Visit in 2017
Smithsonian Magazine // May 2017

BRISTOL
BIRTHPLACE OF COUNTRY MUSIC MUSEUM
“2018 Award of Excellence, Special Event”
Tennessee Association of Museums // February 2018
“2018 Shining Example Award – Best Marketing Campaign” – 90th Anniversary, Bristol Sessions
Southeast Tourism Society // 2018

CHATTANOOGA
Top 10 Best in the U.S. Travel Destinations for 2018
Lonely Planet // March 2018
Top 25 American Destinations for 2018
Expedia // March 2018
52 Places to Go in 2018
The New York Times // January 2018

CLARKSVILLE
FRANK SUTTON STATUE
Best Roadside Attraction in Every State
MSN.com // March 2018

CLARKSVILLE (CONTINUED)
Captivating Street Art Throughout the U.S.
MobileRVing.com // February 2018
FOX’S BBQ
5 Best Vet-Affiliated BBQ Joints in the U.S.
Lifezette.com // July 2017

COLUMBIA
NEEDLE AND GRAIN
Meet the Country’s 100 Most Creative People
Country Living Magazine // January 2018

GALLATIN
Nicest Place in America
Reader’s Digest // November 2017

GATLINBURG
Prettiest Town in Tennessee
Architectural Digest // July 2018

GRANVILLE
SUTTON’S GENERAL STORE
One of 13 Most Charming General Stores
Country Living Magazine // 2017

HURRICANE MILLS
LORETTA LYNN’S RANCH
Special Recognition Award for Contributions to the State of Tennessee
Tennessee General Assembly // April 2018

JOHNSONVILLE
JOHNSONVILLE STATE HISTORIC PARK
Bronze Award—Tennessee State Parks
Go Green With Us Sustainability Program

KNOXVILLE
10 Best US Mountain Bike Towns with the Lowest Cost of Living
Singletracks // March 2018
15 Under-the-Radar Cities You Need to Visit
Expedia // September 2017
The Most Luxurious, Romantic Resort Is In… Knoxville?
GQ // July 2017

MANCHESTER
BONNAROO MUSIC & ARTS FESTIVAL
Tennessee’s 10 Best Music Festivals
The Tennessean // 2017
MARTIN
THE TENNESSEE SOYBEAN FESTIVAL
12 Kaleidoscope Awards
Southeast Festivals & Events Association // February 2018

MAYNARDVILLE
THE WINERY AT SEVEN SPRINGS FARM
Best of Tennessee Fruit—William O. Beach Award
Wines of the South Competition // August 2017
Nicole Riddle—Small Farmer of the Year
Tennessee State University and UT Extension // July 2017

MEMPHIS
11 Best Places to Travel in the Eastern U.S. in 2018
Traveling Mom // January 2018
Top 10 Places to Travel in 2018
Fathom // January 2018

THE GRAY CANARY
Most Anticipated Restaurant Openings of 2018
Vogue // January 2018

STAX MUSEUM OF AMERICAN SOUL MUSIC
The South's Best Musical Landmarks
Southern Living // 2018

THE GUEST HOUSE AT GRACELAND
Best Tennessee Attraction
USA Today’s 10 Best Reader’s Choice Awards // 2018

MURFREESBORO
TSSAA SPRING FLING
“Champion of Economic Impact”
Sports Destination Management // November 2017

KLEER-VU LUNCHROOM
The Best Fried Chicken Spots in Tennessee
Thrillist // July 2017

TENNESSEE STEAM FESTIVAL
Best New Event—Bronze
Southeast Festivals & Events Association // 2017

NASHVILLE
Best Places to Go in 2018
Condé Nast Traveler on Megyn Kelly TODAY // January 2018
U.K.’s The Cool List 2018
National Geographic Traveller // December 2017

GAYLORD OPRYLAND RESORT & CONVENTION CENTER
Gaylord Opryland Named No. 1 Meeting Hotel
Event Top 100 Meeting Hotels // 2017

PIGEON FORGE (CONTINUED)
Top 20 Event for May 2018
Southeast Tourism Society // March 2018
Gold Kaleidoscope Award for Best Event Program
Southeast Festival & Events Association // February 2018

A MOUNTAIN QUILT FEST
Gold Kaleidoscope Award for Best Event Program
Southeast Festival & Events Association // February 2018

SELMER
SELMER PARKS AND RECREATION
2017 TRPA President’s Cup Winner

SEVIERVILLE
8 Lovely Lake Cities
Where to Retire Magazine // Spring 2018
Top U.S. Honeymoon Destinations
Trip Advisor // August 2017

HILLSIDE WINERY
2017 Governor’s Cup Award

UNION CITY
DISCOVERY PARK OF AMERICA
Bronze Kaleidoscope Award
“Best Creative Idea: Escape Room”
Southeast Festivals & Events Association // February 2018
REAL TENNESSEE STORIES

TDTD teamed up with Gov. Bill Haslam’s office to launch a social media campaign called Real Tennessee Stories, a collaborative effort extending across state government. The campaign showcased the stories of Tennesseans who provide public services to citizens.

