

The SOUNDTRACK of AMERICA  
• MADE IN •

**TENNESSEE®**





# FROM THE GOVERNOR

GOVERNOR BILL HASLAM



## 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





Downtown Ripley





The SOUNDTRACK of AMERICA  
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— ★ ★ ★ —

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# FROM THE COMMISSIONER

COMMISSIONER KEVIN TRIPLETT



## 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.

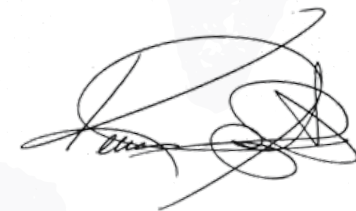
We have put on events, created programs, held seminars and workshops. We have taken the Tennessee Music Pathways from a concept to rollout. We have developed the Tennessee portion of the U.S. Civil Rights Trail. This year we worked with Governor Haslam and the General Assembly to pass a statute declaring 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.

A handwritten signature in black ink, appearing to read "Kevin Triplett", with a stylized flourish at the end.

Commissioner Kevin Triplett



Great Smoky Mountains National Park





# WELCOME CENTERS

The Soundtrack of America. Made in Tennessee.





# TENNESSEE 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.



Aerial view of the new I-40 Haywood County Welcome Center. Photo provided by ANF Architects.



The I-40 Haywood County Welcome Center and UT's SPECTRUM exhibit. Photo provided by ANF Architects.

## I-40 HAYWOOD COUNTY WELCOME CENTER AND SOLAR FARM

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.





I-26 Sullivan County (Kingsport) Welcome Center Assistant Kim Gossett poses with new guestbook kiosk.



## 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.



I-75 Campbell County (Jellico) Welcome Center Assistant Suzette Davenport accepts her Welcome Center Certification certificate from TDTD Commissioner Kevin Triplett.

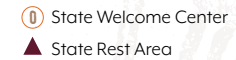


TDTD Assistant Commissioner Pete Rosenboro and Keep Tennessee Beautiful's Edmond McDavis III accepted the 2017 Non-Profit Recycler of the Year Award from Tennessee Recycling Coalition at the 2017 TRC Conference. This award was for the two organizations' cigarette litter efforts during the 2016 Cigarette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

TDTD's Pete Rosenboro and Keep Tennessee Beautiful's Edmond McDavis III at the 2017 Tennessee Recycling Coalition conference.



# EAST





# WELCOME CENTER DIRECTORY

## MEMPHIS

### I-55 SHELBY CO.

**Freedra Hendley**

901-345-5956

Freedra.Hendley@tn.gov

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

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

## DYERSBURG

### I-155 DYER CO.

**Lisa Brooks**

731-286-8323

Lisa.Brooks@tn.gov

**Shipping** I-155 East, 4 Miles West of Dyersburg, Mile Marker 8.7, Dyersburg, TN 38024

**Mailing** P.O. Box 84, Dyersburg, TN 38025

## CLARKSVILLE

### I-24 MONTGOMERY CO.

**Don Townsend**

931-648-5509

Don.Townsend@tn.gov

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

**Mailing** P.O. Box 30187, Clarksville, TN 37040

## ARDMORE

### I-65 GILES CO.

**Brenda Anderson**

931-468-2654

Brenda.G.Anderson@tn.gov

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

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

## MEMPHIS

### I-40 SHELBY CO.

**Vacant**

901-543-6757

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

## STANTON

### I-40 HAYWOOD CO.

**Nick Winston**

731-779-1212

Nick.Winston@tn.gov

**Shipping** I-40 Westbound, Mile Marker 44, Stanton, TN 38069

**Mailing** P.O. Box 177, Stanton, TN 38069

Now Open!

## MITCHELLVILLE

### I-65 ROBERTSON CO.

**Eric Elizer**

615-325-4721

Eric.Elizer@tn.gov

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

## BUFFALO VALLEY

### I-40 SMITH CO.

**Davis Fox**

615-683-6410

Davis.Fox@tn.gov

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

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



## NICKAJACK

### I-24 MARION CO.

**Renee Trammell**

423-942-0933

Renee.Trammell@tn.gov

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

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

## TIFTONIA

### I-24 HAMILTON CO.

**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

## CHATTANOOGA

### I-75 HAMILTON CO.

**Lauren Johnson**

423-894-6399

Lauren.L.Johnson@tn.gov

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

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

## JELICO

### I-75 CAMPBELL CO.

**Ryne Cummins**

423-784-5820

Ryne.Cummins@tn.gov

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

**Mailing** 16320 I-75, Jellico, TN 37762

## HARTFORD

### I-40 COCKE CO.

**Collin Woody**

423-487-3258

Collin.Woody@tn.gov

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

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

## BRISTOL

### I-81 SULLIVAN CO.

**Janice Martin**

423-764-5821

Janice.Martin@tn.gov

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

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

## KINGSPORT

### I-26 SULLIVAN CO.

**Ken Olinger**

423-246-0214

Ken.Olinger@tn.gov

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

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

## ERWIN

### I-26 UNICOI CO.

**Jackie Rains**

423-743-4166

Jackie.Rains@tn.gov

**Shipping & Mailing** 100 Fiddlers Lane, Erwin, TN 37650





ONE  
WAY  
→

International Rock-a-billy Hall of Fame, Jackson

ROCKABILLY MUSIC  
was born in... the dancehalls  
of Jackson Tennessee. *Johnny Taylor 1951*





# RESEARCH

The Soundtrack of America. Made in Tennessee.





# 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%**.

## 184,300

Employment

### 3.1% INCREASE

National growth of travel related employment is **2.5%**.

## \$1.83 BILLION

State & Local Tax Revenue

### 7.6% INCREASE

Higher than the national growth of travel related state tax revenues of **4.6%**.

### 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.



# SMARI INSIGHTS

## STRATEGIC MARKETING & RESEARCH INSIGHTS

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.

SMARINSIGHTS RESULTS	TN 2015*	TN 2016/17**	NATIONAL BENCHMARKS
Aware HHs	19,330,842	13,585,850	
Travel Increment	4%	7%	
Incremental Trips	859,093	987,456	
Trip Spending	\$1,110	\$1,338	
Economic Impact	\$953,993,423	\$1,321,396,679	\$179
ROI	\$229	\$251	
Tax Impact	\$73,457,494	\$101,747,544	\$11
Tax ROI	\$18	\$19	

\* 2015 campaign spending includes media only;

\*\* 2016/17 campaign spending includes media and production





# 2017 HIGHLIGHTS

JAN.-DEC. 2017 | D.K. SHIFFLET & ASSOCIATES

- 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.

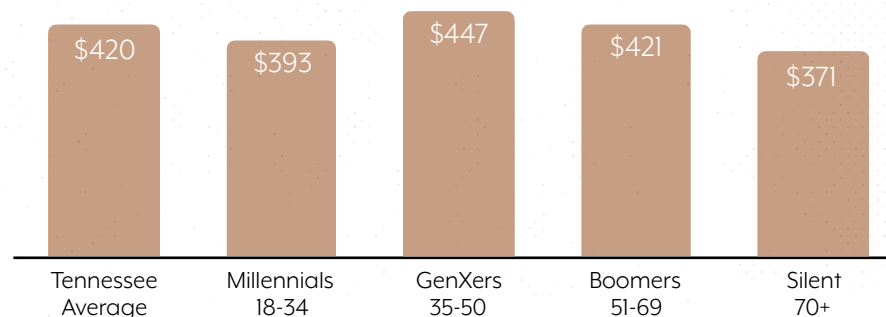
- Average drive distance: 100 miles or less.
- Tennessee was the largest origin market, followed by Mississippi, Kentucky, Georgia and Alabama.
- The dominant travel parties are one adult and a male/female couple.

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

- 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.

### AVERAGE PARTY PER TRIP SPENDING

By Generation (Total Travel) in 2017



# \$120

Daily Per Person Spending

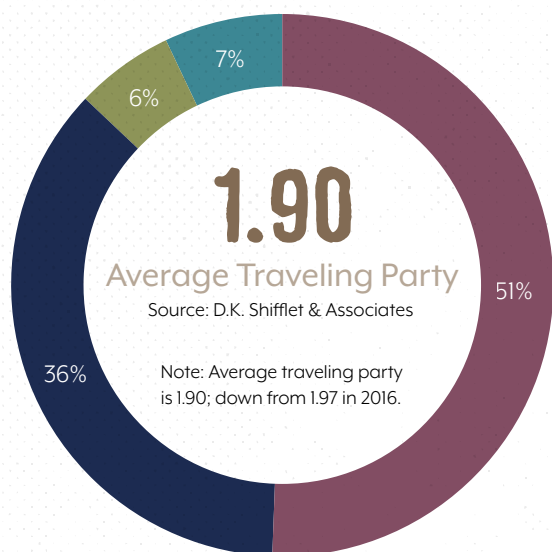
Source: D.K. Shifflet & Associates

# \$420

Average Spend Per Trip

Source: D.K. Shifflet & Associates

## AVERAGE TRAVELING PARTY (PPL)



● 1 Adult ● M/F ● MM/FF ● 3+ Adults

## 2017 VISITOR SATISFACTION RATINGS

	UNITED STATES	TENNESSEE	TENNESSEE LEISURE	COMPETITIVE SET*
Overall Satisfaction	8.40	8.45	8.59	8.51
Value for the Money	8.18	8.24	8.34	8.32
Friendly, Helpful People	8.42	8.57	8.58	8.56
Feeling of Safety	8.43	8.28	8.40	8.53
Likely to Recommend	8.33	8.38	8.38	8.48

(10=Excellent, 1=Poor)

## 2017 VISITOR PROFILE FOR RACE/ETHNICITY

	UNITED STATES	TENNESSEE	COMPETITIVE SET*
White	79%	84%	78%
Black/African American	11%	11%	16%
Asian	6%	1%	4%
Native Hawaiian/Pacific Islander	1%	0%	0%
Native American	3%	1%	2%
Other/Mixed	5%	3%	3%
Hispanic/Latino/Spanish Origin	13%	6%	10%

Source: D.K. Shifflet & Associates

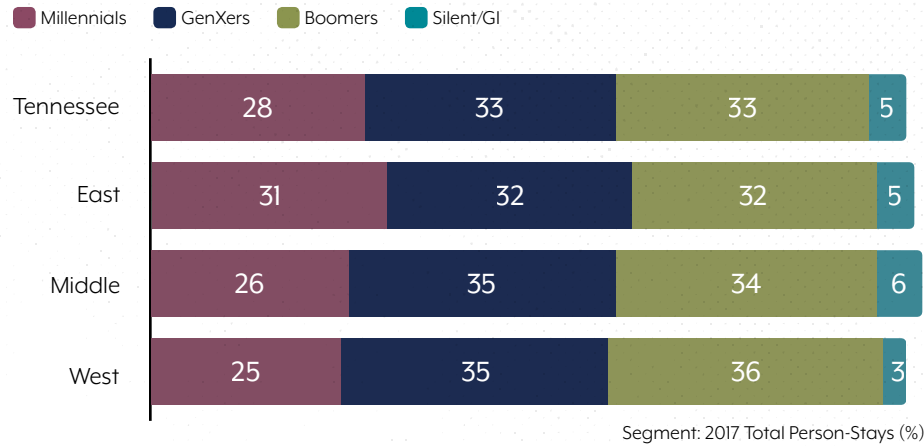
\*Competitive Set: Alabama, Florida, Georgia, Kentucky, North Carolina and Virginia.



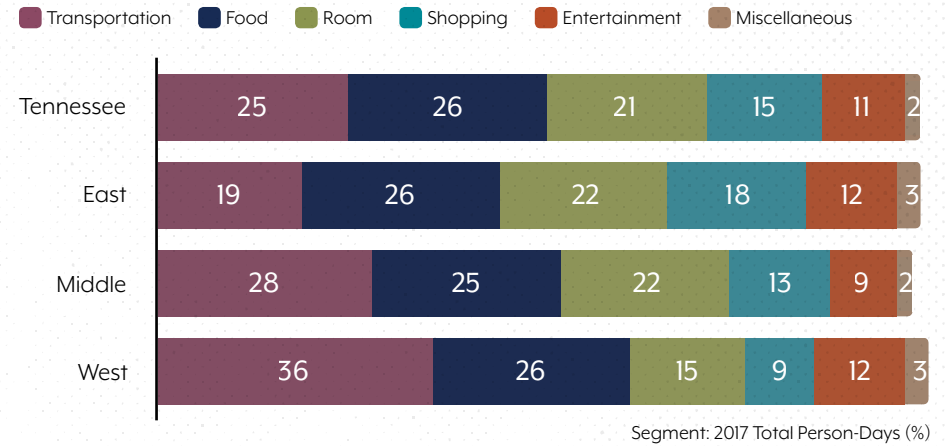
# 2017 HIGHLIGHTS BY REGION

JAN.-DEC. 2017 | D.K. SHIFFLET & ASSOCIATES

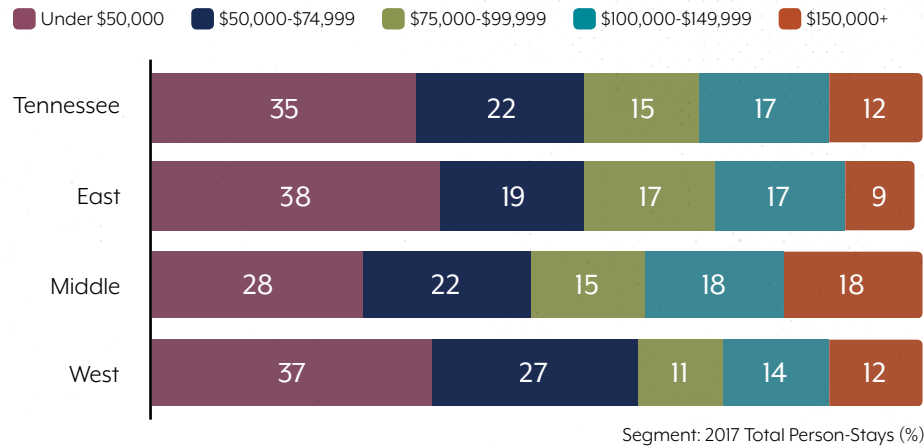
## TRAVELER GENERATION DISTRIBUTION



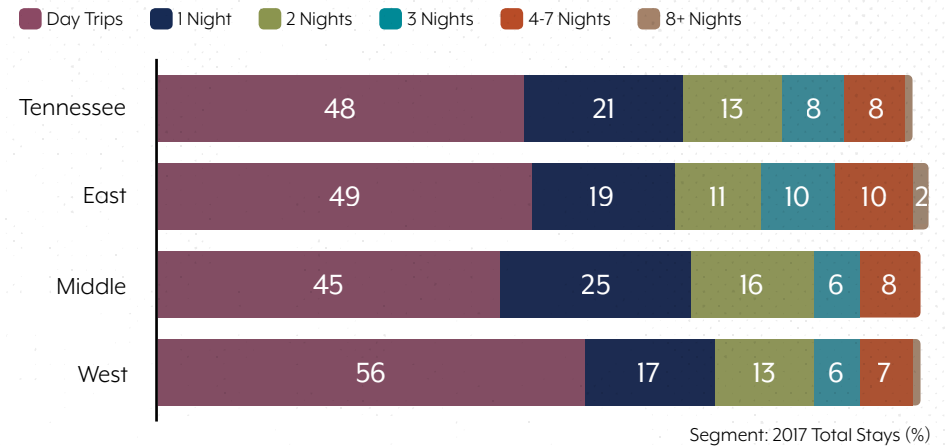
## DAILY SPENDING PER PERSON BY CATEGORY



