

**Geiger & Associates
Press Tour Summary Report
Great Smoky Mountains Press Tour
November 1-6, 2016**

for

**Tennessee Department
of Tourist Development**



Tennessee Department of Tourist Development November 1-6, 2016 - Great Smoky Mountains Press Tour Report

I. Press Tour Resulting Publicity, To Date

The following 37 articles—not including syndication*—have been published in 2016/2017 resulting from the November 1-6, 2016 Great Smoky Mountains press tour conducted by Geiger & Associates on behalf of the Tennessee Department of Tourist Development, as well as Geiger & Associates daily media liaison efforts.

This Tennessee publicity has an advertising equivalency of **\$992,300.00 USD**, and has reached **60,862,787** potential consumers. All articles may be viewed at: <http://tinyurl.com/hw75sux>

Smart Meetings Online

Title: Tennessee: Natural Wonders, Cultural Gems

Date: October 31, 2016

Unique Visitors per Month: 120,324

Ad Equivalency: \$14,000.00 USD

This article, written by Steve Winston, was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour and Geiger & Associates media liaison efforts.

Sponsors Mentioned: Hunter Museum of American Art; Bluff View Art District; Rock City Gardens; Great Smoky Mountains National Park, Dollywood; Dixie Stampede; Ripley's Aquarium of the Smokies; Foxtire Mountain; Adventure Park; Great Smoky Arts & Crafts Community; Chattanooga Choo-Choo; Chattanooga Convention Center; Chattanooga Marriott Downtown; The Chattanooga; The Read House Historic Inn & Suites; Dollywood's DreamMore Resort; The Lodge at Buckberry Creek; Crowne Plaza Memphis Downtown; DoubleTree by Hilton Hotel Memphis Downtown; Hilton Memphis; Memphis Cook Convention Center; Sheraton Memphis Downtown Hotel; The Peabody Memphis; The Westin Memphis Beale Street; Gaylord Opryland Resort & Conference Center; Hilton Nashville Downtown; Music City Center; Omni Nashville Hotel; Renaissance Nashville Hotel; Sheraton Nashville Downtown Hotel; The Westin Nashville

Key Message: Travel, Event Planning, Meetings

Demographics: Published for corporate and association meeting and business professionals

*Approximately 424 articles including syndication

Smart Meetings Magazine

Title: Tennessee: Natural Wonders, Cultural Gems

Date: November 2016

Circulation: 44,000

Ad Equivalency: \$71,120.00 USD

This article, written by Steve Winston, was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour and Geiger & Associates media liaison efforts.

Sponsors Mentioned: Hunter Museum of American Art; Bluff View Art District; Rock City Gardens; Great Smoky Mountains National Park, Dollywood; Dixie Stampede; Ripley's Aquarium of the Smokies; Foxfire Mountain; Adventure Park; Great Smoky Arts & Crafts Community; Chattanooga Choo-Choo; Chattanooga Convention Center; Chattanooga Marriott Downtown; The Chattanooga; The Read House Historic Inn & Suites; Dollywood's DreamMore Resort; The Lodge at Buckberry Creek; Crowne Plaza Memphis Downtown; DoubleTree by Hilton Hotel Memphis Downtown; Hilton Memphis; Memphis Cook Convention Center; Sheraton Memphis Downtown Hotel; The Peabody Memphis; The Westin Memphis Beale Street; Gaylord Opryland Resort & Conference Center; Hilton Nashville Downtown; Music City Center; Omni Nashville Hotel; Renaissance Nashville Hotel; Sheraton Nashville Downtown Hotel; The Westin Nashville

Key Message: Travel, Event Planning, Meetings

Demographics: Published for corporate and association meeting and business professionals

Road & Track Magazine Online

Title: 50 Most Scenic Drives Across the Country

Date: November 7, 2016

Unique Visitors Per Month: 4,800,000

Ad Equivalency: \$76,800.00 USD

This article, written by Nancy Rones, was generated by Geiger & Associates media liaison efforts.

Sponsors Mentioned: Cades Cove

Key Message: Travel, Roads

Demographics: Readers are automotive enthusiasts throughout the nation.