Bell Buckle Mayor Jenny Hunt protects her small town’s historic character and charm, while spearheading passion projects like the Bell Buckle Park to encourage tourism. TDTD helped with the town’s famous RC-MoonPie Festival and provided a grant for television ads to attract visitors.

Jenna Cole-Wilson, executive director of the Benton County/Camden Chamber of Commerce, was recognized for her efforts to protect the plane crash site in Camden of legendary artist Patsy Cline. Cole-Wilson proved the value of the site for tourism and received local support. “I pour countless hours of heart and hard work into this job because I love Benton County and the state of Tennessee,” Cole-Wilson said.

Years ago, Michael and Kathy Dumont bought a farm in Linden and are now owners of historic buildings renovated into hotels like, Commodore Hotel & Cafe. Their hard work #servingTN helps fuel tourism. TDTD is committed to equipping them with the resources to support economic development in their community.
Gatlinburg Mayor Mike Werner and Gatlinburg City Manager Cindy Cameron Ogle, who helped manage the city through the November 2016 wildfires, were also recognized. “It has been a privilege to serve with Gatlinburg Mayor Werner and City Manager Cindy Cameron Ogle through these trying times,” said Mark Adams, president and CEO of Gatlinburg Convention and Visitors Bureau. “Their tenured leadership has been tested and proven over the past year as they have skillfully guided Gatlinburg through the aftermath of the wildfires. They have set aside their personal losses out of concern for our citizens’ recovery and the rebuilding of the economy of our premier resort destination.”

Mayor Allan Sterbinsky’s perseverance and dedication to keeping the Stanton Cannery open for people to can goods for winter and serve as a watering hole for the area helps the community thrive and provides a sense of place. While serving as mayor, he helped plant the Stanton Orchard, where citizens pick fruit for free.

Helen Turner is one of the few female pit masters in the country, ranked fourth in the South by Southern Living. Telling this heroine’s story and inspiring guests to stop at her restaurant is one way TDTD is #servingTN.
TRAILS & BYWAYS
The Discover Tennessee Trails & Byways program, designed to extend visitors’ major market stays and explore Tennessee’s back roads, is going on 10 years since the first trail launched. 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, increasing tourism-related economic development statewide.

In an effort to increase awareness of the trails in the most effective way, TDTD evaluates the program and identifies ways to increase exposure throughout the year via multiple media channels. New this year, TDTD created a new radio spot for the Discover Trails & Byways. Two new radio announcements are now running on nearly all state radio stations through the Tennessee Association of Broadcasters Network encouraging listeners to take a “Made in Tennessee road trip.” Tntrailsandbyways.com now directs to tnvacation.com, where new content-rich pages were created for each trail.
2017–2018 MARKETING CAMPAIGN

- New this year, radio announcements on Tennessee Association of Broadcasters Network
- Expanded partnership with WSM and the Grand Ole Opry
- Summer billboard campaign statewide
- Print and online ads in American Road Magazine
- Editorial and advertising partnerships:
  - Tennessee Home & Farm Magazine
  - RoadRunner Magazine
  - Local Table Annual Guide
- Print ad in Escape to the Southeast
- Southeast H.O.G. Rally partnership

NEXT STEPS

- Continue to convert each of the 16 trail brochures to the new brochure layout
- Continue advertising and promotional efforts in conjunction with Tennessee Music Pathways
- Identify effectiveness of marketing for Tennessee’s rural areas with continuous program evaluation of Discover Tennessee Trails & Byways
TENNESSEE MUSIC PATHWAYS

Tennessee Music Pathways identifies, interprets, promotes, and preserves well-known and lesser-known music events, locations and stories across the state. Gov. Bill Haslam and the Tennessee State Legislature approved funding for the development, roll out and execution of the Tennessee Music Pathways.

As TDND worked on the development of the program, it became clear that a single pathway would not be enough to encompass all of Tennessee’s musical assets and that “pathway” needed to be plural.

Commissioner Kevin Triplett traveled across the state discussing the initiative with stakeholders and the potential opportunities in communities during the Tennessee Music Pathways Roadshows. We appreciate and thank all who hosted and attended these events.

The development of the first phase of the project included the collection of content, design of “official location” signs, post and panel marker installation in areas where the story needs to be told, and the creation of the Tennessee Music Pathways landing page on tnvacation.com.
Tennessee Music Pathways launched late summer 2018 with more than 200 locations for statues, murals, attractions, historical markers, and experiences identifying birthplaces, resting places, hometowns, and locations of Tennessee’s musical pioneers and legends.