## HOUSEHOLD INCOME DISTRIBUTION

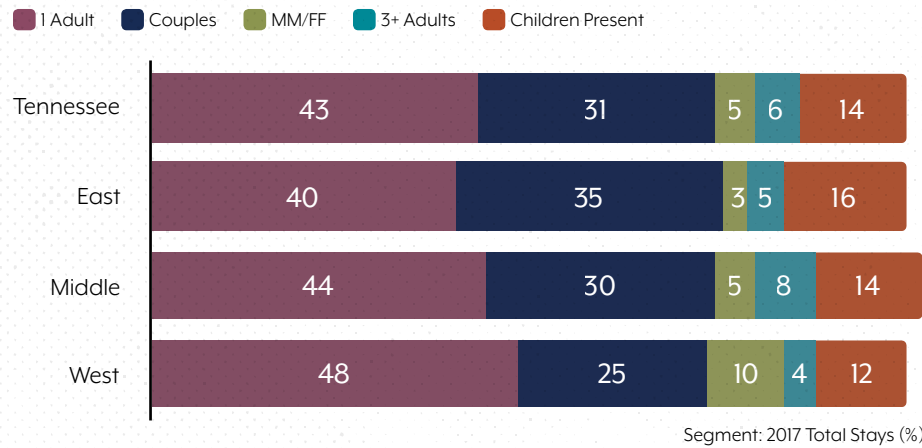


## STAY LENGTH DISTRIBUTION

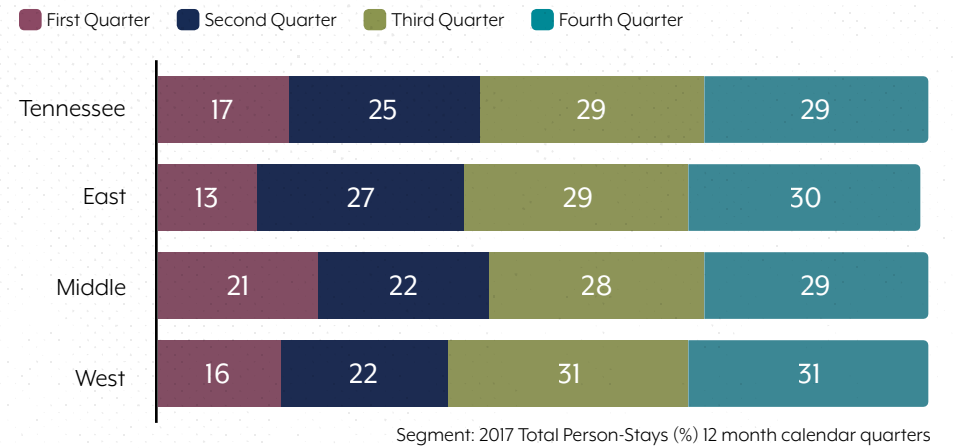




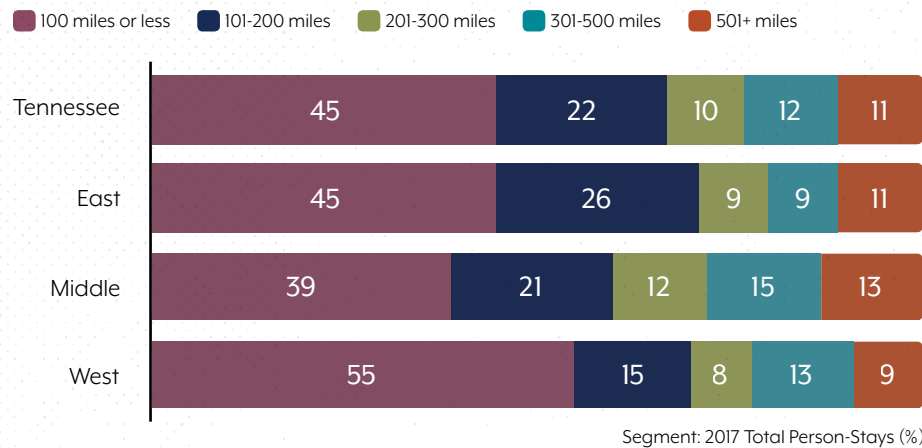
## TRAVEL PARTY COMPOSITION



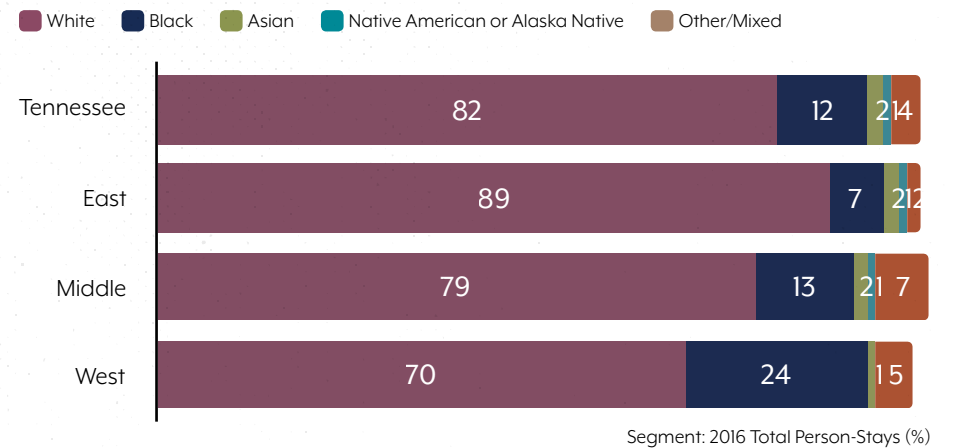
## TRIP TIMING BY QUARTER



## TRAVEL DISTANCE BY AUTO



## RACIAL DISTRIBUTION



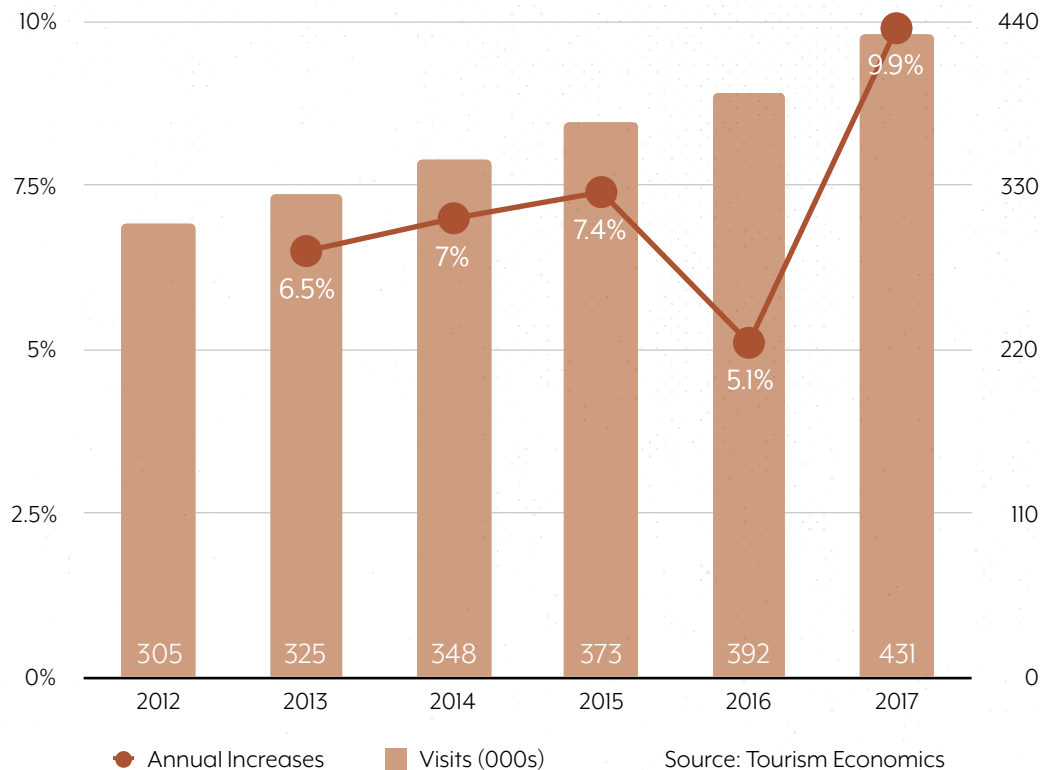


# **TOURISM ECONOMICS**

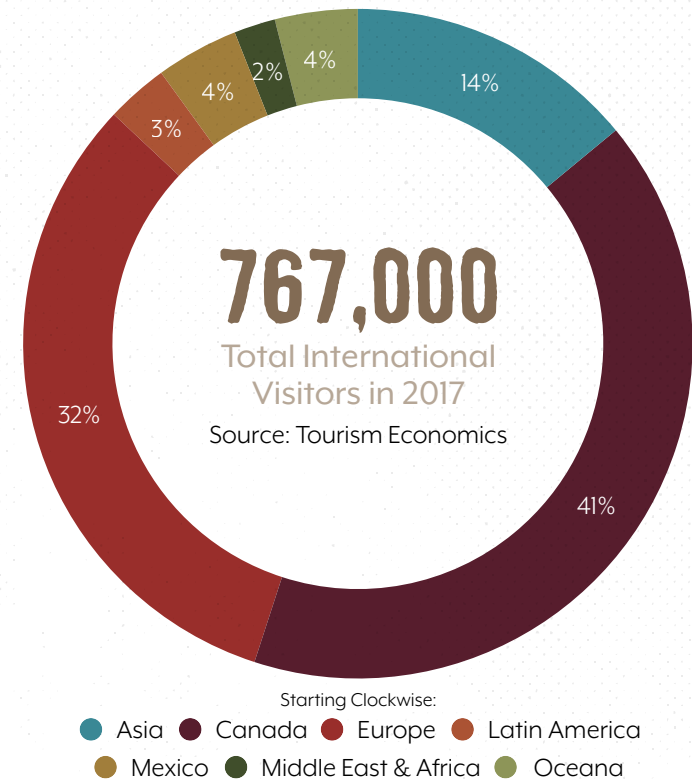
## **INTERNATIONAL VISITATION** JAN.-DEC. 2017