National Parks Traveler Online

Title: 2016 Christmas Program at Great Smoky Mountains National Park

Date: November 9, 2016

Unique Visitors per Month: 139,526

Ad Equivalency: \$1,395.00 USD

This article, written by David & Kay Scott, was generated by the authors' participation in the November 1-6, 2016 Great Smoky Mountain press tour

Sponsors Mentioned: Great Smoky Mountains National Park

Key Message: Travel

Demographics: As the Internet's only site dedicated to covering America's National Park System and the National Park Service on a daily basis, readers are travelers from all of the nation

Valdosta Daily Times Online

Title: Dollywood Dresses up for Christmas

Date: November 10, 2016

Unique Visitors per Month: 130,700

Ad Equivalency: \$1,300.00 USD

This article, written by David & Kay Scott, was generated by the authors' participation in the November 1-6, 2016 Great Smoky Mountains press tour.

Sponsors Mentioned: Dollywood's DreamMore Resort, Dollywood

Key Message: Travel, Holiday

Demographics: Readers are residents of Valdosta, Georgia and surrounding counties

CNHI Newspaper Syndicate Online

Title: Dollywood Dresses up for Christmas

Date: November 10, 2016

Unique Visitors Per Month: 11,900,000

Ad Equivalency: \$69,417.00 USD

This article, written by David & Kay Scott, was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour.

Sponsors Mentioned: Dollywood's DreamMore Resort, Dollywood

Key Message: Travel, Holidays

Demographics: Residents of over 130 communities throughout the nation

CNHI Newspaper Syndicate Online

Title: Visitors Watch Trolls Spring from Family's Tennessee Studio

Date: November 18, 2016

Unique Visitors Per Month: 11,900,000

Ad Equivalency: \$69,417.00 USD

This article, written by David & Kay Scott, was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour.

Sponsors Mentioned: 5 Arts Studio

Key Message: Travel, Art

Demographics: Residents of over 130 community newspapers throughout the Eastern and Midwest regions of the United States.

Valdosta Daily Times Online

Title: A Troll in the Park: Visitors Watch Trolls Spring from a Family's Tennessee Studio

Date: November 18, 2016

Unique Visitors per Month: 130,700

Ad Equivalency: \$1,300.00 USD

This article, written by David & Kay Scott, was generated by the authors' participation in the November 1-6, 2016 Great Smoky Mountains press tour.

Sponsors Mentioned: 5 Arts Studio

Key Message: Travel, Art

Demographics: Readers are residents of Valdosta, Georgia and surrounding counties

Valdosta Daily Times

Title: A Troll in the Park: Visitors Watch Trolls Spring from a Family's Tennessee Studio

Date: November 20, 2016

Circulation: 11,000

Ad Equivalency: \$3,106.00 USD

This article, written by David & Kay Scott, was generated by the authors' participation in the November 1-6, 2016 Great Smoky Mountains press tour.

Sponsors Mentioned: 5 Arts Studio

Key Message: Travel, Art

Demographics: Readers are residents of Valdosta, Georgia and surrounding counties

Life as a Human Magazine

Title: Down Home in the Smokies

Date: November 25, 2016

Unique Visitors per Month: 124,316

Ad Equivalency: \$6,800.00 USD

This article, written by Mark Edward Harris, was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour.

Sponsors Mentioned: Dollywood's DreamMore Resort, The Lodge at Buckberry Creek, Smoky Mountains National Park, the French Broad River Outpost Ranch, Blackberry Farm, Cades Cove, Ripley's Aquarium of the Smokies, Foxfire Mountain Adventure Park, Tony Gore's Smoky Mountain BBQ & Grill, Townsend Grains and Grits Festival, Dolly Parton's Lumberjack Adventure

Key Message: Travel

Demographics: Primarily educated male and female readers, between the ages of 18-35, as well as 65 and older, located in the United States, Canada, United Kingdom, Australia, and India

Go World Travel Magazine

Title: Tennessee: Dolly Parton's DreamMore Resort Encourages Family Togetherness

Date: November 28, 2016

Unique Visitors per Month: 82,860

Ad Equivalency: \$5,250.00 USD

This article, written by Claudia Carbone, was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour.

Sponsors Mentioned: Dollywood's DreamMore Resort, Dollywood

Key Message: Travel, Hotels

Demographics: Niche targeted magazine website written for frequent world travelers. 68% of their audiences are between the ages of 25 and 55, and more than 70% travel more than once a year.