Signs and markers will continue to be installed across the state for years to come. Tourism partners are encouraged to submit local music history and related assets that meet the criteria to be considered for inclusion on Tennessee Music Pathways.

**WHAT’S NEXT?**

- Continue to increase content across tnvacation.com
- Phase 1 marker installations continue through end of 2018, and Phase 2 starts in 2019
The Civil War had an enormous impact on Tennessee. The homes, towns and battlefields that witnessed history continue to draw numerous visitors each year. With a helping hand from the Tennessee Civil War National Heritage Area and the Middle Tennessee State University Center for Historic Preservation, efforts continue statewide to preserve this important piece of state history.

The Tennessee Civil War Trail program is part of a multi-state effort that identifies, interprets and creates driving tours of significant and lesser-known Civil War sites. There are more than 400 trail markers, with at least one Civil War marker in each of the 95 counties.

Travelers who visit Civil War sites stay longer and spend more than the average visitor. TDTD improved the website and will continue to update and print the Civil War Trail’s map, which has been distributed more than 2.5 million times. TDTD remains the point of contact for the trail. Communities interested in a Civil War marker can submit an application at industry.tnvacation.com.

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In February 2018, TDOT dedicated 10 sites in Tennessee as part of the newly launched U.S. Civil Rights Trail during a press conference at the National Civil Rights Museum at the Lorraine Motel in Memphis.

The U.S. Civil Rights Trail is a collection of 100 sites in 14 Southern states consisting of churches, courthouses, schools, museums and other landmarks where activists challenged segregation in the 1950s and 1960s to advance social justice. State tourism agencies, in partnership with Travel South USA, worked together to launch the trail.

TENNESSEE STOPS

Tennessee’s 10 U.S. Civil Rights Trail sites are the National Civil Rights Museum at the Lorraine Motel, Clayborn Temple, and the Mason Temple Church of God in Christ in Memphis; the Civil Rights Room at the Nashville Public Library, Clark Memorial United Methodist Church, Davidson County Courthouse and the Witness Walls, Woolworth on 5th, Fisk University, and Griggs Hall at American Baptist College in Nashville; and the Green McAdoo Cultural Center and Clinton 12 statues in Clinton.
Canoe the Wolf River
OUTREACH + ENGAGEMENT

The TDTD Outreach and Engagement team works directly with industry partners on tourism development, department initiatives, strategic planning, grants, educational workshops and marketing opportunities. As a result, TDTD engages more closely than ever before with other state agencies and organizations to identify resources and new tourism opportunities for statewide tourism partners.

The state’s division managers are in Tennessee’s East, Middle and West regions. They work with partners, present workshops, serve on boards, assist at events and promote the state through public relations efforts. They are critical to keeping Tennessee tourism partners informed on the programs and resources TDTD provides.

NEW THIS YEAR
The outreach team developed an Asset Inventory form to help identify tourism assets in each county. Contact your division manager for access and to schedule time to discuss.

WORKSHOPS & TRAININGS
A big part of Outreach at TDTD is continuing educational opportunities for both the Outreach team and tourism partners. The division managers held workshops both regionally and across the state on various topics.

2017-18 Hot Topics Were:
- Partner page workshops
- Maximizing your partnership with TTD
- Tourism strategic planning

UP NEXT
The division managers were trained on Quality Service through the Disney Institute in June 2018. In 2019, division managers will bring this information to tourism partners, training on topics such as improving your organization’s commitment to quality service; differentiating and elevating service to become a provider of choice; and gauging the individual needs, wants, stereotypes and emotions of customers.

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PARTNER PAGES ON TNVACATION.COM

Tourism partners continue to deliver. Partner pages on tnvacation.com have been updated and enhanced over the past year, and TDTD thanks these partners.

With the rollout of the new tnvacation.com, there were big changes to the performance of the partner pages. Partner pages can be viewed by the nearly 3 million people who visit tnvacation.com. The content management system walks partners through content fields that must be populated to be served up. This ensures the best, most up-to-date information is provided to users as they plan trips to Tennessee.

TDTD continually evaluates site performance to best serve both the consumer and tourism partners.

New changes to the performance and enhancement of partner pages:

- Condensed partner page tagging and select from improved categories
- Highlighting initiatives on partner pages, such as Retire TN or Trails & Byways
- Reminders are sent regularly to partners encouraging page updates
- Regional pages have been created

An all-new partner guide can be found at industry.tnvacation.com.