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**

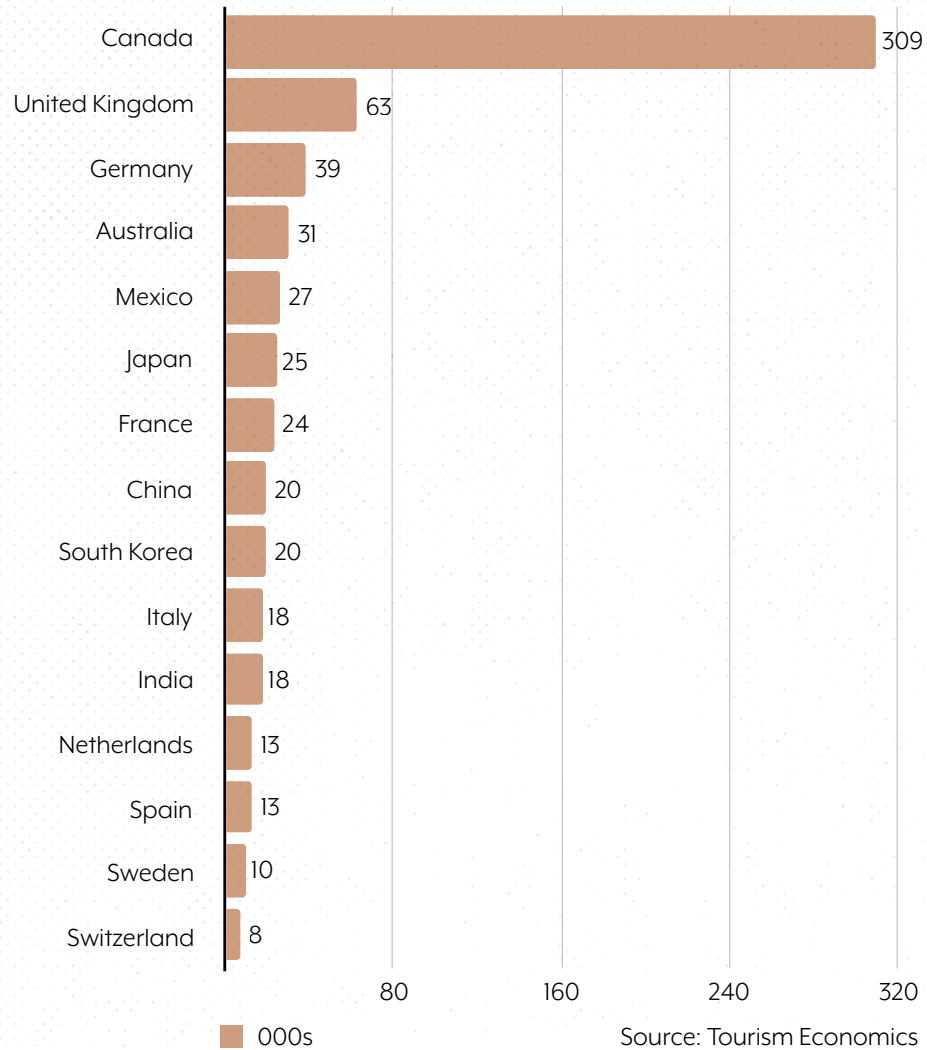


**VISITS TO TENNESSEE BY REGION OF ORIGIN, 2017**

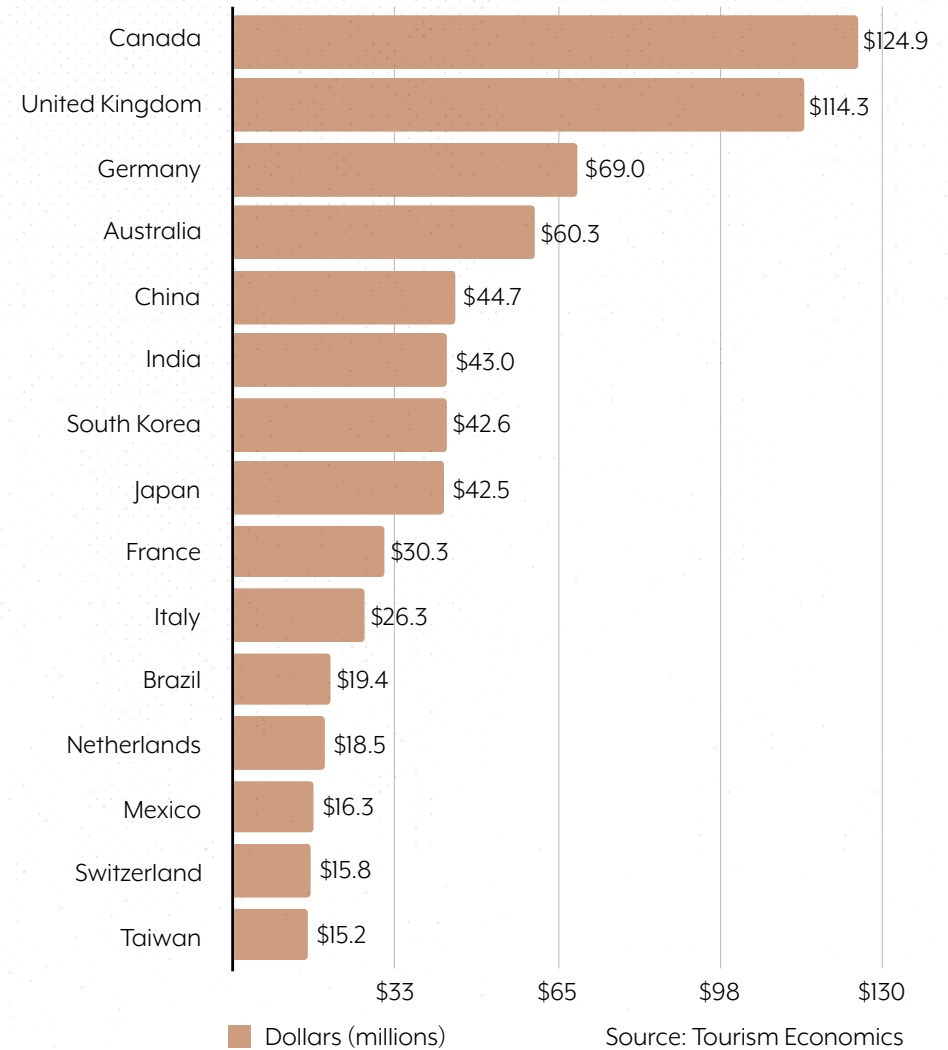




## VISITS FROM TOP 15 MARKETS OF ORIGIN, 2017



## SPENDING BY TOP 15 MARKETS OF ORIGIN, 2017

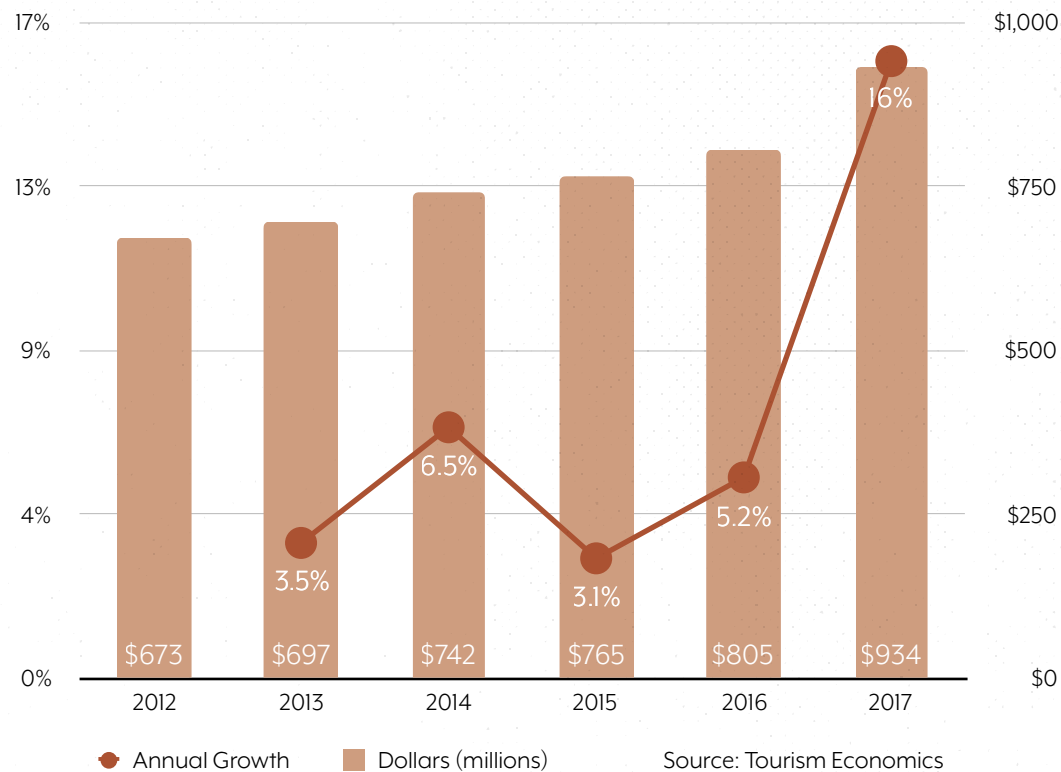


# **TOURISM ECONOMICS**

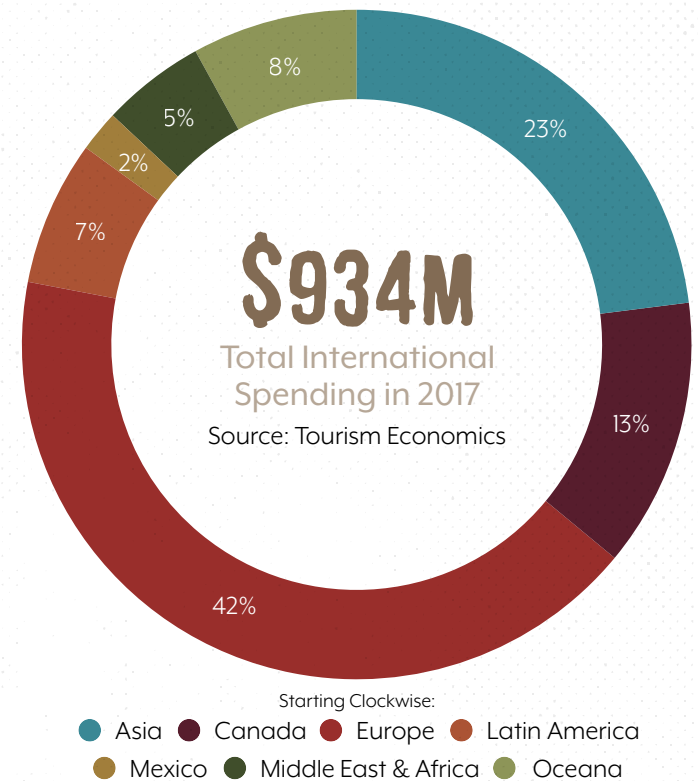
## **INTERNATIONAL SPENDING** JAN. – DEC. 2017

International visitors spent \$934 million in Tennessee, an increase of 16% over 2016.

**TOTAL INTERNATIONAL SPENDING IN TENNESSEE, 2012 TO 2017**



**SPENDING IN TENNESSEE BY REGION OF ORIGIN, 2017**





# INTERNATIONAL VISITS GROWTH IN 2017

Source: Tourism Economics



Tennessee was the fastest growing state for international travel in the United States.





Lower Broadway, Nashville





# MARKETING

The Soundtrack of America. Made in Tennessee.



# 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.”

### ASSISTANT COMMISSIONER

**Brian Wagner**

615-532-7853

Brian.Wagner@tn.gov

### DIRECTOR OF MARKETING

**Nekasha Pratt**

615-741-9025

Nekasha.Pratt@tn.gov

## 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**

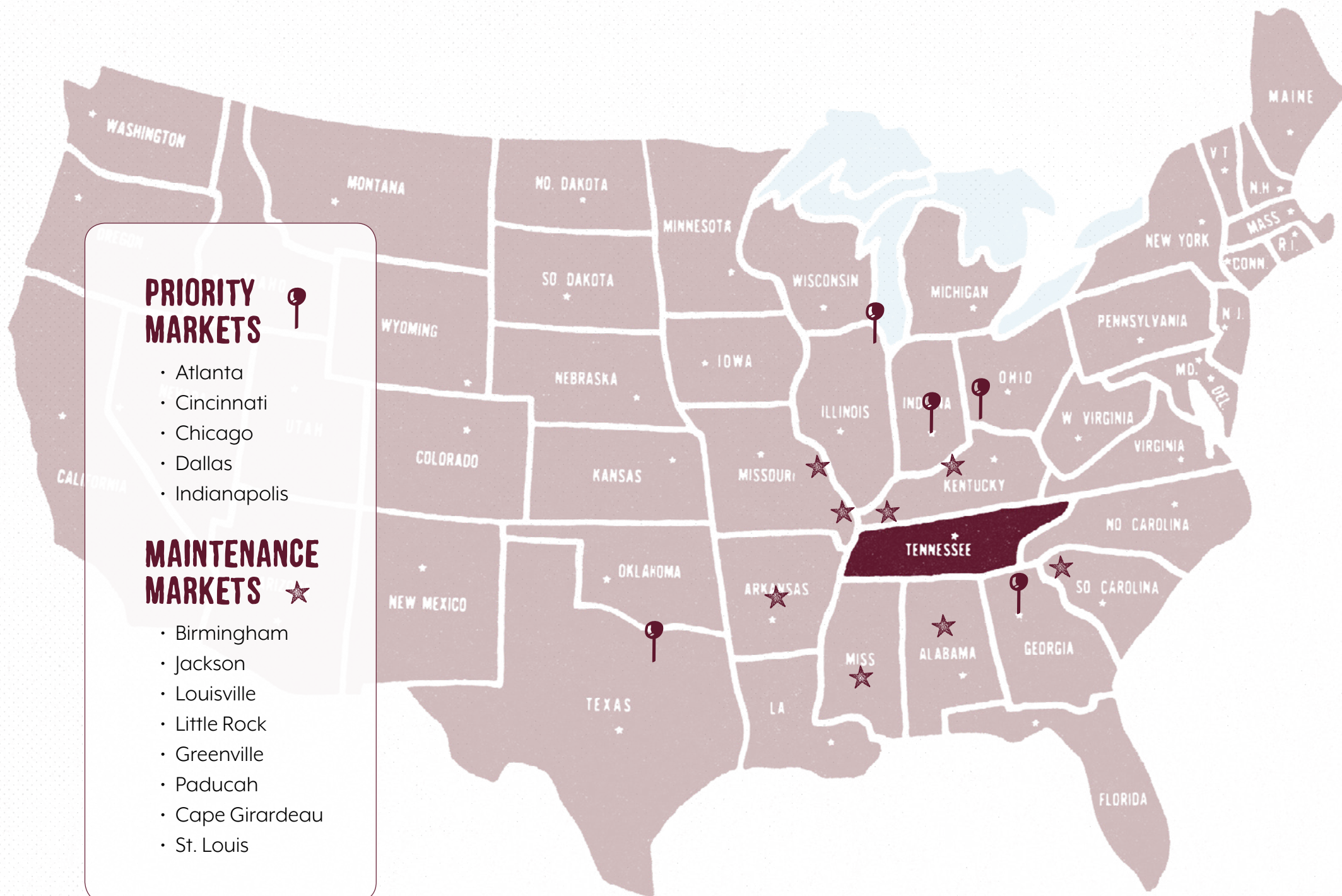
Cost per Engagement

117% TO GOAL

**3,838,977,159**

Unique Domestic PR Impressions



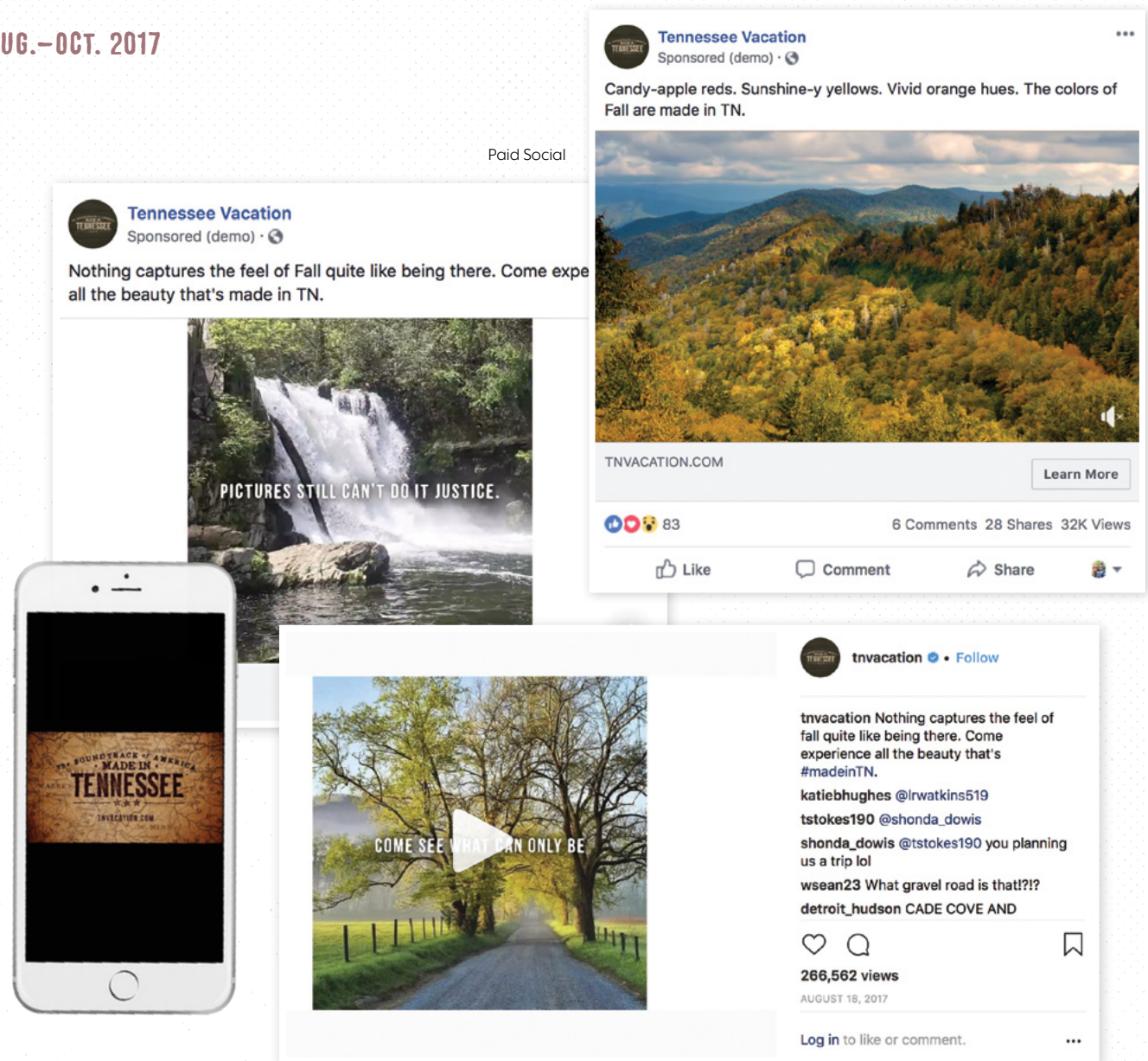




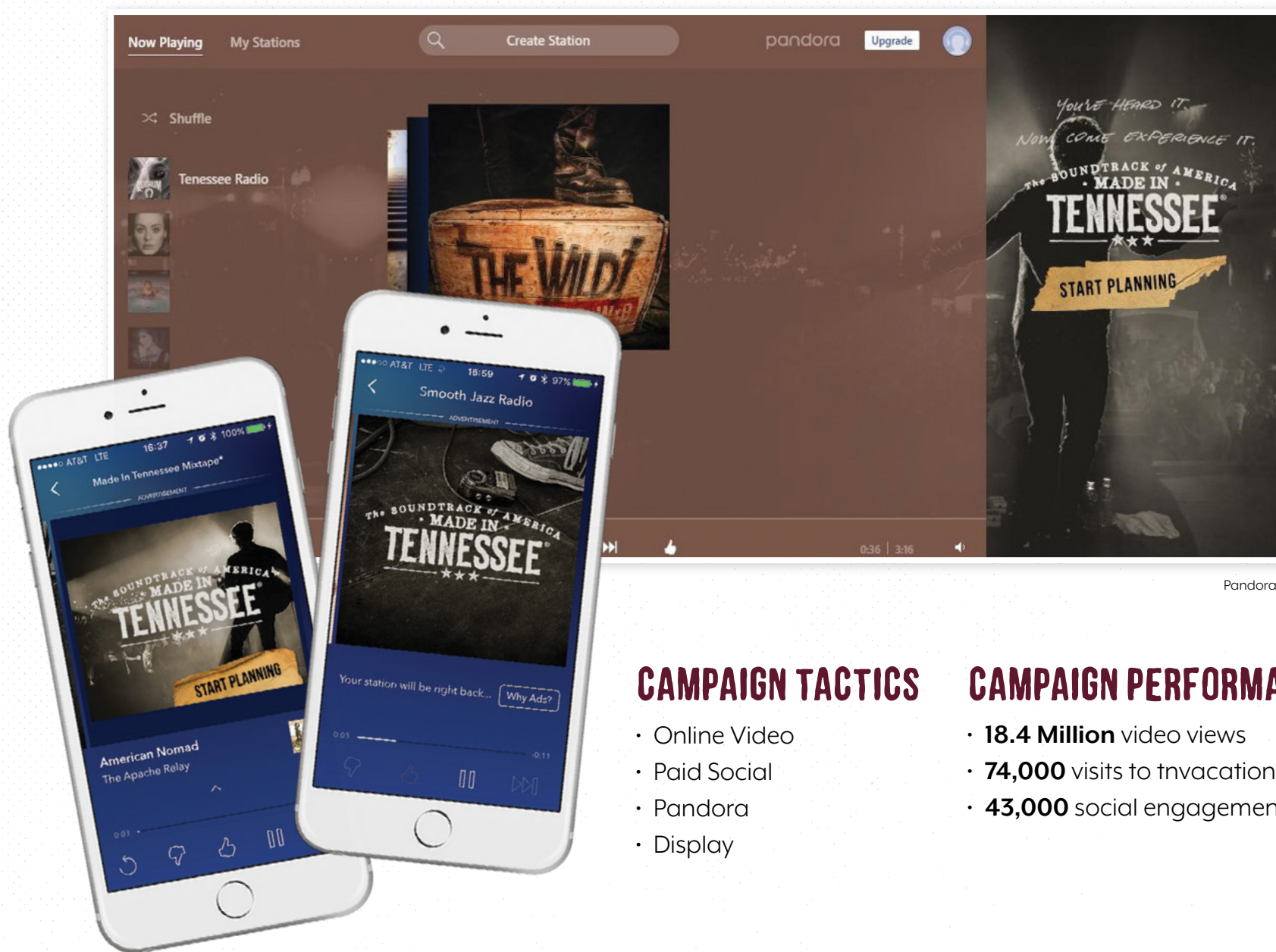
## FALL 2017 DIGITAL CAMPAIGN AUG.-OCT. 2017

### 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)







Pandora

## 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



Above: Margo Price performing at 333 Ft. Underground event.



Left: Jack White hosting the 333 Ft. Underground event.



## 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



Above: Singer-songwriter Kelsea Ballerini performing at her alma mater in Knoxville.



Left: Fans at Kelsea Ballerini's Central High School performance.

## THE COLORBLINDLESS VIEWFINDER AUG.-OCT. 2017



Above:  
Colorblindless  
viewfinder.

Right: Featured  
color blind video  
participant.



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.

Like · Reply · 22 hrs

Featured color blind video participant.