Valdosta Scene

Title: Dollywood Dresses Up for Christmas

Date: December 2016

Circulation: 5,600

Ad Equivalency: \$3,185.00 USD

This article, written by David & Kay Scott, was generated by the authors' participation in the November 1-6, 2016 Great Smoky Mountains press tour.

Sponsors Mentioned: Dollywood's DreamMore Resort, Dollywood

Key Message: Travel, Art

Demographics: Readers are residents of Valdosta, Georgia and surrounding counties, with an average income over \$85,000

Memphis Parent

Title: Christmas In the Smokies

Date: December 2016

Circulation: 35,000

Ad Equivalency: \$2,930.00 USD

Key Message: Travel; Holiday Celebrations

This article, written by Jane Schneider, was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour

Sponsors Mentioned: Dollywood's DreamMore Resort, Sugarlands Visitor Center, Outdoor Gravity Park, Dolly Parton's Lumberjack Adventure, Great Smoky Arts & Crafts Community

Key Message: Travel, Outdoor Recreation

Demographics: Readers are parents in the Memphis and surrounding areas, they range in age from 25 to 44 years old and have an average household income of \$93,000.

The Tribune Online

Title: Tennessee Tourism: Smoky Mountains Welcome Visitors in Wake of Wildfires

Date: December 3, 2016

Unique Visitors per Month: 200,000

Ad Equivalency: \$500.00 USD

This article, published by Cynthia Calvert, was generated by Geiger & Associates' daily media liaison efforts.

Sponsors Mentioned: Dollywood

Key Message: Travel, Tourism

Demographics: Residents of the Atascocita, Humble, Kingwood, and Lake Houston, Texas areas

The Roanoke Times Online

Title: Tennessee: Getting Silly in the Smoky Mountains

Date: December 4, 2016

Unique Visitors per Month: 1,183,197

Ad Equivalency: \$17,748.00 USD

This article, written by Robin Tierney, was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour.

Sponsors Mentioned: Outdoor Gravity Park, Foxfire Mountain Adventure Park, Dollywood, Dollywood's DreamMore Resort and Spa, French Broad Outpost Ranch, Smoky Mountain Opry, Lodge at Buckberry Creek, Ole Smoky Moonshine, Arensbak Trolls, Doc Collier Moonshine Distillery, The Village, Old Forge Distillery, Old Mill Square, Great Smoky Arts & Crafts Community

Key Message: Travel

Demographics: Majority of their readers are 35+ years old and reside in the counties of Alleghany, Bath, Bedford, Bland, Botetourt, Carroll, Craig, Floyd, Franklin, Giles, Grayson, Henry, Montgomery, Patrick, Pulaski, Roanoke, Rockbridge, Smyth and Wythe, and the cities of Bedford, Clifton Forge, Covington, Lexington, Martinsville, Radford, Roanoke and Salem

The Roanoke Times

Title: The Spirit of the Smoky Mountains

Date: December 4, 2016

Circulation: 52,800

Ad Equivalency: \$11,744.00 USD

This article, written by Roberta Soslow (Robin Tierney), was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour.

Sponsors Mentioned: Outdoor Gravity Park, Dollywood DreamMore Resort, Old Mill Square, The Lodge at Blackberry Creek, Erik Arensbak's A Troll in the Park, Old Mill Square, Smoky Mountain Popcorn, Old Forge Distillery

Key Message: Travel, Outdoor Recreation

Demographics: The residents of Roanoke, Virginia and surrounding areas

This Is My South

Title: Southern Stays: Dollywood's DreamMore Resort

Date: December 5, 2016

Unique Visitors Per Month: 20,600

Ad Equivalency: Unable to be determined

This article, written by Caroline Eubanks, was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour.

Sponsors Mentioned: Dollywood DreamMore Resort

Key Message: Travel, Lodging

Demographics: Readers are individuals who reside in the Southern states.

This Is My South

Title: Moonshine: Born in the South

Date: December 12, 2016

Unique Visitors Per Month: 20,600

Ad Equivalency: Unable to be determined

This article, written by Caroline Eubanks, was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour.

Sponsors Mentioned: Doc Collier Moonshine Distillery

Key Message: Travel, Distilled Spirits

Demographics: Readers are individuals who reside in the Southern states.