SPECIAL PROJECTS COORDINATOR
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TIPS BEFORE CREATING OR UPDATING YOUR PAGE

- Search tnvacation.com for your organization and check for duplicate pages or content
- Use high-resolution images
- Include YouTube videos
- Be descriptive, save often and fill out all required content fields
- Look at your partner page through visitors’ eyes
- Update your page regularly to keep your content relevant
In 2017, TDТD launched a new industry website at industry.tnvacation.com. The industry site provides easy navigation to the latest top stories, marketing and public relations materials, grant and travel trade information, and tool kits. Partners also have access to research including economic impact reports, visitor profile studies and brand return on investment. Find welcome center and TDТD staff directories on the site or request collateral in bulk through an easy-to-use online form.

Our new industry site is the go-to resource for up-to-date partner information throughout the year.
Travel trade and public relations are highlighted to provide top news stories, and trends on both domestic and international travel trade.

Looking for educational opportunities? Search industry and tourism educational events in Tennessee or across the country.
TOURISM MARKETING GRANT

Working together to leverage marketing dollars benefits all of Tennessee. The Tourism Marketing Grant, formerly known as the Developmental Marketing Grant, provides tourism organizations such as CVBs, chambers of commerce and regional tourism organizations a way to expand their marketing message. The partnership is designed to increase visitation and travel-generated revenue while leveraging TDTD’s brand “The Soundtrack of America. Made in Tennessee.”

WATERWAYS ACCESSIBILITY FOR TENNESSEE RECREATION (WATR) GRANT

Marinas in Tennessee market the state’s waterways and offer visitors an added experience when enjoying the many rivers and lakes. Water recreation has a significant economic impact on both the local...
The Tennessee Department of Economic and Community Development launched the Tourism Enhancement Grant in 2016. After two rounds, 58 grants were awarded to cities and counties looking to improve tourism infrastructure in their communities. TDTC took over the management of the grant, in partnership with Tennessee Department of Economic and Community Development for FY 2018.

A new addition to the grant application process includes a letter of support from the official tourism organization of that city or county. This request was established to ensure the local tourism organization was part of the tourism development conversation.

Round three of the Tourism Enhancement Grant yielded 26 awarded grants totaling more than $1.5 million.

The next round of the grant is scheduled to open in late 2018.

and state economies. Knowing this, the legislature provided $500,000 in FY 2017 and again in FY 2018 for marina grants to help promote tourism and the visitor experience. More than 60 grants have been awarded. FY 2018 grant applications will be available in late Fall 2018. Visit www.tn.gov/tourism/statewide-partners/grants-initiatives for criteria.
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 other recreational activities.

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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 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. The next round of applications for ATD designation will open in spring 2019.

ATD Applications must include:

- A resolution from the local governing body authorizing creation of the district
- A parcel map of the proposed district
- 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
RETIRE TENNESSEE
The Good Life. Only Better.
Retire Tennessee markets the state’s mild seasons, lower cost of living and a slower pace of life to baby boomers. Tennessee’s cost of living is 10.2 percent below the national average, which makes it a popular retirement destination. Now in its 13th year, the Retire Tennessee program showcases the state to those looking for retirement amenities and resources.

The Retire Tennessee program consists of 22 rural and urban communities. Each community meets the state’s criteria of having upscale housing for sale, health care including medical specialists and vibrant downtowns. Partners participating within the program are highlighted on RetireTennessee.org.

Retire Tennessee counties, along with program partners, attend Ideal-LIVING Resort & Retirement shows in the fall and winter to promote the state. In FY 2018, partners received more than 8,000 inquiries from potential retirees seeking the good life.
Last year, Retire Tennessee went under a branding renovation, which was well-received. The program’s advertising budget increased as well. Newspaper advertising prior to expo shows in McLean, Virginia and Chicago, Illinois directly affected the number of couples who visited the Retire Tennessee booth.

Retire Tennessee also launched a Facebook page and a targeted Facebook ad campaign. Additionally, the program added native and paid search media.

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PLAY TENNESSEE

Come Play In Tennessee.
Play Tennessee is a membership-based organization of sports industry partners, 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 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 national leader in sports tourism, as defined by the economic impact generated.

SALES MANAGER
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IRONMAN Chattanooga offers a scenic, fast course with a downstream swim on the Tennessee River.
Play Tennessee is a 501(c)(6) tax-exempt organization with an 11-member board of directors and an executive committee. The organization is currently evaluating collaborative partnerships and marketing opportunities for several trade shows and sales activities.
WHAT’S NEW
WHAT’S NEW

ADAMSVILLE

31st Annual Sheriff Buford Pusser Festival
The 31st annual festival in May 2019 includes visits to Sheriff Buford Pusser’s Home and Museum, the McNairy County Courthouse Jail Experience Center and a bus tour.

BAXTER

BAXTER SEMINARY PARK
The park will include walking trails and a new live music amphitheater, set to open in 2019.

BELL BUCKLE

25th Annual RC-MoonPie Festival
A quarter-century celebration of the ultimate Southern tradition: RC Cola and MoonPies will be packed with fun and a reunion of the past 25 years’ Kings and Queens on June 15, 2019.