**Kristin Ramsey** This is truly amazing! Makes me want to go to Tennessee.

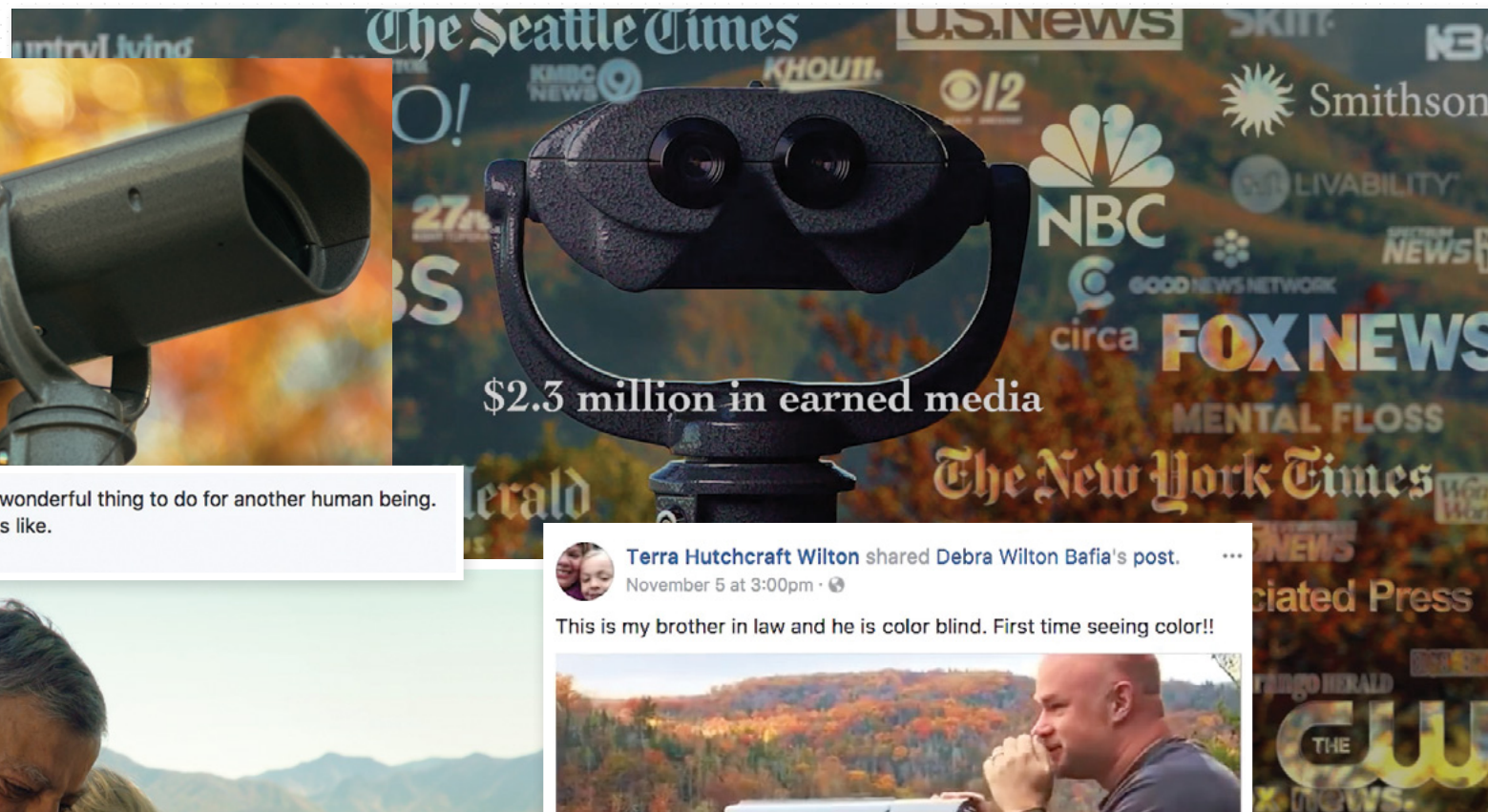
Like · Reply · 4 · November 1 at 11:29am



**Terra Hutchcraft Wilton** shared Debra Wilton Bafia's post.

November 5 at 3:00pm ·

This is my brother in law and he is color blind. First time seeing color!!



\$2.3 million in earned media

## OFFICIAL VACATION GUIDE JAN.-JUN. 2018

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**

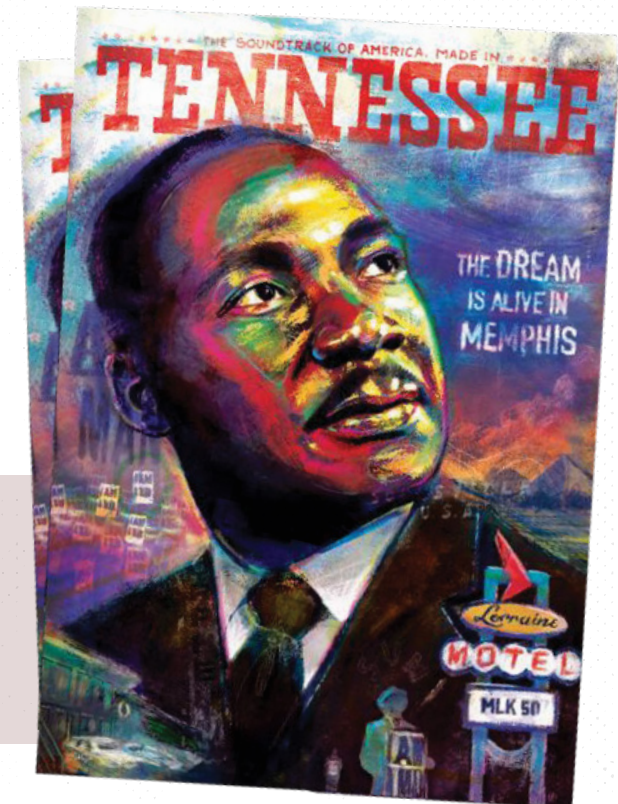
Total Print Guide  
Requests

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](http://tnvacation.com)
- Order via 800-GO2-TENN or from [tnvacation.com](http://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:

East	Will Zanetis	615-668-1207	<a href="mailto:wzanetis@livmedia.com">wzanetis@livmedia.com</a>
Middle	MaryAnn Stafford	615-218-8271	<a href="mailto:mstafford@livmedia.com">mstafford@livmedia.com</a>
West	Deshaun Goodrich	865-385-3830	<a href="mailto:dgoodrich@livmedia.com">dgoodrich@livmedia.com</a>

## 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 DIGITAL FY 2018

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

**8,284,437**

Total Paid Social Engagements

Facebook: **4,927,641**

Instagram: **2,136,054**

Pinterest: **1,058,753**

Snapchat: **157,668**

Twitter: **4,321**

**12,267,780**

Social Video Views

Facebook: **5,059,817**

Pinterest: **3,354,603**

Snapchat: **2,048,699**

Instagram: **1,364,174**

Twitter: **440,487**

**160,620**

Pandora (all-time total listeners)

New Listeners in FY 2018: **33,662**

Total Hours Listened: **31,650**

**2,282,671**

Influencer Engagements

**24,953,454**

Native Impressions

**23,027**

Native Clicks

## 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

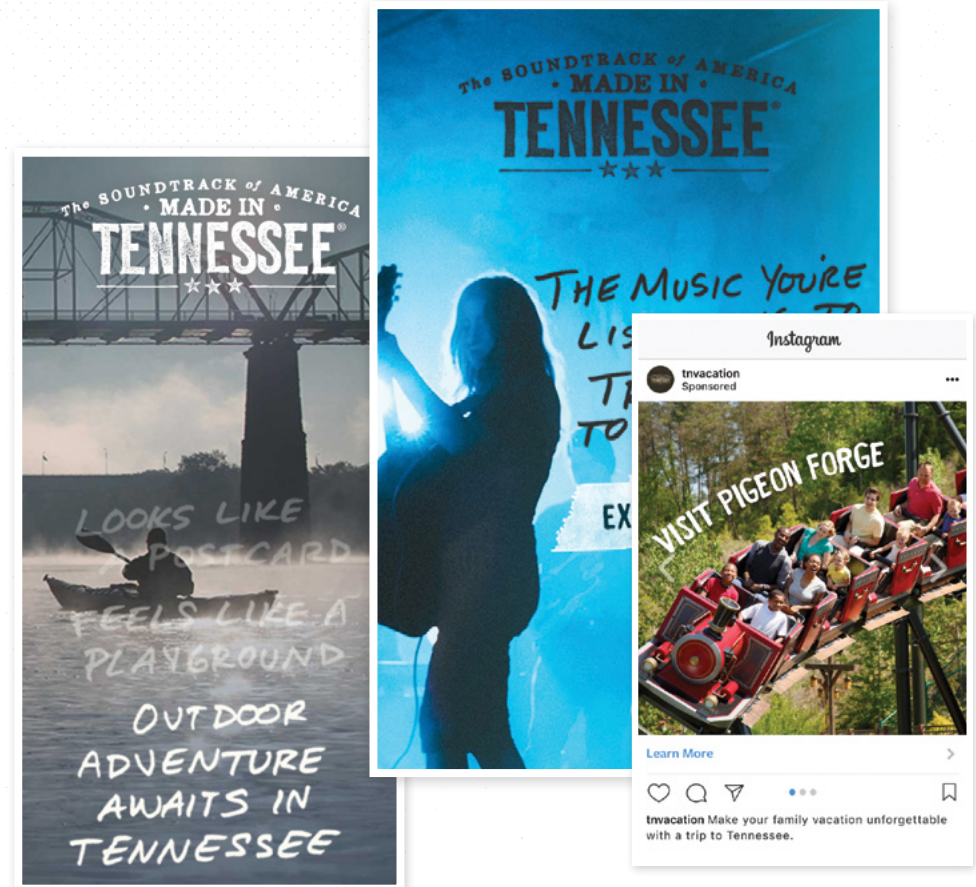
Target Rating Points (TRPs)

MARKET	2/19-3/26	5/21-6/25	TOTAL
Atlanta	498.24	452.72	950.96
Chicago	667.72		667.72
Cincinnati	516.48		516.48
Dallas	632.91		632.91
Indianapolis	887.3		887.3
Total TRPs			3,655.37