The Belleville News

Title: Unique and Exhilarating Adventures in the Smokies

Date: December 15, 2016

Circulation: 22,594

Ad Equivalency: \$785.00 USD

This article, written by John M. Smith, was generated by the author's participation in the November 1-6, 2016 press tour.

Sponsors Mentioned: Ripley's Aquarium of the Smokies, Dollywood's DreamMore Resort, Adventure Park, Outdoor Gravity Park

Key Message: Travel, Outdoor Recreation

Demographics: The residents of Belleville, and surrounding areas, in Ontario

The Quinte West News

Title: Unique and Exhilarating Adventures in the Smokies

Date: December 15, 2016

Circulation: 16,033

Ad Equivalency: \$785.00 USD

This article, written by John M. Smith, was generated by the author's participation in the November 1-6, 2016 press tour.

Sponsors Mentioned: Ripley's Aquarium of the Smokies, Dollywood's DreamMore Resort, Adventure Park, Outdoor Gravity Park

Key Message: Travel, Outdoor Recreation

Demographics: The residents of Quinte, and surrounding areas, in Ontario

USA Today's 10Best

Title: 10 Reasons to Visit East Tennessee Right Now

Date: January 11, 2017

Unique Visitors per Month: 2,600,000

Ad Equivalency: \$135,200.00 USD

This article, written by Lois Alter Mark, was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour and Geiger & Associates media liaison efforts.

Sponsors Mentioned: Lodge at Buckberry Creek, Arrowmont School, Dollywood, Great Smoky Mountains National Park, 5 Arts Studio, French Broad River Outpost Ranch, Great Smoky Arts & Crafts Community, The Old Mill, Outdoor Gravity Park, Tony Gore's Smoky Mountain BBQ & Grill

Key Message: Travel

Demographics: Educated men and women between the ages of 18-55, located throughout the United States, with an average household income of over \$55,000 a year

This Is My South

Title: Weekend Guide to the Smokies

Date: January 23, 2017

Unique Visitors Per Month: 20,600

Ad Equivalency: Unable to be determined

This article, written by Caroline Eubanks, was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour.

Sponsors Mentioned: Dollywood DreamMore Resort, Ripley's Aquarium of the Smokies, Arrowmont School of Arts and Crafts, Dollywood, Foxfire Mountain Adventure Park, Outdoor Gravity Park, Doc Collier Moonshine Distillery, Sugarlands Visitor Center, Tony Gore's Smoky Mountain BBQ & Grill, The Lodge at Buckberry Creek, Blackberry Farm, Titanic Museum

Key Message: Travel, Lodging, Regional Interests

Demographics: Readers are individuals who reside in the Southern states.

San Antonio Express-News Online

Title: Hooray for Dollywood!

Date: January 27, 2017

Unique Visitors per Month: 1,626,272

Ad Equivalency: \$5,313.00 USD

This article, written by Robin Soslow (Robin Tierney), was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour.

Sponsors Mentioned: Dollywood, Dollywood's DreamMore Resort, Great Smoky Mountain National Park, Dolly Parton's Lumberjack Adventure, Arts & Crafts Trail, Old Mill Square, The Village, Dollywood Splash Country, Dollywood Smoky Mountains Cabins, Doc Collier Moonshine, Old Forge Distillery, Townsend Grains and Grits Festival, Donut Friar

Key Message: Travel

Demographics: San Antonio Express-News is the largest distributor of news and information in South Texas, with dedicated news bureaus located in San Antonio, Austin (together with the Houston Chronicle) and Brownsville.

San Antonio Express-News

Title: Hooray for Dollywood!

Date: January 29, 2017

Circulation: 93,653

Ad Equivalency: \$17,692.00 USD

This article, written by Robin Soslow (Robin Tierney), was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour.

Sponsors Mentioned: Dollywood, Dollywood's DreamMore Resort, Great Smoky Mountain National Park, Dolly Parton's Lumberjack Adventure, Arts & Crafts Trail, Old Mill Square, The Village, Dollywood Splash Country, Dollywood Smoky Mountains Cabins, Doc Collier Moonshine, Old Forge Distillery, Townsend Grains and Grits Festival, Donut Friar

Key Message: Travel

Demographics: San Antonio Express-News is the largest distributor of news and information in South Texas, with dedicated news bureaus located in San Antonio, Austin (together with the Houston Chronicle) and Brownsville.