BRISTOL

BIRTHPLACE OF COUNTRY MUSIC MUSEUM
Walk through the pages of storybooks in the exhibit “Reading Appalachia: Voices from Children’s Literature” February through June 2019.

BRISTOL (CONTINUED)

100th Birthday of Tennessee Ernie Ford
Bristol native Ernie Ford was most notably known for his hit song “Sixteen Tons,” selling 20 million copies. During his birthday week of Feb. 13, there will be celebrations featuring his son, Buck.

CASTALIAN SPRINGS

Hiwassee River Heritage Center
The interpretive center and National Park Service-certified site on the Trail of Tears National Historic Trail will expand with new exhibits and an education room.

CHATANOOGA

THE EDWIN HOTEL
The new upscale, five-story boutique hotel includes 90 rooms, meeting space, upscale decor, a rooftop bar, local art and a restaurant.

MOXY HOTEL
A boutique hotel that includes 102 rooms, Wi-Fi, stylish design, vibrant community spaces, in-room storage (enough to fit a bicycle) and a bar.

MOON RIVER MUSIC FESTIVAL
The Moon River Festival moved from Memphis to Coolidge Park in Chattanooga. The two-day family-friendly festival happened in September, highlighting the music and culture of Tennessee.

READ HOUSE HISTORIC HOTEL
The hotel is currently undergoing $20 million in renovations for the 242 guest rooms, lobby, ballroom and restaurant.

CHARLESTON

HIWASSEE RIVER HERITAGE CENTER
The interpretive center and National Park Service-certified site on the Trail of Tears National Historic Trail will expand with new exhibits and an education room.

RUBY FALLS
Ruby Falls unveiled a $20 million expansion with upgrades like an outdoor observation area, improved ticketing experience, expanded retail, LED lights and additional parking.

THE SIGNAL
The 1,300-capacity warehouse plans to host all genres of music, receptions, fundraisers, corporate events and conferences.

The following includes new attractions, renovated sites recently-opened and major milestones that will be celebrated around Tennessee in 2018 and 2019.
COLUMBIA

Ridley Sports Complex Expansion
In Fall 2018, this sports complex will expand with seven soccer fields including a championship field complete with bleachers, a press box, a new concession facility, restrooms and parking.

COOKEVILLE

The Broastery · Tennessee Coffee Roasters
Cookeville’s only craft coffee roaster pairs with brands such as Jack Daniel’s Tennessee Whiskey for locally roasted flavors and blends.

Saltbox Inn & Stables Expansion
Saltbox Inn & Stables now includes hosting areas at The Loft, Three Trees Ceremony Site and The Greenhouse. The new lodging, Pumphouse Cabin, is directly on the property’s waterfall.

Dayton

Rhea Heritage and Scopes Trial Museum
The historic museum in the basement of the Rhea County Courthouse is now open after upgrades and renovations. It’s the site of the 1925 Scopes Trial over the teaching of evolution.

GALLATIN

Grit Grace Grub
The Grit Grace Grub food and bluegrass fest on Sept. 7, 2019 will take visitors on a grub tour offering a taste of Gallatin’s local eateries.

GATLINBURG

Ole Red Gatlinburg
Opening spring 2019, Blake Shelton’s Ole Red Gatlinburg features a two-story bar and restaurant, retail area, performance space, dance floor, outdoor terrace and Southern fare.

GRAY

Hands On! Discovery Center
The museum relocated from Johnson City to the Gray Fossil Site. It’s the first and only all-ages science museum in the region with natural history, interactive science exhibits and art.

HARDIN COUNTY

Hardin County Bicentennial 2019
The county is marking its rich heritage—history, museums, natural beauty, recreation opportunities, music and Southern cuisine—with a yearlong celebration until Nov. 13, 2019.

Pickwick Landing State Park
Upgrades continue with a larger aviary, and the addition of beehives and a clover garden. A makeover of the inn begins in February 2019.

JACKSON

Downtown Development Corporation
Local business owners can now rent out three new retail storefronts, repurposed from shipping containers, just feet away from the West Tennessee Farmers Market.

JOHNSON CITY

150th Anniversary
The city will host special events, launch a restaurant week, build a new fountain in King Commons’s Park, and host New Year’s Eve Kickoff party and birthday party on Dec. 1, 2019, to celebrate the city’s sesquicentennial.
JOHNSON CITY (CONTINUED)

TANNERY KNOBS BIKE PARK
Opened in fall 2018, Tannery Knobs Mountain Bike Park is a skills park for all ages on 40 acres of wooded terrain. Riders can experience the thrill of off-roading on biking trails, hiking and running opportunities. The park is within riding distance from downtown Johnson City’s shops.

JONESBOROUGH

JACKSON THEATRE
A new preservation project is underway to fully renovate the 1940s Jackson Theatre. The facility will serve as a music venue, theater and independent film house.