## 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

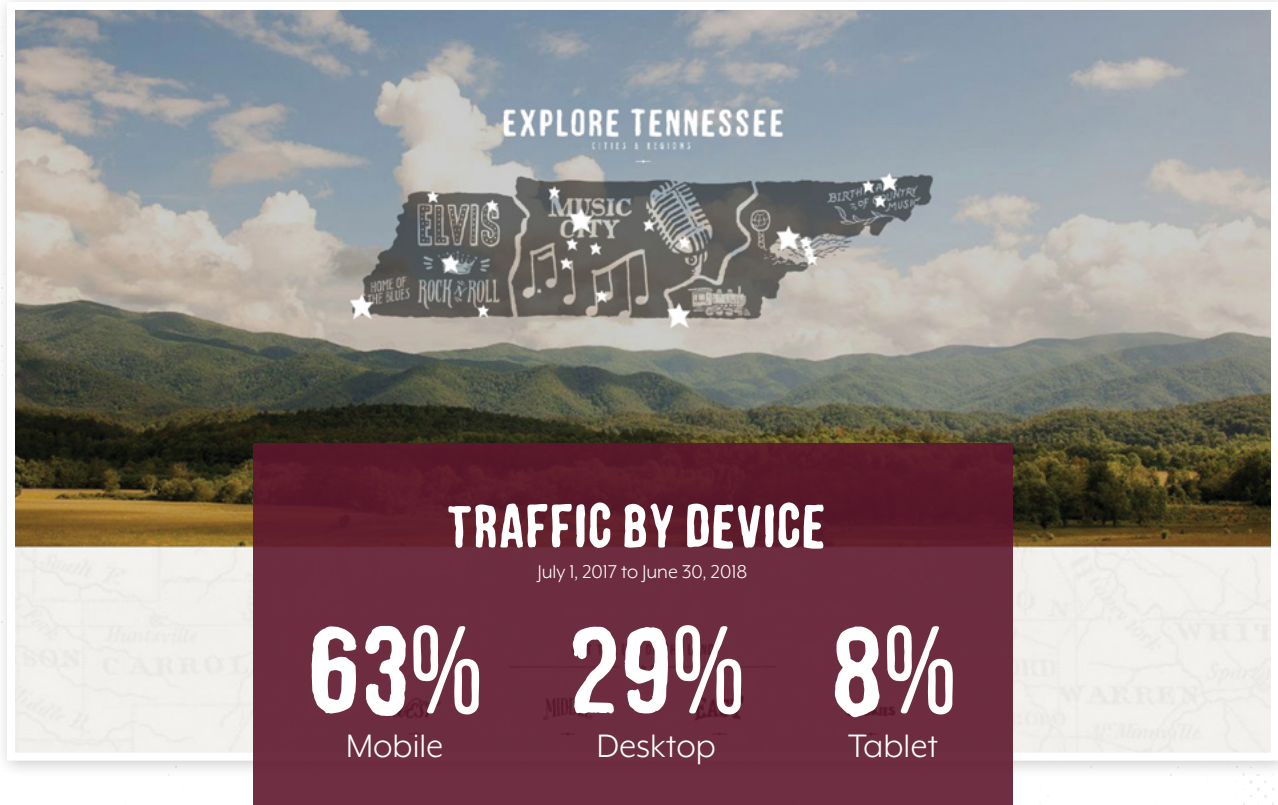
July 1, 2017 to June 30, 2018

**88.3%**

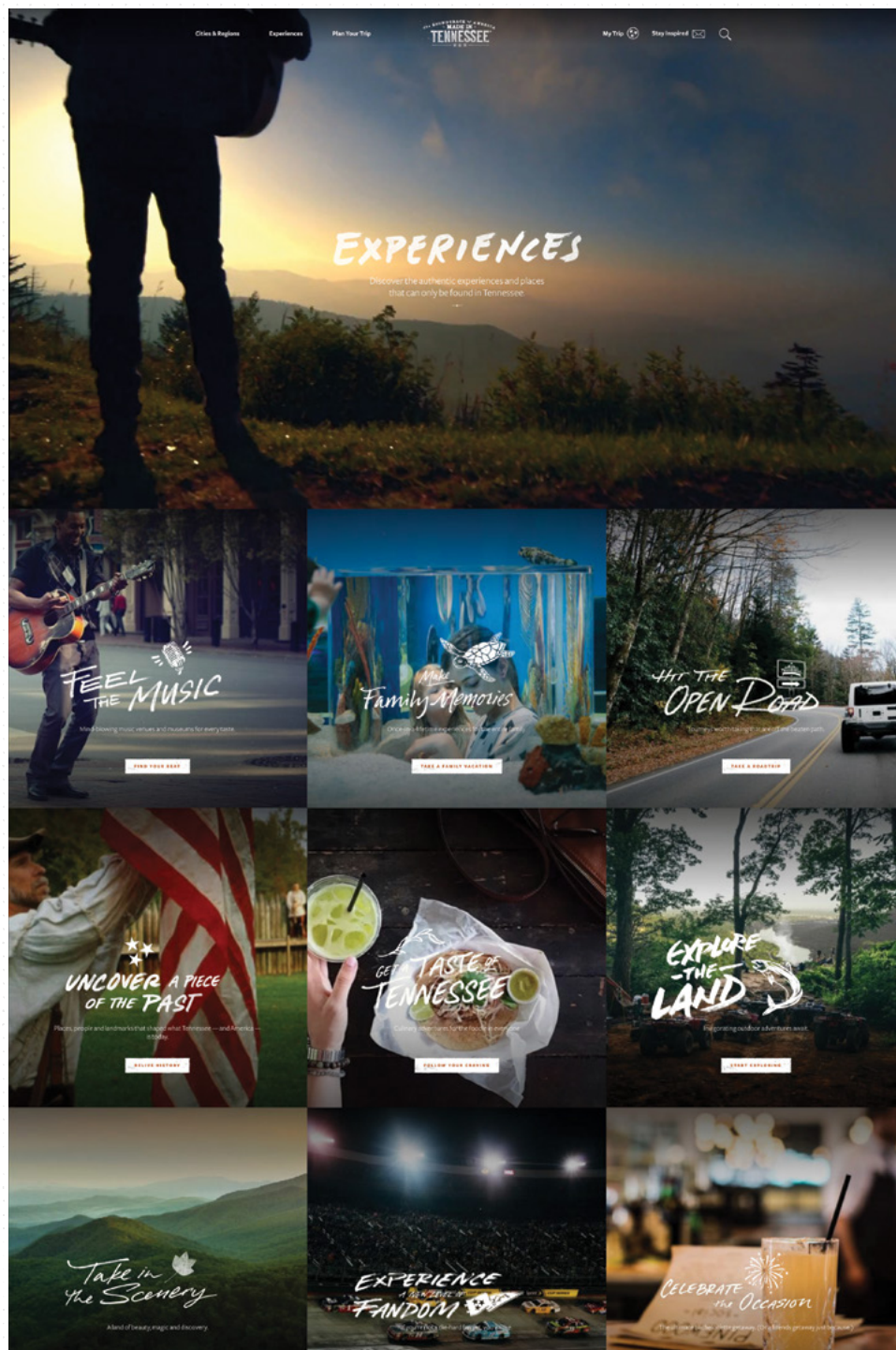
New Visitors

**11.7%**

Returning Visitors







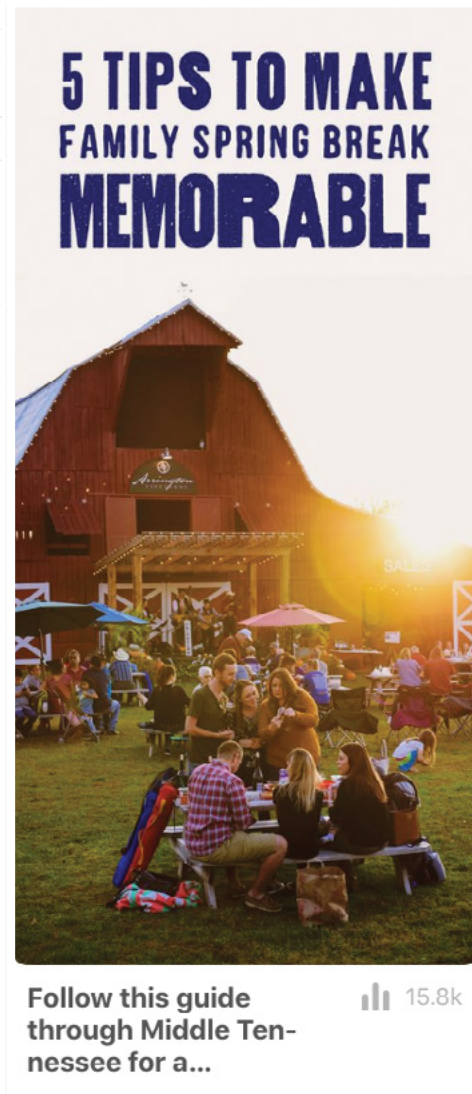
## TOP PAGES OVERALL ON TNVACATION.COM

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



### 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.

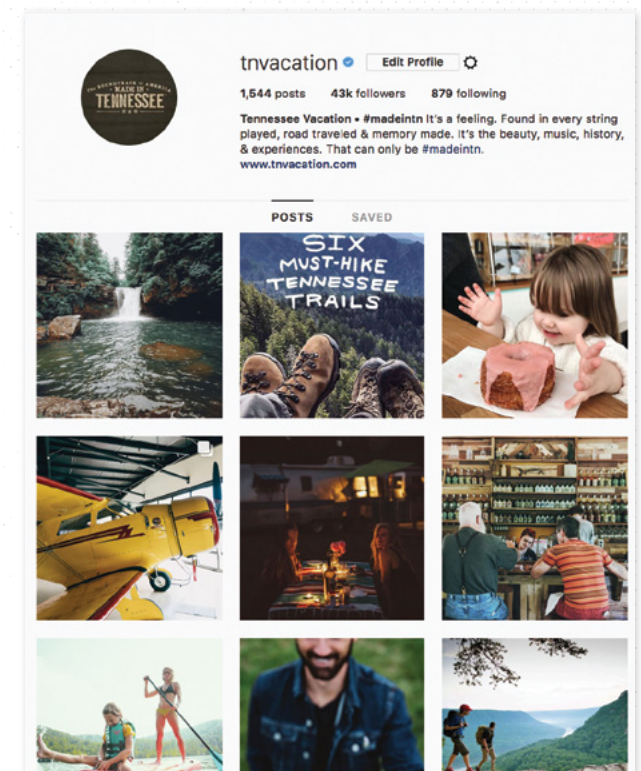


### #MADEINTN USED MORE THAN 72K TIMES

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







### 41K ENGAGEMENTS

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

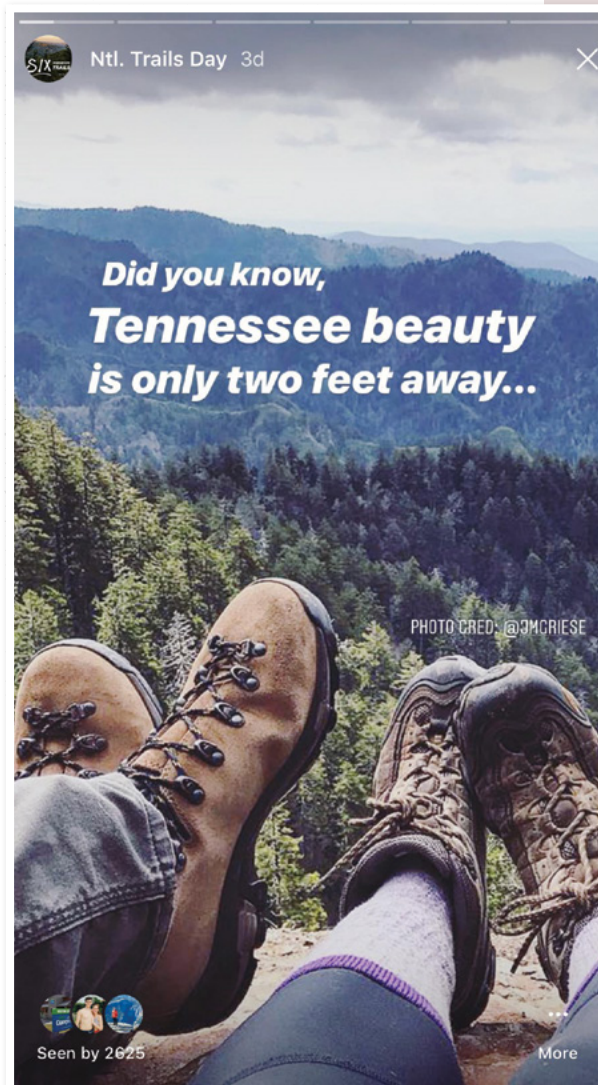


### MORE THAN 3.5 MILLION VIEWS

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.

# 3,566,247

Total Views of Snapchat Stories



# 13,546,359

Total Social Engagements

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**

# 177,889

Total Visits to Site From Social

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](#)



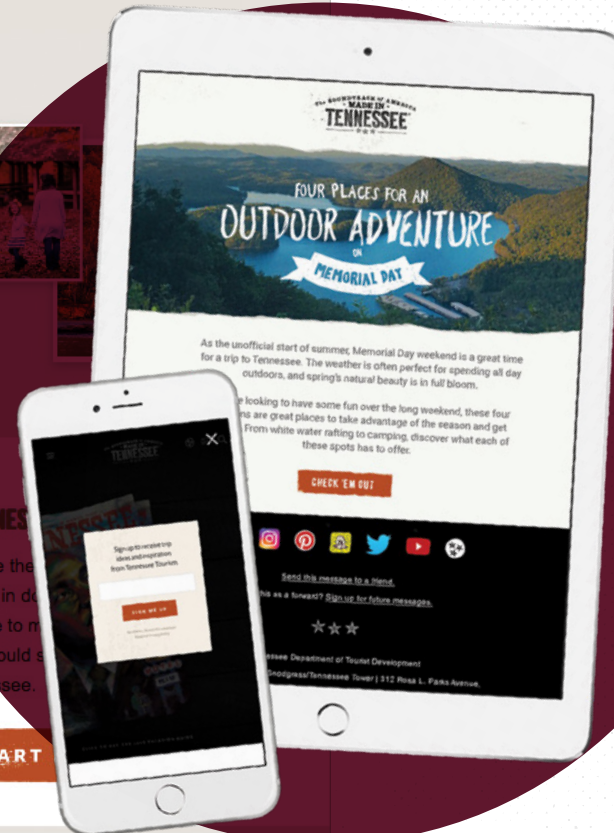
### A TENNESSEE

Explore the flavors in delicious Tennessee Groove to music you should savor in Tennessee.

[START](#)

### 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.





# 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



Stax Music Academy European Tour 2017.



radio, print, TV, and digital media, totaled more than 8 million Europeans in France, England and Ireland.



STAX Music Academy students.



# TASTE OF AMERICANA AUSTRALIAN TOUR

SEPT.—OCT. 2017



Above: Valerie June, Kacey Chambers, Ketch Secor and Chance McCoy of Old Crow Medicine Show, performing with Kieren Kane.

Right: TDTD Assistant Commissioner Brian Wagner, Jordan Blackwell, Andrew Young from Contiki Holidays, Ketch Secor and Memphis Tourism's Chris Ingram.



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.



Left: Recording artist Charlie Worsham (middle) posing for a photo with fans at the Halloween party in Germany.





## COUNTRY 2 COUNTRY (C2C)

MARCH 9–11, 2018

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.



Left: Town Square activation booth.

Below: One of the 11 main stage artists performing.



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.

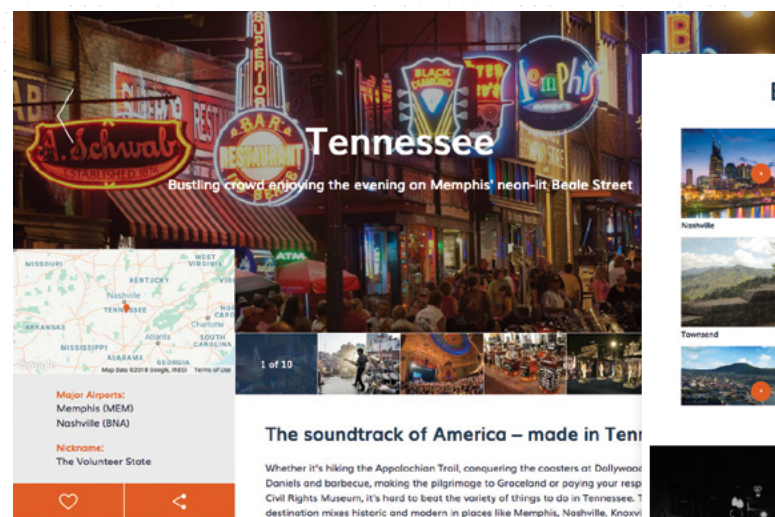
A banner ad campaign with 30 million impressions was included with the campaign to drive traffic to the guide.

## 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.

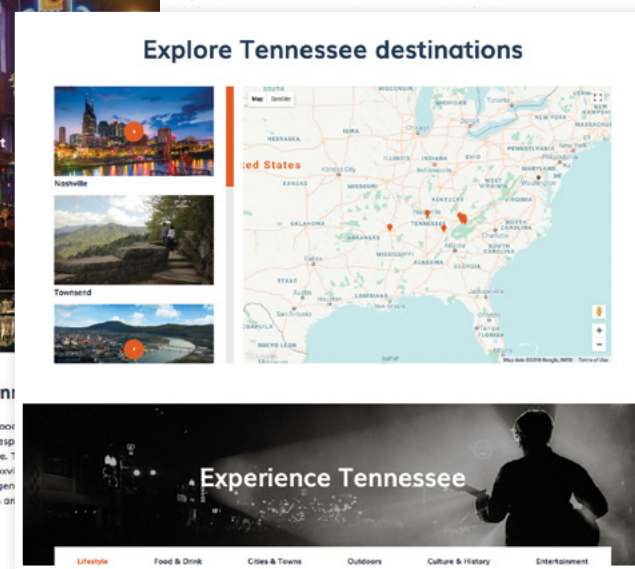


Inspiration Guide pages.



### The soundtrack of America – made in Ten

Whether it's hiking the Appalachian Trail, conquering the coasters at Dollywood, Daniels and barbecue, making the pilgrimage to Graceland or paying your resp Civil Rights Museum, it's hard to beat the variety of things to do in Tennessee. 1 destination mixes historic and modern in places like Memphis, Nashville, Knoxville. Look for Civil War sites, civil rights monuments and some of music's most legen alongside world-class cultural venues, trendy food spots and craft distilleries an



Visit the USA Tennessee Website.





## U.K. SPRING CO-OP

JUNE 2–30, 2018



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

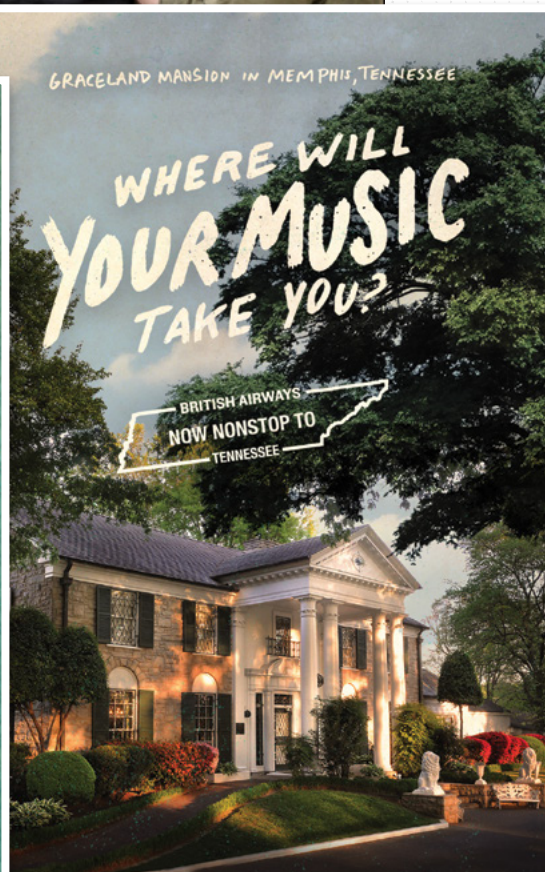


of the effort was the Sights & Sounds of Tennessee activation at Waterloo Station—London’s busiest train station—that featured an immersive multi-sensory experience, live music and Jack Daniels.

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.





## HIGHLIGHTS

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.

## 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** Invacation 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







Dollywood's Splash Country Water Park, Pigeon Forge





# TRAVEL TRADE

The Soundtrack of America. Made in Tennessee.



# \$\$ 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.

## **DIRECTOR OF SALES**

**Kimberly Leonard**

615-532-0484

Kimberly.Leonard@tn.gov

## **SALES MANAGER**

**Andi Grindley**

615-741-7994

Andi.Grindley@tn.gov



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.



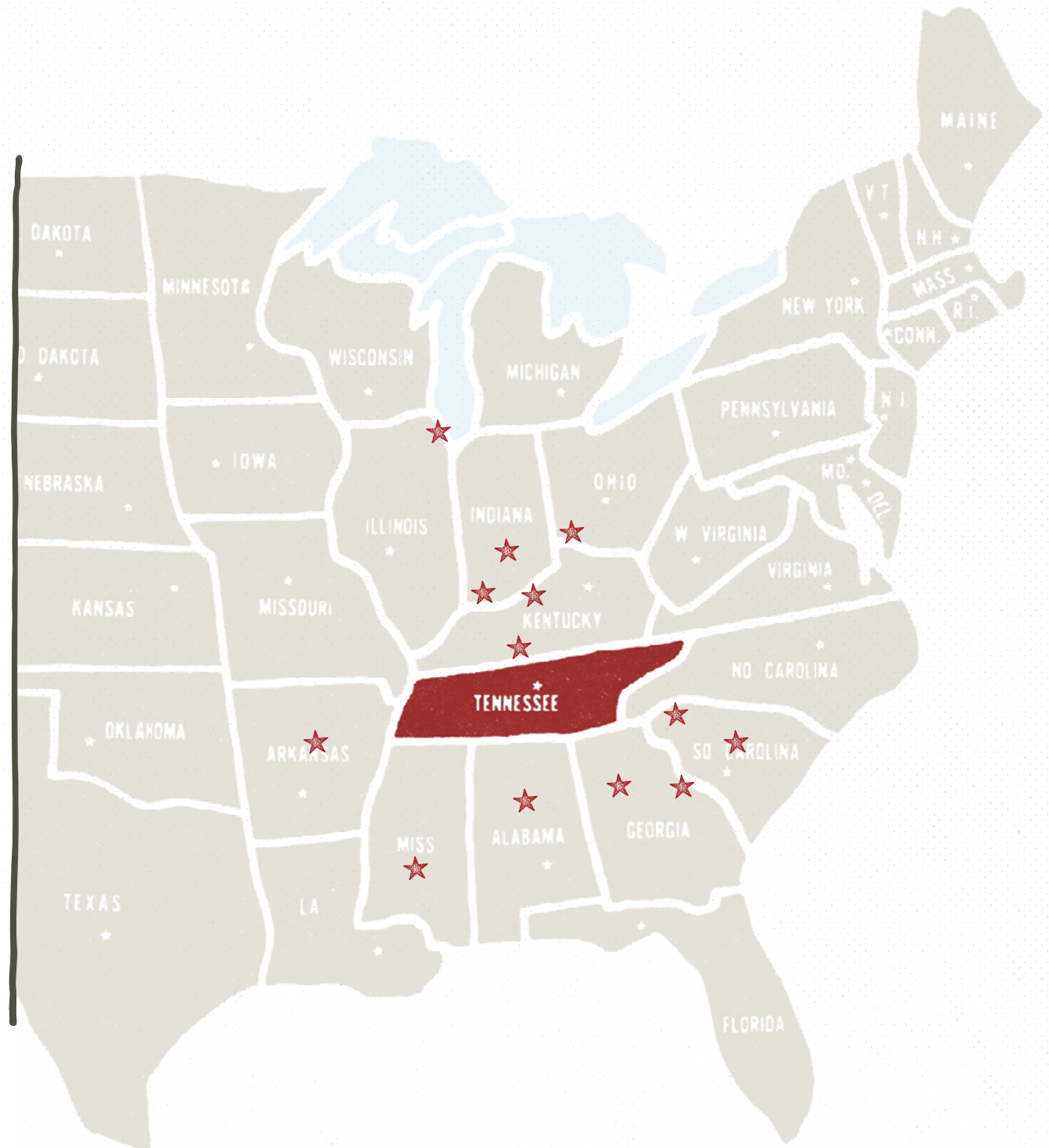
Above: TDTD and partners hosted more than 150 operators for dinner at the American Bus Association's Marketplace in Charlotte, North Carolina.