Bristol Herald Courier

Title: Great Stays in the Smokies

Date: January 29, 2017

Circulation: 26,166

Ad Equivalency: \$2,625.00 USD

This article, written by Ann Yungmeyer, was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour.

Sponsors Mentioned: Dollywood's DreamMore Resort, Dollywood, French Broad River Outpost Ranch, Blackberry Farm

Key Message: Travel, Resorts

Demographics: Daily newspaper written for residents in the Mountain Empire Region (southwestern Virginia and northeastern Tennessee.)

This Is My South

Title: The Great Smoky Mountains

Date: February 7, 2017

Unique Visitors Per Month: 20,600

Ad Equivalency: Unable to be determined

This article, written by Caroline Eubanks, was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour.

Sponsors Mentioned: Arrowmont School of Arts and Crafts

Key Message: Travel, Lodging, Regional Interests

Demographics: Readers are individuals who reside in the Southern states.

World Property Journal Online

Title: Top 5 Valentine's Day Getaways in America Revealed

Date: February 10, 2017

Unique Visitors Per Month: 146,971

Ad Equivalency: \$7,349.00 USD

This article, written by Steve Winston, was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour.

Sponsors Mentioned: Buckhorn Inn

Key Message: Travel, Romantic Getaways

Demographics: World Property Journal is the number 1 organically ranked global real estate news and global real estate listings' site worldwide by Google today.

The Chattanooga

Title: Arrowmont School: Creativity Percolates Quietly at The Heart of Gatlinburg

Date: February 28, 2017

Unique Visitors per Month: 425,080

Ad Equivalency: \$3,600.00 USD

This article, written by Ann Yungmeyer, was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour.

Sponsors Mentioned: Arrowmont

Key Message: Travel, Arts & Crafts

Demographics: Readers are residents of Chattanooga, Tennessee and surrounding areas

CNHI Newspaper Syndicate Online

Title: After Devastating Fire, Arts and Crafts Continue to Bloom in Tennessee School

Date: March 2, 2017

Unique Visitors Per Month: 11,933,675

Ad Equivalency: \$69,613.00 USD

This article, written by David & Kay Scott, was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour.

Sponsors Mentioned: Arrowmont

Key Message: Travel, Art

Demographics: Residents of over 130 community newspapers throughout the Eastern and Midwest regions of the United States.

USA Today's 10Best

Title: 10 Big Reasons to Go to Dollywood

Date: March 7, 2017

Unique Visitors per Month: 2,600,000

Ad Equivalency: \$135,200.00 USD

This article, written by Lois Alter Mark, was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour and Geiger & Associates media liaison efforts.

Sponsors Mentioned: Dollywood, DreamMore Resort

Key Message: Travel, Event Planning, Lodging, Post Wildfire

Demographics: Educated men and women between the ages of 18-55, located throughout the United States, with an average household income of over \$55,000 a year

The World Property Journal

Title: Top 5 Western Vacation Ranches in America Revealed

Date: March 24, 2017

Unique Visitors Per Month: 151,559

Ad Equivalency: \$7,578.00 USD

This article, written by Steve Winston, was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour.

Sponsors Mentioned: French Broad Outpost Ranch

Key Message: Travel, Ranching

Demographics: Predominantly educated men and women around the world that are between the ages of 25 to 54 years old, with a median annual income of \$123,900 USD.

The Dallas Morning News Online

Title: 6 Surprising Adrenaline-Pumping Adventures in the Smoky Mountains

Date: March 27, 2017

Unique Visitors Per Month: 9,380,136

Ad Equivalency: \$43,774.00

This article, written by Robin Soslow (Tierney), was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour.

Sponsors Mentioned: Outdoor Gravity Park, Foxfire Mountain Adventure Park, French Broad River Outpost Ranch, Doc Collier Moonshine Distillery, Five Arts Studio

Key Message: Travel, Local Attractions

Demographics: Residents of Texas, the majority of readers are married and make a median household income of over \$99,000.00. The average age of readers is 43 years old.