KNOXVILLE

BAKER CREEK BOTTOMS
Baker Creek Bottoms opened in summer 2018 with access to Knoxville Urban Wilderness, more than 50 miles of trails and four Civil War sites.

BASSMASTER CLASSIC
Knoxville will host the Bassmaster Classic for the first time March 15-17, 2019. At “the Super Bowl of bass fishing,” 50 anglers will compete for $1 million in prizes.

KNOXVILLE (CONTINUED)

BIJOU THEATRE 110TH ANNIVERSARY
The historic Bijou Theatre will mark its 110-year anniversary on March 8, 2019, with programming and celebrations leading up to the milestone.

TENNESSEE VALLEY FAIR 100TH ANNIVERSARY
The Tennessee Valley Fair marks its centennial, dedicated to showcasing East Tennessee heritage, agriculture and the arts with contests, crafts, food and music in September 2019.

TANNERY KNobs BIKE PARK
Opened in fall 2018, Tannery Knobs Mountain Bike Park is a skills park for all ages on 40 acres of wooded terrain. Riders can experience the thrill of off-roading on biking trails, hiking and running opportunities. The park is within riding distance from downtown Johnson City’s shops.

LA FOLLETTE

CHAPMAN HILL WINERY
Located just outside the Greens at Deerfield, Tennessee’s newest winery, Chapman Hill Winery, is a perfect finish to a day of golf or lake life.

LOUDON

HISTORIC LOUDON THEATRE
In summer 2018, the Historic Loudon Theatre opened its new stage in the courtyard, with renovations to the lobby and seating area.

MARTIN

25TH ANNIVERSARY OF THE TN SOYBEAN FESTIVAL
In September 2019, the festival will pay tribute to the soybean farmer with events like a tractor rodeo and toy pedal tractor pull show.

MEMPHIS

BIGCENTENNIAL CELEBRATION
Memphis turns 200 in May 2019, and planning for the celebration is now underway.

ELVIS PRESLEY’S MEMPHIS AT GRACELAND
The entertainment complex will feature new exhibits, including “Elvis Through His Daughter’s Eyes,” “Hillbilly Rock,” “Elvis Gospel” and the “50th Anniversary Exhibit Celebrating Elvis’ Historic 1968 Comeback Special.”

EXPLORE BIKE SHARE
The company now brings 60 stations and 600 bike share systems to downtown, South Memphis, Cooper Young, Orange Mound, Overton Square and Crosstown.

LIBERTy BOWl
One of the longest-running college football bowl games in the U.S. turns 60 Dec. 31, 2019.
MEMPHIS (continued)

PEABODY HOTEL 150TH ANNIVERSARY
Where blues musicians created influential recordings, Elvis Presley signed his first major record contract and five resident ducks march daily through the lobby. To help celebrate, the Peabody will have offers and events year-round.

WORLD GOLF CHAMPIONSHIPS—
FED EX ST. JUDE INVITATIONAL
The golf tournament formerly known as the WGC Bridgestone Invitation moves from Akron, Ohio to Memphis' TPC Southwind in summer 2019.

MONTEREY

BELLE RIDGE RETREAT
The retreat now offers miles of ATV and hiking trails and ample camping options.

MURFREESBORO

FOUNTAINS AT GATEWAY
Offers a new conference center with a walkable retail district including a variety of restaurants and shops, as well as corporate putting greens and pocket parks for relaxation.

NASHVILLE

AUGUST MOON DRIVE-IN
Nashville’s 40,000-square-foot dome, set to open in 2019, recreates a 1960s drive-in theater via classic cars, simulated starry sky, burgers, and the largest non-iMax movie screen in the U.S.

HATCH SHOW PRINT 140TH ANNIVERSARY
In operation since 1879, the historic letterpress shop designs and prints 500-600 posters a year and provides artwork for diverse projects.

HEAVEN’S DOOR DISTILLERY
Legendary singer-songwriter Bob Dylan plans to open the whiskey distillery in 2019 in a church building constructed in 1871 south of Broadway.

MARGARITAVILLE HOTEL
Set to open in summer 2019, the hotel will feature 217 rooms, event space and two dining concepts in Nashville’s SoBro neighborhood.

MERLE HAGGARD MUSEUM
The museum and Merle’s Meat + Three restaurant will open in 2019. The museum will feature instruments, clothing, memorabilia, awards and artifacts belonging to the legend.

NFL DRAFT
Nashville hosts the NFL Draft for the first time April 25-27, 2019 with events across downtown.

NASHVILLE (continued)

SOUNDWAVES AT GAYLORD OPRYLAND RESORT
Open December 2018, the luxury water park showcases a slide tower, rapid and lazy river, activity pool with rock climbing and basketball, and wave pool with a giant LED movie screen.