## 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







Taste of Tennessee AAA/CAA FAM in Chattanooga.

## 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.



# INTERNATIONAL

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.



TDTD and Tennessee partners, Nate Gaw with Franklin CVB, Shelda Rees with Chattanooga CVB and Tony Funderburg with Sevierville CVB promoted international travel to Tennessee at IPW in Denver, Colorado.

## 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 and Nashville CVC sponsored the final night at the 2017 Travel South USA International Showcase. The Showcase will be held in Nashville in 2018.



## TOTD 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.

### experience MISSISSIPPI RIVER

ten states. one 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.

### USA Visit TheUSA .com

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 Horne 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.





Cumberland Mountain State Park, Crossville





# PUBLIC RELATIONS

The Soundtrack of America. Made in Tennessee.





# PR SNAPSHOTS



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: 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.







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.

Below: TDTD teamed-up with Puckett's Grocery & Restaurant in Nashville to officially launch "The Soundtrack of America. Made in Tennessee." merchandise. Commissioner Kevin Triplett and Puckett's owner Andy Marshall celebrated the launch in front of a sign made by Fayetteville's Dot Tool for the occasion.



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.







# PR SNAPSHOTS



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.



Above: National travel writers participated in a Knoxville and Middle East Tennessee FAM, experienced a full itinerary of the region, including a visit to Spout Springs Estates Winery and Vineyard in Blaine.







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.



# PUBLIC RELATIONS

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](http://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](https://twitter.com/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](http://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](http://tn.gov/tourism).

### COMMUNICATIONS CONTENT MANAGER

**Amanda Stravinsky**

615-532-7822

[Amanda.Stravinsky@tn.gov](mailto:Amanda.Stravinsky@tn.gov)

### PUBLIC RELATIONS MEDIA MANAGER

**Jill Kilgore**

615-741-9069

[jill.kilgore@tn.gov](mailto:jill.kilgore@tn.gov)



## 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

### TOTO 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

### TOTO 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

### TOTO 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](https://facebook.com/tnvacation)  [instagram.com/tnvacation](https://instagram.com/tnvacation)  [pinterest.com/tnvacation](https://pinterest.com/tnvacation)  Tennessee  [twitter.com/tnvacation](https://twitter.com/tnvacation)  [youtube.com/tnvacation](https://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



Southern Living



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



Andrew Saucier  
andrewkylesaucier



Greta Hollar  
greta\_hollar



Sean Fisher  
mr.bootstraps



Melissa Corbin  
melcorbin



Bill Dance  
bill\_dance



Eric Jackson  
ericjacksonkayak

## TOTD INDUSTRY FACEBOOK

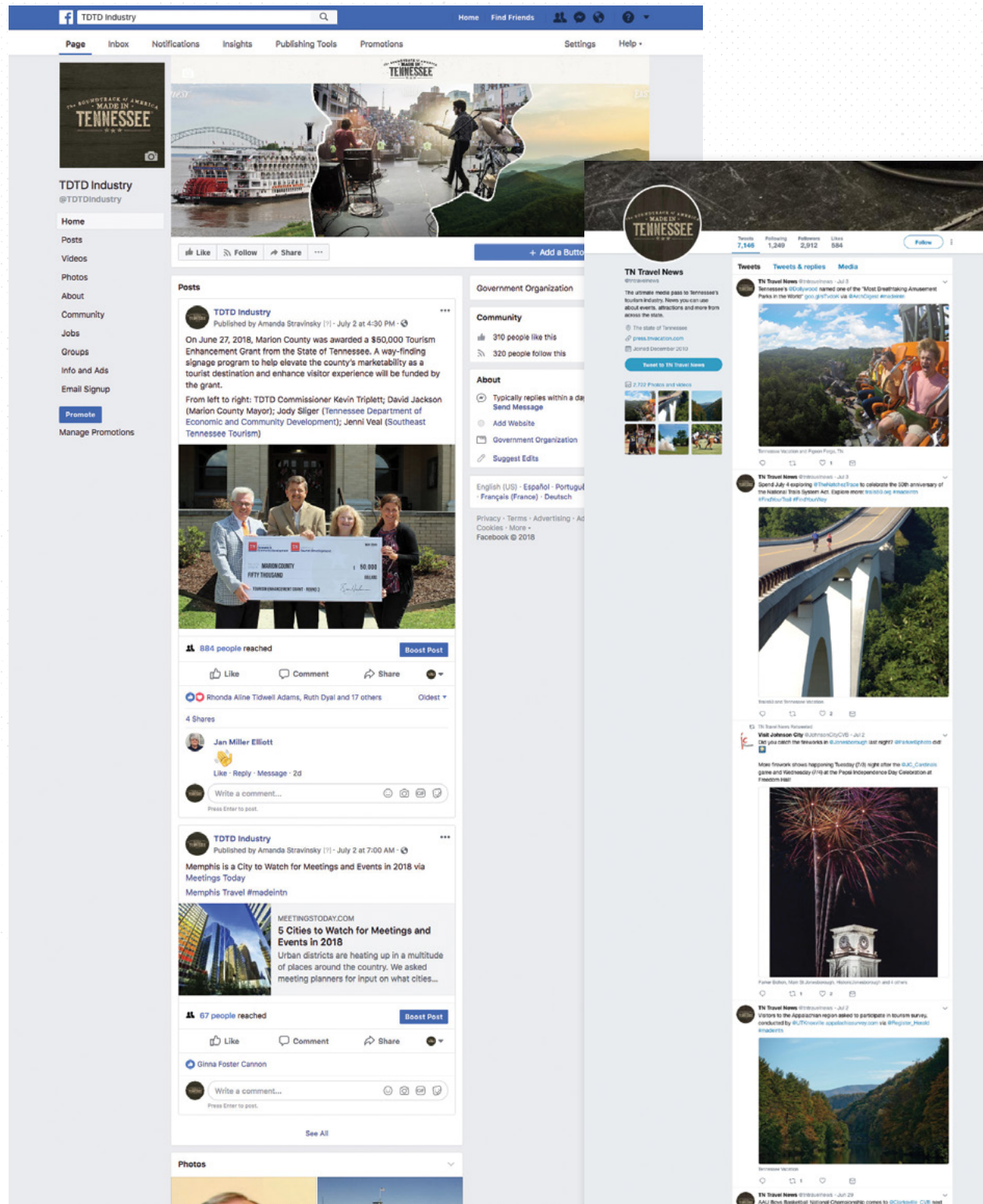
facebook.com/TOTDIndustry

The “TOTD 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/tnttravelnews

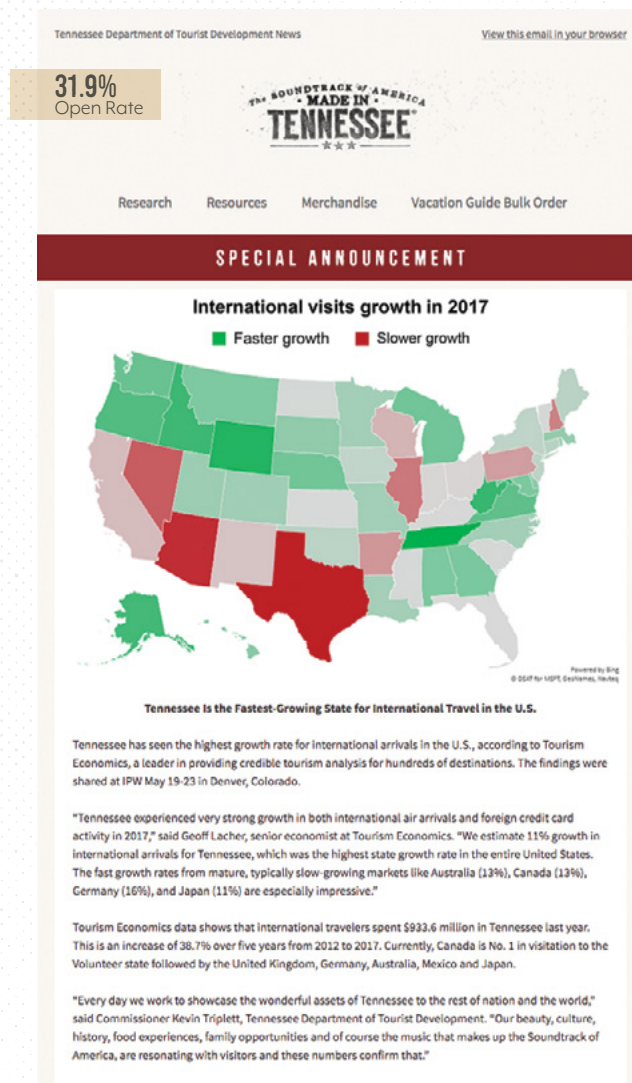
Tennessee travel news is distributed to almost 3,000 journalists, travel writers and publications on Twitter who follow @tnttravelnews. Tweets include what’s new in Tennessee, events, travel stories written about Tennessee and much more.





# INDUSTRY NEWSLETTER

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](http://industry.tnvacation.com) to receive the weekly industry newsletter.



Tennessee Department of Tourist Development News [View this email in your browser](#)

**45.1%**  
Open Rate

**THE SOUNDTRACK OF AMERICA  
MADE IN  
TENNESSEE**

Research Resources Merchandise Vacation Guide Bulk Order

Learn how to market your destination to groups like this one at the TDTD sales workshops.

**Selling Your Destination to Groups & International Markets Workshops**

TDTD is hosting sales workshops for partners June 12 at Casey Jones Village in Jackson; June 14 at The Southern Depot in Knoxville and July 10 in Franklin. The Franklin venue will be announced soon.

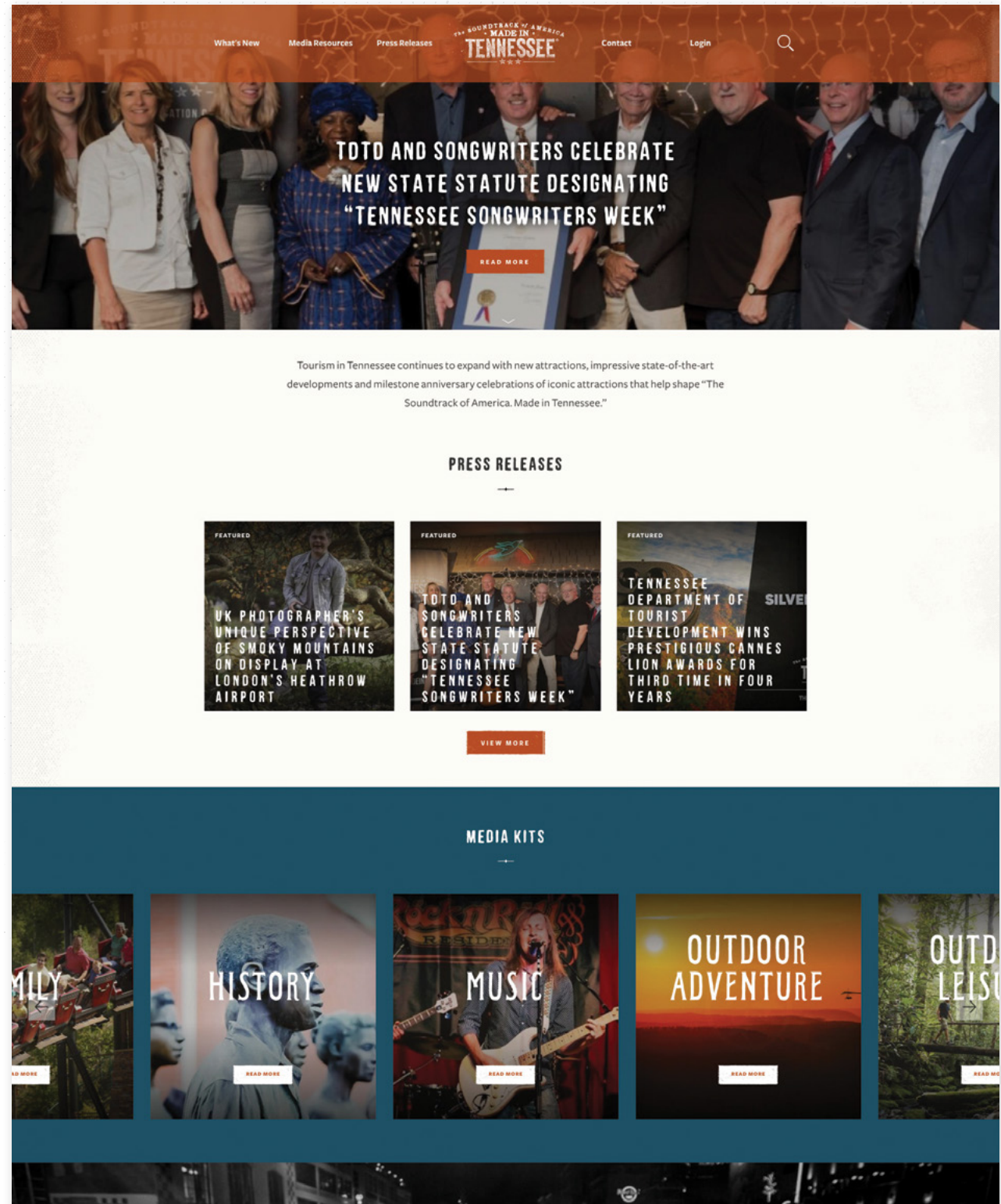
Workshops will include an introduction to group sales and understanding the international markets. In the morning, participants will learn how to work with domestic group tour operators and how to increase visitation from senior and student motorcoach tours. The afternoon session will focus on international market sales. A complimentary lunch will be provided.

**To register, click here.** If you have any questions, please contact [Andi.Grindley@tn.gov](mailto:Andi.Grindley@tn.gov) or 615-741-7994.