The Dallas Morning News

Title: Adventure with Added Adrenaline: Smoky Mountains Offer a Beautiful Backdrop to Heart-Racing Fun

Date: April 2, 2017

Circulation: 220,745

Ad Equivalency: \$45,738.00 USD

This article, written by Robin Soslow (Tierney), was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour.

Sponsors Mentioned: Outdoor Gravity Park, Foxfire Mountain Adventure Park, French Broad River Outpost Ranch, Doc Collier Moonshine Distillery, Five Arts Studio

Key Message: Travel, Local Attractions

Demographics: Residents of Texas, the majority of readers are married and make a median household income of over \$99,000.00. The average age of readers is 43 years old.

This Is My South

Title: Family Friendly Guide to the Smokies

Date: April 5, 2017

Unique Visitors Per Month: 20,600

Ad Equivalency: Unable to be determined

This article, written by Caroline Eubanks, was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour.

Sponsors Mentioned: Dollywood DreamMore Resort, Ripley's Aquarium of the Smokies, Arrowmont School of Arts and Crafts, Dollywood, Foxfire Mountain Adventure Park, Outdoor Gravity Park, Sugarlands Visitor Center, Tony Gore's Smoky Mountain BBQ & Grill, The Lodge at Buckberry Creek, Blackberry Farm, Titanic Museum

Key Message: Travel, Regional Interests, Family Fun

Demographics: Readers are individuals who reside in the Southern states.

Texas Lifestyle Magazine Online

Title: A Respite in The Great Smoky Mountains

Date: April 18, 2017

Unique Visitors Per Month: 13,252

Ad Equivalency: \$2,550.00 USD

This article, written by Kayla Elliot, was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountains Tennessee press tour.

Sponsors Mentioned: Dollywood's DreamMore Resort, Pottery House Café & Grille, The Village, Doc Collier Moonshine Distillery, The Island in Pigeon Forge

Key Message: Travel

Demographics: Residents of the state of Texas, the majority of readers are homeowners between the ages of 25-54, with an average household income of over \$150,000.

Country Magazine

Title: The Spirit of Appalachia

Date: April-May 2017

Circulation: 600,788

Ad Equivalency: \$157,950.00 USD

This article, written by Marija Andric, was generated by the author's participation in November 1-6, 2016 Great Smoky Mountain Tennessee press tour.

Sponsors Mentioned: Arrowmont School of Arts and Crafts

Key Message: Travel, Arts & Crafts, Post Wildfire

Demographics: Readers are mostly women around the age of 61, who reside in rural areas throughout the United States. The majority of readers are home owners with a median household income of over \$41,000.

Go World Travel Magazine

Title: Dolly Parton Urges Travelers Visit Smoky Mountains, DreamMore Resort Post Fire

Date: May 8, 2017

Unique Visitors per Month: 42,840

Ad Equivalency: \$536.00 USD

This article, written by Claudia Carbone, was generated by the author's participation in the November 1-6, 2016 Great Smoky Mountain press tour.

Sponsors Mentioned: Dollywood's DreamMore Resort

Key Message: Travel, Hotels, Post Wildfire

Demographics: Niche targeted magazine website written for frequent world travelers. 68% of their audiences are between the ages of 25 and 55, and more than 70% travel more than once a year.

Anticipated Tennessee Articles:

We are still anticipating additional publicity that will be published during the 2017/2018 calendar year. The following 2 upcoming publication dates have been shared with Geiger & Associates, and will be tracked as noted:

cent\$ Magazine
Spring 2017 (ordered)

Haley Shapley

Country Magazine
Fall 2017

Marija Andric

II. Press Tour Participants:

Lois Alter Mark

USA Today's 10Best—Online component of the USA TODAY Travel Media Group providing an audience of 967,204 unique visitors per month with information on the top U.S. and worldwide destinations

Also contributes to **USA Today** (National; 2.3 million – Online; 22.5 million), **Costco Connection** (National; 8.6 million), **AAA Westways** (Auto-club CA; 4.3 million), **Huffington Post** (Online; 35.8 million), **Refinery 29** (Online; 3.6 million), **Purple Clover** (Online lifestyle resource for baby boomers; 128,315) and others