TENNESSEE STATE MUSEUM
The 137,000-square-foot space at Bicentennial Mall features the state’s history and personal stories through interactive experiences and a 250-seat Digital Learning and Outreach Center.

NORRIS

CHEROKEE LAKE
New striper guides service the lake, including Jay’s Striper Service, now offering fishing packages, and Captain Bobby at Striper Extreme.

CLINCH RIVER BREWING
The new Clinch River Brewing is the only craft brewery in Anderson County. It features a beer garden and restaurant onsite at the Appalachian Outdoor Center.
**PHILADELPHIA**

**SWEETWATER VALLEY FARM**
In Fall 2018, Sweetwater Valley Farm will become Tennessee’s first Lely XL dairy farm, milking 500 cows with robotic technology.

**PIGEON FORGE**

**DOLLYWOOD**
Dollywood’s new $37 million expansion includes Wildwood Grove, set to open in 2019. The expansion includes 11 experiences for guests, comprised of six ride attractions – including a suspended family roller coaster called the Dragonflier – the 55 ft. tall Wildwood Tree, live entertainment, indoor and outdoor play areas, a new restaurant and more.

**TOWER SHOPS AT MOUNTAIN MILE**
Anchored by the 200-foot-tall Mountain Monster coaster, the new Tower Shops at Mountain Mile features 180,000 square feet of retail and family entertainment.

**RIDEMAKERZ**
In a new customizing experience, guests can build and customize their own Ridez (the size of a football) with 649 million possible combinations.

**SAVANNAH**

**RIVER CITY FARMERS MARKET**
A new structure is slated for October 2018 on Court Square. The market will feature products homegrown or handmade within 100 miles.

**SELMER**

**MCNAIRY PLANETARIUM**
The McNairy Planetarium is an updated astronomical machine that exhibits the phenomena, motions and revolutions of the universe for educational entertainment.

**SEVIERVILLE**

**“TENNESSEE’S FIRST HERO” EXHIBIT**
The new exhibit at Sevierville Visitor Center honors John Sevier, the man who reshaped the U.S. with westward expansion, gave Sevierville its name and served as Tennessee’s first governor.

**THE LODGE AT FIVE OAKS**
This newly opened, 88-room farm-inspired hotel features hardwood flooring in every room and luxurious linens.

**PIONEY FLATS**

**ROCKY MOUNT STATE HISTORIC SITE**
The historic site and living history museum unveiled $2 million of upgrades visitors can enjoy, including re-roofing the museum/interpretive center, ADA accessibility to the site and parking areas and new fencing. Rocky Mount hosts special events, such as Wooly Day, Spirit of the Harvest and Candlelight Christmas Tours.

**POCAHONTAS**

**BIG HILL POND STATE PARK**
The Walking Tall 50k/25k will have 31 or 15.5 miles made up almost entirely of single track trail. It will feature a fire tower to climb and a swamp boardwalk almost a half-mile across.

**ROCKY TOP**

**NORRIS DAM STATE PARK**
The state park now has additional biking trails on the east and west sides of the dam, linking the Norris Watershed and bike trails at Norris Dam.
SMYRNA

CAPTAIN JEFF KUSS USMC MEMORIAL
A new memorial with a Blue Angel F/A-18c Hornet honors the legacy of Marine Captain Jeff Kuss, who, at age of 32, died when his jet crashed before the 2016 Great Tennessee Air Show.

TIPTONVILLE

REELFOOT LAKE STATE PARK
Upgrades at Reelfoot Lake State Park include seven new cabins at the Spillway on the lakefront, new playground and exercise equipment, a walking track and lakefront park.

VONORE

SEQUOYAH BIRTHPLACE MUSEUM
The interior of the museum is undergoing a renovation to add new displays, high-tech audio-visual presentations and artifacts to present the life stories of the Cherokee Sequoyah.

STATEWIDE

TENNESSEE SONGWRITERS WEEK
At the historic Bluebird Cafe in June 2018, the TDTD celebrated the state statute that designates the last full week of February as “Tennessee Songwriters Week.” The week is designed to celebrate the foundation of the craft, recognize songwriters and pave the way for future artists. Songwriter Pat Alger, who wrote Garth Brooks’ “The Thunder Rolls” performed. Distinguished songwriters Bettye Crutcher and Dickey Lee also attended.

Music is a vital part to Tennessee’s culture and heritage. Tennessee musicians brought us the blues, bluegrass, country, gospel, soul, rockabilly and rock ‘n’ roll. During Tennessee Songwriters Week, TDTD and The Bluebird Cafe will sponsor open mic nights in Memphis, Chattanooga, Knoxville and Johnson City. Bluebird Cafe’s longtime open mic night host, songwriter Barbara Cloyd, will host each night as a panel of local judges and audiences select the top two songwriters from each event. Those eight songwriters will perform at The Bluebird Cafe on Sunday, April 7, 2019, during Tin Pan South Songwriters Festival before an audience that will include music publishing professionals.
ADMINISTRATIVE SERVICES

The Administrative Services division provides financial, human resources, legal and procurement services to the department, the tourism industry and visitors by fulfilling requests made via the Tourism Information phone line.