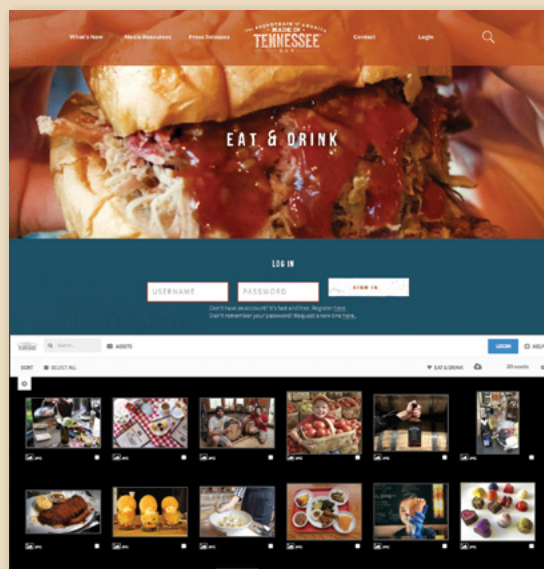
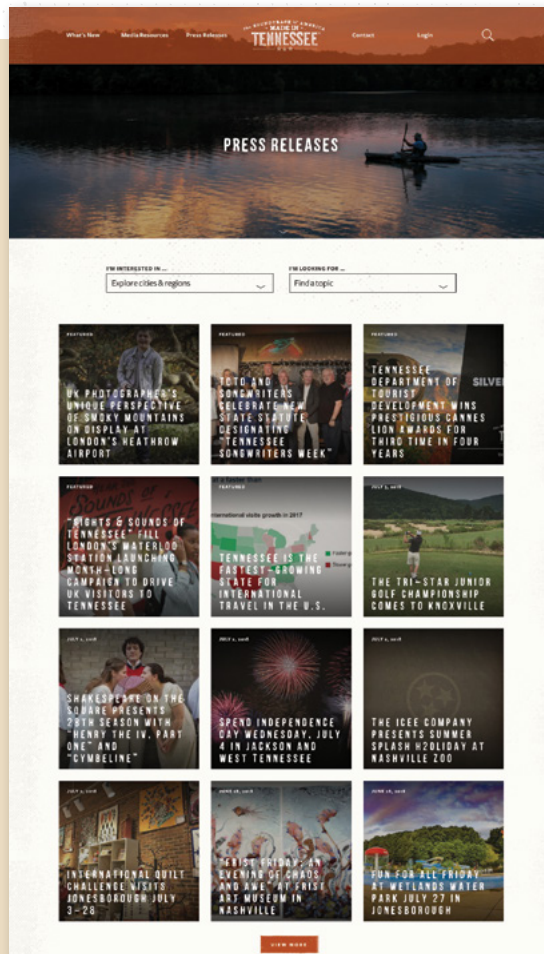
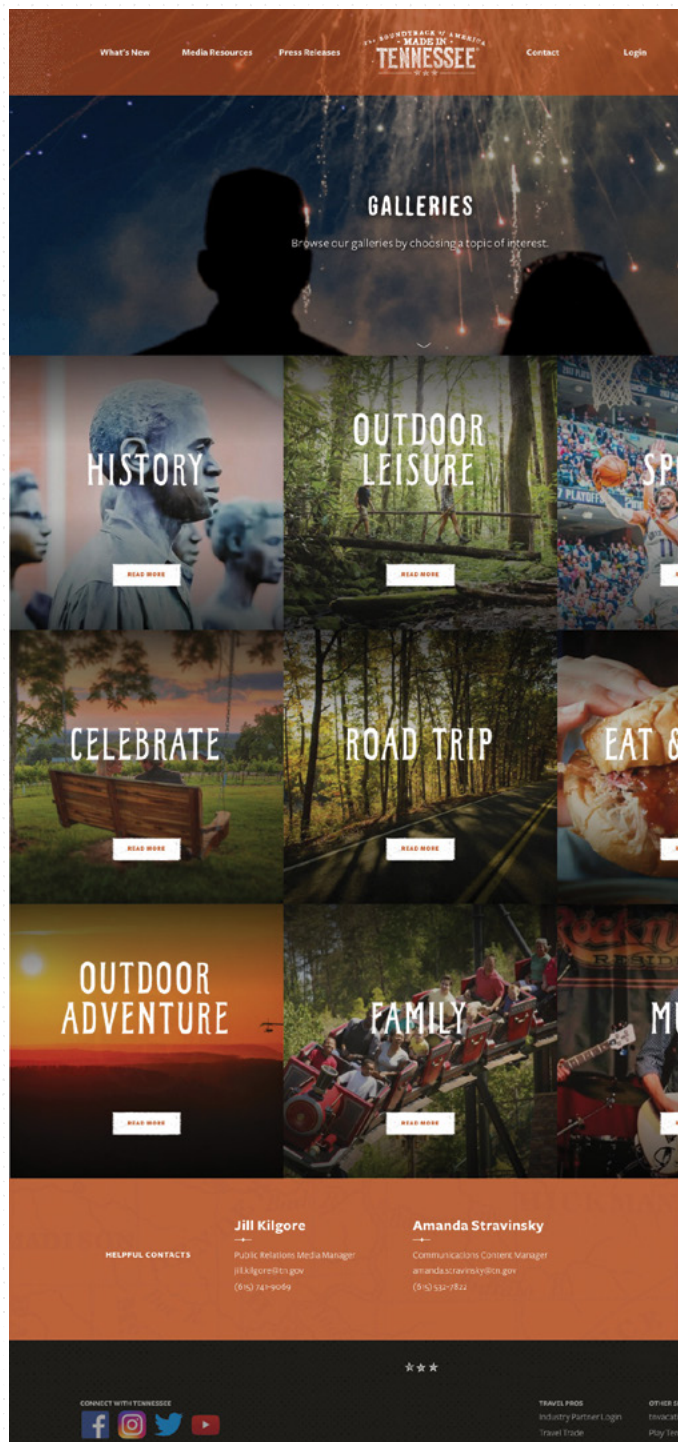


## PRESS.TNVACATION.COM

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

Best Places to Travel in 2018  
Travelocity // December 2017

### GAYLORD OPRYLAND RESORT & CONVENTION CENTER

Gaylord Opryland Named No. 1 Meeting Hotel  
Cvent Top 100 Meeting Hotels // 2017

## PIGEON FORGE

### WILDERNESS WILDLIFE WEEK

Home Alone 30-second TV spot  
Emmy Award // February 2018

## 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 QUILTFEST

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.



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.

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.



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.



Right: From left, Michael and Kathy Dumont, TDTD Commissioner Kevin Triplett and the late Mayor Jim Azbill, who was extremely influential and a driving force behind the redevelopment of Linden.



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.”



Helen Turner, owner of Helen's Bar-B-Q in Brownsville.

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.



Pictured in the middle, Allan Sterbinsky, Mayor of Stanton, planting fruit trees along a walking path.

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.

## #SERVINGTN

Find more stories on [tn.gov/tourism](http://tn.gov/tourism) and with #servingTN on TDTD's industry Facebook page.





Sneedville, Tennessee





# TRAILS & BYWAYS

The Soundtrack of America. Made in Tennessee.



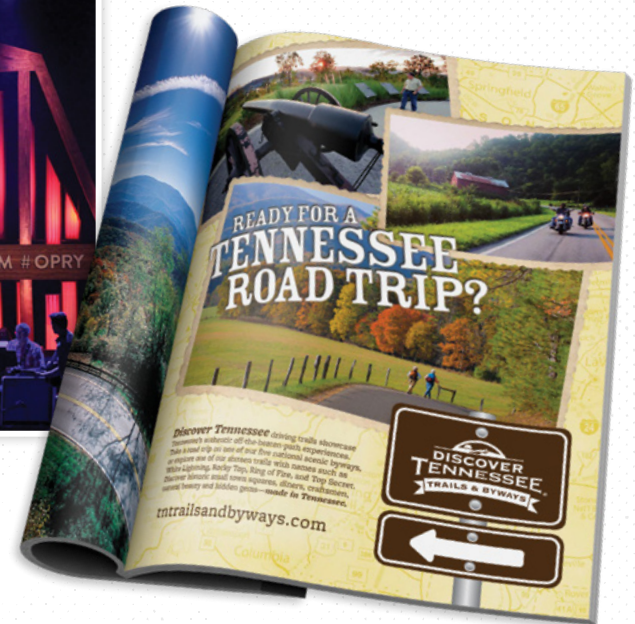
# DISCOVER TENNESSEE TRAILS & BYWAYS

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.



Left: Partnership with WSM and the Grand Ole Opry.  
Right: Print ad in Escape to the Southeast.



## DIRECTOR OF OUTREACH + ENGAGEMENT

**Melanie Beauchamp**

615-741-9009

Melanie.Beauchamp@tn.gov

## SPECIAL PROJECTS COORDINATOR

**Rob Sherrill**

615-532-8124

Rob.Sherrill@tn.gov





## 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



Backbone Rock in Johnson County.





# 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 TDTD 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.

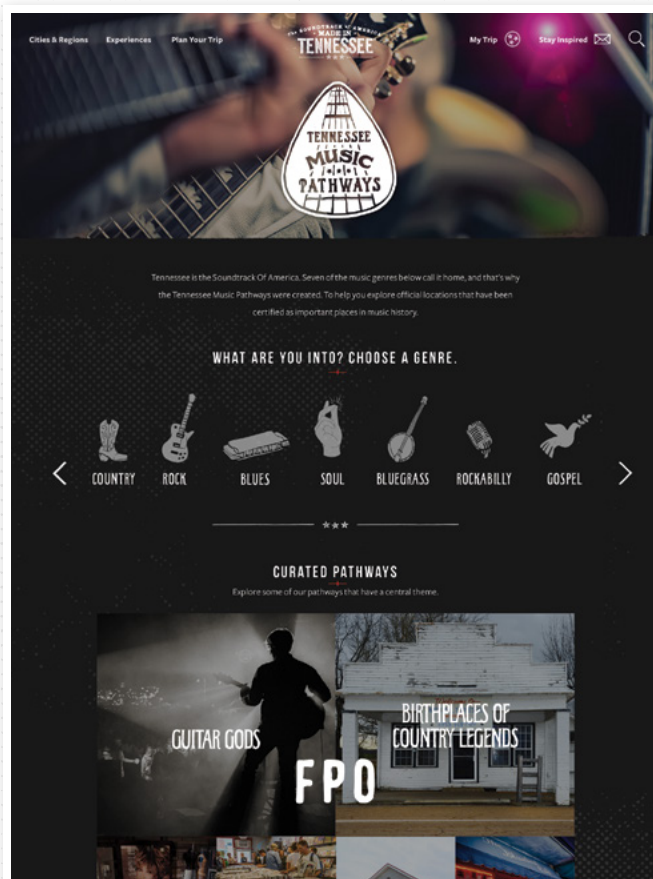
Commissioner Kevin Triplett traveled across the state discussing the initiative with stakeholders and the potential opportunities in communities during the Tennessee Music Pathways Roadshows. We appreciate and thank all who hosted and attended these events.

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](http://tnvacation.com).



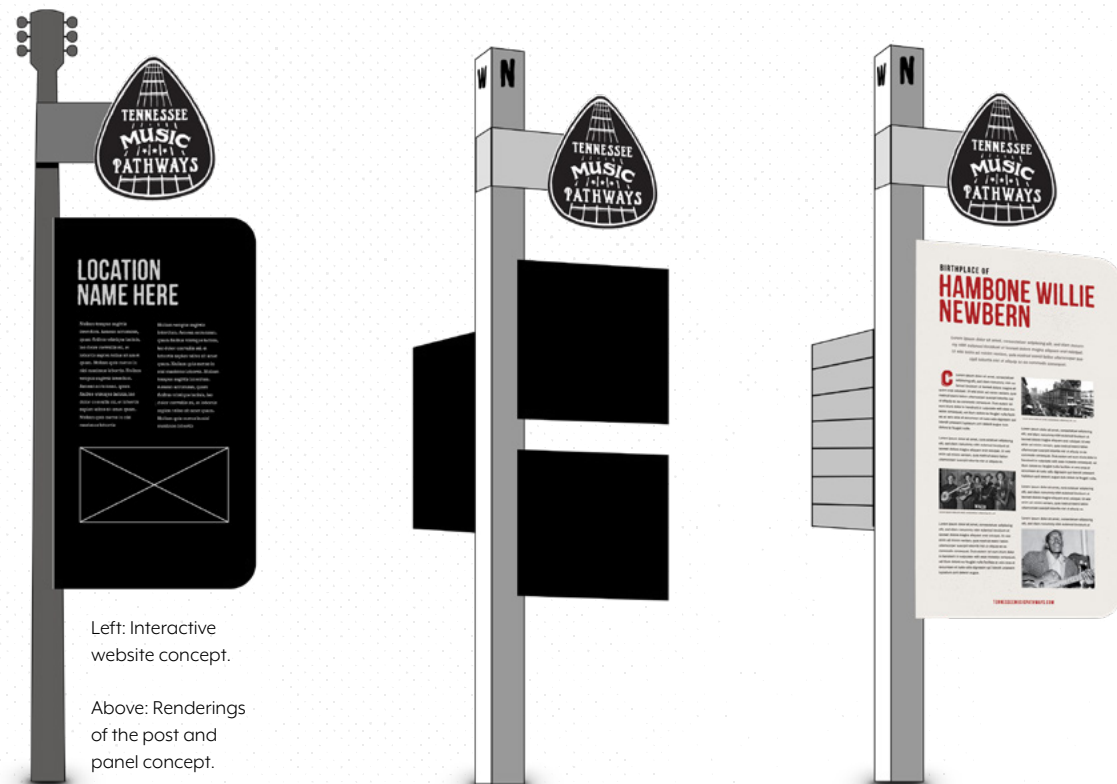
Commissioner Kevin Triplett during a Tennessee Music Pathways Roadshow in Knoxville.





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.



Left: Interactive website concept.

Above: Renderings of the post and panel concept.

## 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



# TENNESSEE CIVIL WAR TRAIL

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](http://industry.tnvacation.com).

## MIDDLE TENNESSEE DIVISION MANAGER

**Sara Beth Urban**

615-946-3498

[SaraBeth.Urban@tn.gov](mailto:SaraBeth.Urban@tn.gov)

## SPECIAL PROJECTS COORDINATOR

**Rob Sherrill**

615-532-8124

[Rob.Sherrill@tn.gov](mailto:Rob.Sherrill@tn.gov)



Chickamauga  
and Chattanooga  
National Military Park  
near Chattanooga.





# U.S. CIVIL RIGHTS TRAIL

In February 2018, TDTD officially 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.



National Civil Rights Museum at the Lorraine Motel.



Green McAdoo Cultural Center and Clinton 12 statues in Clinton.

## 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.



Civil Rights Room at the Nashville Public Library.





Canoe the Wolf River





# OUTREACH + ENGAGEMENT

The Soundtrack of America. Made in Tennessee.





# 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 TDTD
- 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.

### EAST TENNESSEE

**Dave Jones**

865-335-9142

[Dave.Jones@tn.gov](mailto:Dave.Jones@tn.gov)

### MIDDLE TENNESSEE

**Sara Beth Urban**

615-946-3498

[SaraBeth.Urban@tn.gov](mailto:SaraBeth.Urban@tn.gov)

### WEST TENNESSEE

**Marty Marbry**

731-225-0053

[Marty.Marbry@tn.gov](mailto:Marty.Marbry@tn.gov)



## 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

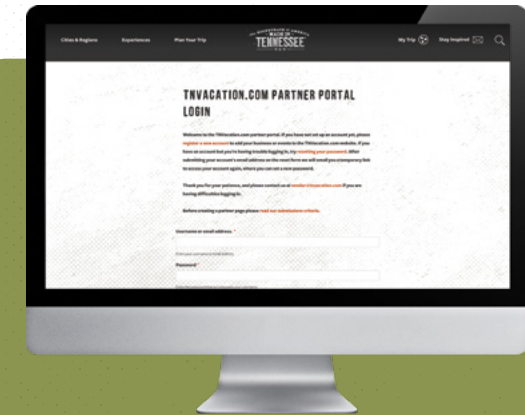
An all-new partner guide can be found at [industry.tnvacation.com](http://industry.tnvacation.com).

#### SPECIAL PROJECTS COORDINATOR

**Rob Sherrill**

615-532-8124

[Rob.Sherrill@tn.gov](mailto:Rob.Sherrill@tn.gov)



## 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

## INDUSTRY.TNVACATION.COM

In 2017, TDTD launched a new industry website at [industry.tnvacation.com](http://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 TDTD 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.

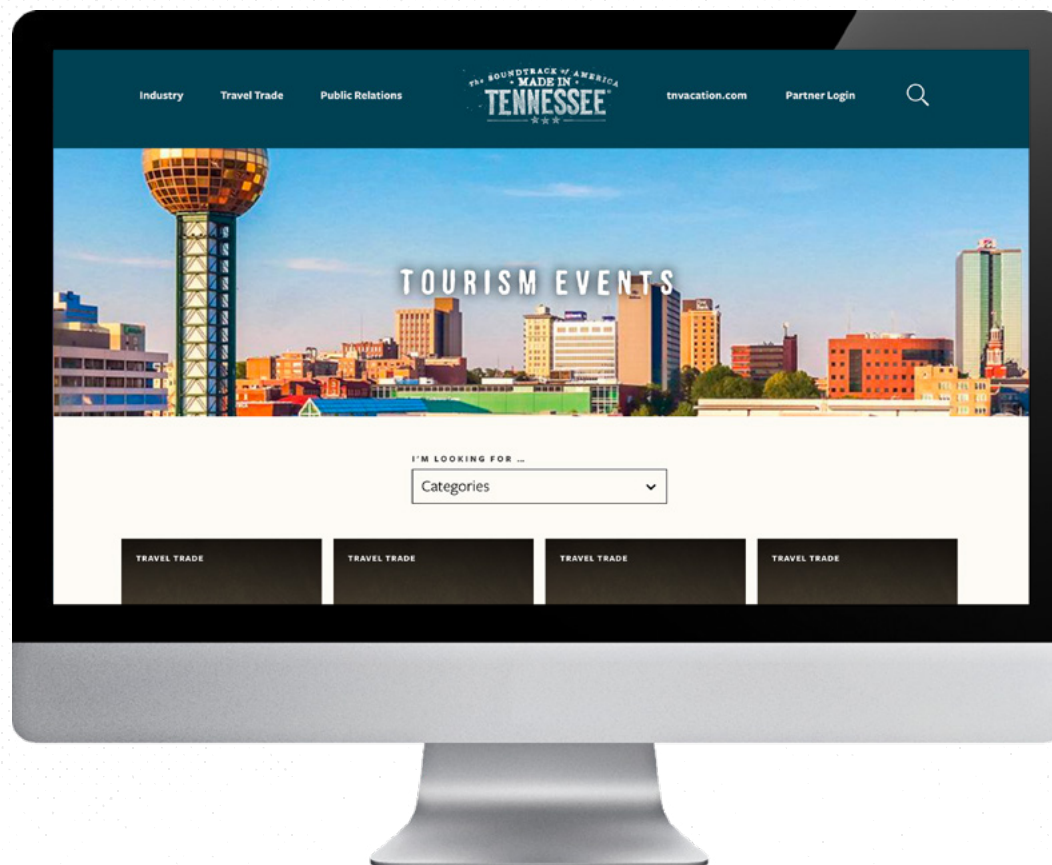




## UPCOMING EVENTS

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.