Mark Edward Harris

Freelance travel journalist who contributes to **TIME** (National; 3,036,602), **Vanity Fair** (National; 1,228,535), **Conde Nast Traveler** (National; 814,833), **Skyward** (*In-flight*; 910,000), **Morning Calm** (*In-flight*; 300,000), **National Geographic Traveler** (National; 656,688), **Travel Weekly** (National; 37,324), **Money Magazine** (National; 1,578,517), **The Sunday Times Travel Magazine** (International; 60,106), **Outdoor Photographer** (CA; 183,587), **Black & White Magazine** (CA; 28,000), and others

Robin Tierney

Freelance travel journalist who contributes to **The Washington Post** (DC; 392,373), **Chicago Tribune** (439,731), **Dallas Morning News** (413,480), **Toronto Star** (361,323), **San Francisco Chronicle** (296,874), **The Boston Globe** (MA; 274,538), **San Antonio Express-News** (146,463), **Miami Herald** (141,188), **San Francisco Examiner** (CA; 75,009), **The Roanoke Times** (58,142), **Brides** magazine (340,819), **The Baltimore Sun** (MD; 174,010), **BARK** magazine (120,000), **Fido Friendly** magazine (35,000) and others

Marija Andric

Country Magazine—part of Trusted Media Brands, formerly known as Reader's Digest Association, Country Magazine is a national shelter and lifestyle publication with a circulation of 1,228,842 distributed bi-monthly by subscription and sold on newsstands.

Haley Shapley

Freelance travel journalist who contributes to **Every Day with Rachel Ray** (National; 1.7 million), **Spry Living** (National newspaper insert; 8.6 million), **AAA Texas Journey** (Auto-club; 1.09 million), **Texas Co-Op Power** (TX; 1.3 million), **American Profile** (National newspaper insert; 10.3 million), **American Way** (*In-flight*; 351,350), **Fodor's Travel** (Online; 1.4 million UVP), **Prime Living** (TX; 40,000), **Robb Report** (National; 101,465), **The Saturday Evening Post** (National; 352,104) and others

David and Kay Scott

Travel columnists for **Community Newspaper Holdings, Inc.**— an American publishing group with over 145 newspapers distributed throughout the United States, including: **The Eagle-Tribune** (MA; 49,700), **The Tribune-Democrat** (PA; 41,200), **Cumberland Times-News** (MD; 30,200), and others.

Also contribute to **USA Today.com** (Online; 22.5 million); **San Diego Union-Tribune** (249,446), **Orlando Sentinel** (288,328), **Miami Herald** (141,188), **Atlanta Journal-Constitution** (168,693), **The Oklahoman** (117,180), **Blue Ridge Country Magazine** (57,000), **Florida Today** (54,021), **Southern Tour Magazine**, **Winnipeg Free Press** (111,338), **RV Life Magazine** (55,000), **The Valdosta Daily Times** (15,762), **Valdosta Magazine** (10,000) and others

Claudia Carbone

Freelance travel journalist who contributes to **USA Today** (National; 2.3 million), **Los Angeles Times** (CA; 467,309), **Denver Post** (CO; 312,387), **Kansas City Star** (MO; 221,885), **Colorado Springs Gazette** (CO; 180,600), **San Antonio Express-News** (TX; 170,289), **MSNBC.com** 3.6 million uvpm), **AOL.com** (23.8 million uvpm), **Colorado Parent** (CO; 45,133), **Colorado Expression Magazine** (CO; 25,000), **Villager Newspaper Group** (Denver, CO; 21,700) and others

Jane Schneider

Editor

Memphis Parent—family lifestyle magazine with a circulation of 35,000 distributed by subscription and available on newsstands throughout Memphis, Tennessee and the surrounding area

Steve Winston

Freelance travel journalist who contributes to **Travel + Leisure** (978,000), **CNN Travel**, **Men's Health** (1.8 million), **Associated Press**, **AAA Home & Away** (600,000), **AAA Going Places** (2.5 million), **American Way** (Inflight; 351,350), **Delta Sky** (Inflight; 387,577), **Miami Herald** (239,839), **Smart Meetings** (International; 44,000), **Corporate & Incentive Travel** (National; 41,014), **Successful Meetings** (National; 51,015), **Wine Enthusiast** (National; 182,609), **World Property Channel** (39,988 unique visitors per month) and others