The division responds to nearly 8,000 information requests annually from individual travelers and travel organizations by providing logistical and distribution services for Official Tennessee Vacation Guides, State Highway maps and other marketing collateral. Additionally, the division manages numerous service partnership agreements and contracts with supporting state agencies and third-party vendors. The division is dedicated to providing professional business support while being good stewards of tax dollars.

The division also manages agreements with call and fulfillment centers, who deliver roughly 500,000 Tennessee Vacation Guides worldwide annually, through tnvacation.com, online advertising and the toll-free number: 1-800-GO2-TENN.
**OBJECTIVES**

- Maintain competitive advantage for visitation by providing excellent customer service and satisfaction
- Research and implement alternative business processes to reduce costs of existing services
- Support the efforts of the marketing, public relations, outreach and sales divisions
- Provide professional business support services at the lowest possible costs

**STRATEGIES**

- Provide visitors with helpful and courteous telephone support for travel inquiries
- Promptly fulfill marketing collateral requests from consumers and travel industry partners
- Manage call center and fulfillment contracts as well as service partnership agreements
- Investigate opportunities to increase operational efficiencies and/or cost-saving business solutions

SPECIALISTS RESPOND TO NEARLY 8,000 INFORMATION REQUESTS ANNUALLY
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RETIRE TENNESSEE & ADVENTURE TOURISM

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INDUSTRY CALENDAR

<table>
<thead>
<tr>
<th>MONTH</th>
<th>EVENT NAME</th>
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<tr>
<td>July '18</td>
<td>Spotlight on the Southeast</td>
<td>July 9-11</td>
<td>Birmingham, Alabama</td>
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<td>Southwest Music Summer Exhibition</td>
<td>July 26-28</td>
<td>San Antonio, Texas</td>
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<td>August '18</td>
<td>Student Youth Travel Association Annual Conference</td>
<td>Aug. 24-28</td>
<td>Baltimore, Maryland</td>
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<td>September '18</td>
<td>Fall Travel Writer FAM</td>
<td>Sept. 4-9</td>
<td>Northeast Tennessee</td>
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<td>Ideal Living Resort &amp; Retirement Expo</td>
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<td>Parsippany, New Jersey</td>
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<td>2018 ARC Summit</td>
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<td>Governor's Conference on Hospitality and Tourism</td>
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<td>Sales Sampler</td>
<td>Oct. 22-26</td>
<td>Various Markets</td>
</tr>
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<td></td>
<td>RTO Summit Orlando</td>
<td>Oct. 24-25</td>
<td>Orlando, Florida</td>
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<tr>
<td>November '18</td>
<td>National Tour Association Travel Exchange</td>
<td>Nov. 4-8</td>
<td>Milwaukee, Wisconsin</td>
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<td></td>
<td>World Travel Market</td>
<td>Nov. 5-7</td>
<td>London, England</td>
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<td></td>
<td>American Association of Retirement Communities</td>
<td>Nov. 7-9</td>
<td>Daytona Beach, Florida</td>
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<td>Tennessee PR Sampler</td>
<td>Nov. 7-9</td>
<td>Various Markets</td>
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<td></td>
<td>Ontario Motor Coach Association Marketplace</td>
<td>Nov. 11-14</td>
<td>Windsor, Ontario</td>
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<td>Travel South International Showcase</td>
<td>Nov. 26-28</td>
<td>Nashville, Tennessee</td>
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<td>Travel South International Showcase Post-FAMS</td>
<td>Nov. 26 – Dec. 2</td>
<td>Various Markets</td>
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Tennessee Department of Tourist Development
<table>
<thead>
<tr>
<th>JANUARY ’19</th>
<th>FEBRUARY ’19</th>
<th>MARCH ’19</th>
<th>APRIL ’19</th>
<th>MAY ’19</th>
<th>JUNE ’19</th>
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<tr>
<td>AMERICAN BUS ASSOCIATION JAN. 26–29 Louisville, Kentucky</td>
<td>TENNESSEE SONGWriters WEEK FEB. 17–23 Statewide</td>
<td>THE MICHIGAN GOLF SHOW MAR. 8–9 Novi, Michigan</td>
<td>SPRING TRAVEL WRITER FAM MAY DATES TBD Location TBD</td>
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<td>HELP SHARE TENNESSEE WITH THE WORLD! Please visit industry.tnvacation.com for a comprehensive calendar of upcoming national and international expos, media tours, conferences and other events in which partners can participate.</td>
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