IT IS OUR GOAL  
TO PROVIDE  
THE BEST  
TOOLS AND  
RESOURCES TO  
THE INDUSTRY

## 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."



### DIRECTOR OF OUTREACH + ENGAGEMENT

**Melanie Beauchamp**

615-741-9009

Melanie.Beauchamp@tn.gov

### SENIOR MARKETING ASSISTANT

**Carrie Roberson**

615-741-9027

Carrie.Roberson@tn.gov

## 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





City of McKenzie presented with 2018 Tourism Enhancement Check.



Metro Lynchburg-Moore County Tourism Enhancement Check Presentation.

## TOURISM ENHANCEMENT GRANT

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. TDTD 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](http://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.

### DIRECTOR OF TOURISM INITIATIVES

**Ramay Winchester**

615-975-4237

[Ramay.WWinchester@tn.gov](mailto:Ramay.WWinchester@tn.gov)





Rafting on the  
Pigeon River in  
the Smokies.



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

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.

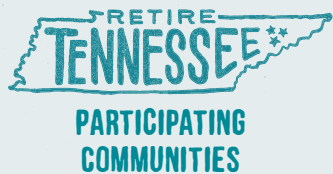
The Retire Tennessee program consists of 22 rural and urban communities. Each community meets the state's criteria

of having upscale housing for sale, health care including medical specialists and vibrant downtowns. Partners participating within the program are highlighted on [RetireTennessee.org](http://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.



Left to Right: Cindi Reynolds, Ramay Winchester, and Kim Douglass at an expo.





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.

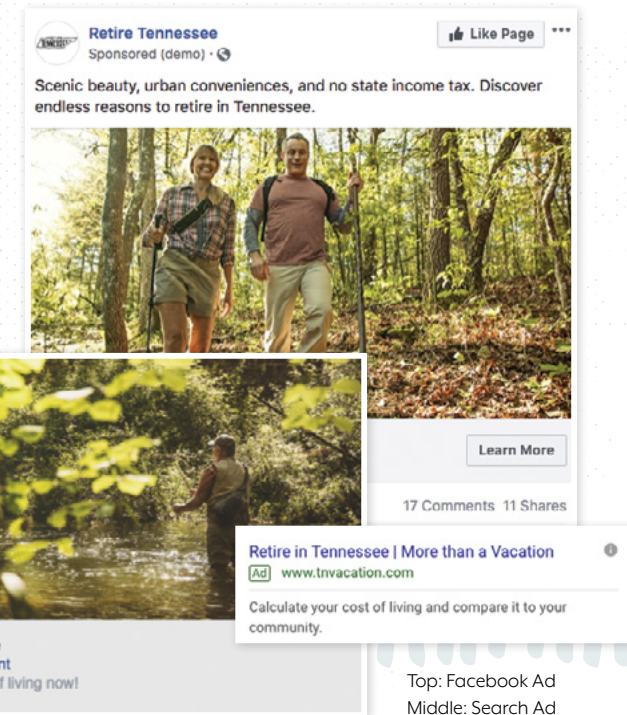
Retire Tennessee also launched a Facebook page and a targeted Facebook ad campaign. Additionally, the program added native and paid search media.

#### DIRECTOR OF TOURISM INITIATIVES

**Ramay Winchester**

615-975-4237

Ramay.W.Winchester@tn.gov



Top: Facebook Ad  
Middle: Search Ad  
Bottom: Display Ad







Football in Franklin





# PLAY TENNESSEE

Come Play In Tennessee.





# PLAY 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

**Andi Grindley**

615-741-7994

Andi.Grindley@tn.gov

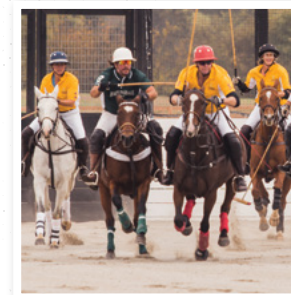


IRONMAN Chattanooga offers a scenic, fast course with a downstream swim on the Tennessee River.





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.







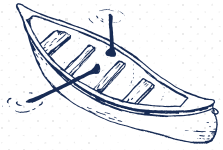




# WHAT'S NEW

The Soundtrack of America. Made in Tennessee.





# WHAT'S NEW

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

## ADAMSVILLE

### 31ST ANNUAL SHERIFF BUFORD PUSSEY FESTIVAL

The 31st annual festival in May 2019 includes visits to Sheriff Buford Pussey'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.

### LOST STATE DISTILLING

Opened in late 2018, the new distillery produces small batch gin, rum and Tennessee whiskey. Lost State has a tasting room, production area, retail area and event space.

## CASTALIAN SPRINGS

### THE SUMNER COUNTY IRISH FESTIVAL

Happening March 9, 2019, in Bledsoe's Fort Historical Park, the festival will include food, drinks, live music, fun and a costume contest.

## 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.

## CHATTANOOGA

### 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.

### 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.



## 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.

### THE SHOPPES AT EAGLE POINTE

In fall 2018, the new 25,000 square feet of retail space on 42 acres will feature 1,200 parking spaces with Publix, Ulta, Michael's and more.

### TENNESSEE LEGEND DISTILLERY AT MADDOX PLACE

A staple in East Tennessee, Tennessee Legend Distillery expands with a new sipping shop and free tastings at the Putnam County Courthouse.

## 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 Common'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.

## 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

### BICENTENNIAL 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.

## PINEY 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 Woolly 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.

## 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.



## 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.



L to R: Brittini Talley (Nashville Songwriters Association International), Rep. Terri Lynn Weaver, Erika Wollam Nichols (general manager, The Bluebird Cafe), Bettye Crutcher (songwriter), Sen. Rusty Crowe, Kevin Triplett (Commissioner, TDTD), Dickey Lee (songwriter), Pat Alger (songwriter and board chair, Nashville Songwriters Hall of Fame Foundation), Rep. David Hawk and Mark Ford (executive director, Nashville Songwriters Hall of Fame).

## 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.





Beale Street, Memphis





# ADMINISTRATIVE SERVICES

The Soundtrack of America. Made in Tennessee.





# 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.



Information Specialist Fay Hicks responds to questions from guests.

The division also manages agreements with call and fulfillment centers, who deliver roughly 500,000 Tennessee Vacation Guides worldwide annually, through [tnvacation.com](http://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**





# TOURISM DIRECTORY

## COMMISSIONER'S OFFICE

### COMMISSIONER

**Kevin Triplett**

615-741-9001

Kevin.Triplett@tn.gov

### ASSISTANT TO THE COMMISSIONER

**Catherine Mayo**

615-741-9016

Catherine.Mayo@tn.gov

### LEGISLATIVE LIAISON

**Susan McMahon**

615-741-9045

Susan.McMahon@tn.gov

## WELCOME CENTERS

### ASSISTANT COMMISSIONER

**Pete Rosenboro**

615-741-9035

Pete.Rosenboro@tn.gov

### MANAGER OF TEAM DEVELOPMENT

**Audrey Jackson**

615-741-9018

Audrey.L.Jackson@tn.gov

### SAFETY/WELCOME CENTER COORDINATOR

**Tami Giles**

615-741-9012

Tami.Giles@tn.gov

### WEST TENNESSEE REGIONAL MANAGER

**Tamara Carroll**

901-930-7524

Tamara.Carroll@tn.gov

### MIDDLE TENNESSEE REGIONAL MANAGER

**Michael Ross**

931-449-0891

Michael.Ross@tn.gov

### SOUTHEAST TENNESSEE REGIONAL MANAGER

**Rhonda Davenport**

423-480-4109

LaRhonda.Davenport@tn.gov

### NORTHEAST TENNESSEE REGIONAL MANAGER

**Laura Munn**

423-598-2430

Laura.Munn@tn.gov

## MARKETING

### ASSISTANT COMMISSIONER

**Brian Wagner**

615-532-7853

Brian.Wagner@tn.gov

### DIRECTOR OF MARKETING

**Nekasha Pratt**

615-741-9025

Nekasha.Pratt@tn.gov

### CREATIVE SERVICES MANAGER

**Alisa Kessler**

615-532-8071

Alisa.Kessler@tn.gov

### SOCIAL MEDIA MANAGER

**Will Crockett**

615-741-9007

Will.Crockett@tn.gov

### SENIOR MARKETING ASSISTANT

**Carrie Roberson**

615-741-9027

Carrie.Roberson@tn.gov

## TRAVEL TRADE

### DIRECTOR OF SALES

**Kimberly Leonard**

615-532-0484

Kimberly.Leonard@tn.gov

### SALES MANAGER

**Andi Grindley**

615-741-7994

Andi.Grindley@tn.gov



## PUBLIC RELATIONS

### PUBLIC RELATIONS MEDIA MANAGER

**Jill Kilgore**  
615-741-9069  
Jill.Kilgore@tn.gov

### COMMUNICATIONS CONTENT MANAGER

**Amanda Stravinsky**  
615-532-7822  
Amanda.Stravinsky@tn.gov

## OUTREACH + ENGAGEMENT

### DIRECTOR OF OUTREACH + ENGAGEMENT

**Melanie Beauchamp**  
615-741-9009  
Melanie.Beauchamp@tn.gov

### EAST TENNESSEE DIVISION MANAGER

**Dave Jones**  
865-335-9142  
Dave.Jones@tn.gov

### MIDDLE TENNESSEE DIVISION MANAGER

**Sara Beth Urban**  
615-946-3498  
SaraBeth.Urban@tn.gov

### WEST TENNESSEE DIVISION MANAGER

**Marty Marbry**  
731-225-0053  
Marty.Marbry@tn.gov

### SPECIAL PROJECTS COORDINATOR

**Rob Sherrill**  
615-532-8124  
Rob.Sherrill@tn.gov

## RETIRE TENNESSEE & ADVENTURE TOURISM

### DIRECTOR OF TOURISM INITIATIVES

**Ramay Winchester**  
615-975-4237  
Ramay.W.Winchester@tn.gov

## ADMINISTRATION

### ASSISTANT COMMISSIONER

**Kevin Mahoney**  
615-741-9023  
Kevin.Mahoney@tn.gov

### GENERAL COUNSEL

**Alicia Widrig**  
615-741-9065  
Alicia.Widrig@tn.gov

### PROCUREMENT OFFICER

**Mark White**  
615-741-9008  
Mark.White@tn.gov

### DIRECTOR OF HUMAN RESOURCES

**Sharon Reed**  
615-741-1762  
Sharon.Reed@tn.gov

### BUSINESS MANAGER

**Dawn Grooms**  
615-741-9047  
Dawn.J.Grooms@tn.gov

### TOURISM INFORMATION SPECIALIST

**Fay Hicks**  
615-741-9020  
Fay.Hicks@tn.gov





Mule Day, Columbia





# INDUSTRY CALENDAR

The Soundtrack of America. Made in Tennessee.





# FY 2018-2019 CALENDAR

Industry wide

Travel Trade

Public Relations

Retire Tennessee

## JULY '18

**SPOTLIGHT ON THE SOUTHEAST**  
JULY 9-11  
Birmingham, Alabama

**SOUTHWEST MUSIC SUMMER EXHIBITION**  
JULY 26-28  
San Antonio, Texas

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## AUGUST '18

**STUDENT YOUTH TRAVEL ASSOCIATION ANNUAL CONFERENCE**  
AUG. 24-28  
Baltimore, Maryland

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## SEPTEMBER '18

**FALL TRAVEL WRITER FAM**  
SEPT. 4-9  
Northeast Tennessee

**IDEAL LIVING RESORT & RETIREMENT EXPO**  
SEPT. 8-9  
Parsippany, New Jersey

**2018 ARC SUMMIT**  
SEPT. 12-14  
Tupelo, Mississippi

**GOVERNOR'S CONFERENCE ON HOSPITALITY AND TOURISM**  
SEPT. 18-21  
Kingsport, Tennessee

**AAA/CAA TASTE OF TENNESSEE FAM**  
SEPT. 22-30  
Sevierville, Chattanooga, Nashville, Memphis

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## OCTOBER '18

**TENNESSEE CRAFT WEEK**  
OCT. 5-14  
Statewide

**FALL TRAVEL WRITER FAM**  
OCT. 16-21  
Upper Cumberland

**ALABAMA-MISSISSIPPI-TENNESSEE RURAL TOURISM CONFERENCE**  
OCT. 22-24  
Gadsden, Alabama

**SALES SAMPLER**  
OCT. 22-26  
Various Markets

**RTO SUMMIT ORLANDO**  
OCT. 24-25  
Orlando, Florida

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## NOVEMBER '18

**NATIONAL TOUR ASSOCIATION TRAVEL EXCHANGE**  
NOV. 4-8  
Milwaukee, Wisconsin

**WORLD TRAVEL MARKET**  
NOV. 5-7  
London, England

**AMERICAN ASSOCIATION OF RETIREMENT COMMUNITIES**  
NOV. 7-9  
Daytona Beach, Florida

**TENNESSEE PR SAMPLER**  
NOV. 7-9  
Various Markets

**ONTARIO MOTOR COACH ASSOCIATION MARKETPLACE**  
NOV. 11-14  
Windsor, Ontario

**TRAVEL SOUTH INTERNATIONAL SHOWCASE**  
NOV. 26-28  
Nashville, Tennessee

**TRAVEL SOUTH INTERNATIONAL SHOWCASE POST-FAMS**  
NOV. 26 - DEC. 2  
Various Markets

## DECEMBER '18

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**HELP SHARE TENNESSEE WITH THE WORLD!** Please visit [industry.tnvacation.com](http://industry.tnvacation.com) for a comprehensive calendar of upcoming national and international expos, media tours, conferences and other events in which partners can participate.

## JANUARY '19

**IDEAL LIVING RESORT & RETIREMENT EXPO**  
JAN. 12-13  
Long Island, New York

**IDEAL LIVING RESORT & RETIREMENT EXPO**  
JAN. 26-27  
Philadelphia, Pennsylvania

**AMERICAN BUS ASSOCIATION**  
JAN. 26-29  
Louisville, Kentucky

**IDEAL LIVING RESORT & RETIREMENT EXPO**  
JAN. 29-30  
Chicago, Illinois



## FEBRUARY '19

**IDEAL LIVING RESORT & RETIREMENT EXPO**  
FEB. 9-10  
Parsippany, New Jersey

**IDEAL LIVING RESORT & RETIREMENT EXPO**  
FEB. 16-17  
Stamford, Connecticut

**TENNESSEE SONGWRITERS WEEK**  
FEB. 17-23  
Statewide

**PICK TN AGRITOURISM CONFERENCE**  
FEB. 21-23  
Franklin, Tennessee

**TRAVEL SOUTH DOMESTIC SHOWCASE**  
FEB. 24-27  
Myrtle Beach, South Carolina



## MARCH '19

**IDEAL LIVING RESORT & RETIREMENT EXPO**  
MAR. 2-3  
McLean, Virginia

**ITB BERLIN**  
MAR. 6-10  
Berlin, Germany

**THE MICHIGAN GOLF SHOW**  
MAR. 8-9  
Novi, Michigan

**TENNESSEE ASSOCIATION OF MUSEUMS ANNUAL CONFERENCE**  
MAR. 20-22  
Clarksville, Tennessee



## APRIL '19

**RTO SUMMIT EAST**  
APRIL DATES TBD  
New York City, New York

**SPRING TRAVEL WRITER FAM**  
APRIL DATES TBD  
Locations TBD



## MAY '19

**NATIONAL TRAVEL AND TOURISM WEEK**  
MAY 5-11  
Statewide

**NATIONAL ASSOCIATION OF SPORTS COMMISSIONS (NASC) SYMPOSIUM**  
MAY 6-9  
Knoxville, Tennessee

**SPRING TRAVEL WRITER FAM**  
MAY DATES TBD  
Location TBD



## JUNE '19

**IPW**  
JUNE 1-5  
Anaheim, California