Caroline Eubanks

Freelance travel journalist who contributes to **Afar** (National; 264,133), **National Geographic Traveler** (National; 656,688), **BBC Travel** (Online; 25,519,378), **Shermans Travel** (Online; 366,422) and others

Ann Yungmeyer

Freelance travel journalist who contributes to **Virginia Living** (VA; 71,000), **The Roanoke Times** (VA; 62,619), **Atlanta Homes and Lifestyles** (GA; 30,136), **Healthy Travel** (GA; 30,000), **DeSoto Magazine** (MS; 20,000), **Chattanooga Magazine** (TN; 15,000), **Bristol Herald Courier** (TN; 31,246), **Chattanooga.com** (Online; 114,731 uvpm), **The Tennessean** (TN; 83,645), **Blue Ridge Country Magazine** (Regional: MD, TN, KY, VA, WV, NC, SC, GA, AL; 63,133) and others

Kayla Elliott

Assigned Journalist

Texas Lifestyle Magazine – quarterly lifestyle publication distributed throughout Texas on newsstands and by subscription with a circulation of 30,000

Fred W. Wright Jr.

Freelance travel journalist who contributes to **AAA Southern Traveler** (Auto-club; 304,718), **AAA Midwest Traveler** (Auto-club; 598,388), **Tampa Bay Times** (FL; 166,995), and others

John M. Smith

Freelance travel journalist who contributes to **Toronto Sun** (Canada; 168,798), **EMC Newspapers** (Canada; 500,000), **Explore** (Canada; 25,686), **Canadian Cyclist** (Online; 8,951 unique visitors per month), **Adventure Cyclist** (National; 45,000), **Hooked on the Outdoors** (Online; 1,500 unique visitors per month) and others

III. Press Tour Itinerary



Tennessee Department of Tourist Development November 1-6, 2016 Great Smoky Mountains Press Tour • Final Itinerary •

• @tnvacation • @TravelGburg • @SevierFun • @My_PigeonForge • @cockecountytourism • @PeacefulSmokies •



Welcome to America's number one most-visited national park – **Great Smoky Mountains National Park!** A visit to Tennessee's Smoky Mountains (www.tnvacation.com/east/smoky-mountains) can include rafting, horseback riding, biking, hiking, shopping, high-quality arts and crafts, musical entertainment, history and heritage and more. The gateway communities of Gatlinburg, Pigeon Forge, Sevierville, Townsend, Cosby and other locations throughout the region offer many family attractions, including Dollywood (Tennessee's number one attraction), Ripley's Aquarium of the Smokies, Cades Cove and many others. The Smokies are located within an easy day's drive of one-third of the American population.

During the press tour, we'll visit numerous stops on the Sunny Side and Rocky Top Trails, part of the **Discover Tennessee Trails & Byways** initiative. These 16 regional, self-guided driving trails with names like "Cotton Junction," "Ring of Fire" and "Sunny Side" originate in or run through your favorite Tennessee destinations such as Memphis, Nashville, Knoxville, Chattanooga, and Great Smoky Mountains, showcase some of Tennessee's best off-the-beaten-path sites and attractions. Authentic experiences, iconic attractions and hidden gems await in every corner of the state.



The Sunny Side Trail winds through Smoky Mountains back roads and lush Appalachian countryside. Jump-start your journey in Sevierville, hometown to Dolly Parton. Sunny Side also explores Pigeon Forge and Gatlinburg, highlighting artists committed to preserving the region's

arts and crafts. Visitors learn how these crafts helped sustain the area's economy and shaped its culture dating back to the early 1900s.

The Rocky Top Trail is a journey through majestic Smoky Mountains peaks, rivers, caverns and rapids. Explore the Forbidden Caverns in Sevierville, and stop along attractions in Cocke County. Travel on to Pigeon Forge and Gatlinburg and explore the watery world of the Ripley's Aquarium, or have a toe-tapping good time at Dixie Stampede and Dollywood. Discover the "Peaceful Side of the Smokies" and enjoy the great outdoors in Townsend. The Rocky Top Trail captures the adventurous spirit that fills this scenic region.



Great Smoky Mountains National Park (www.nps.gov/grsm/index.htm) celebrated its 75th anniversary in 2009, and is still America's most visited national park. America's National Parks celebrate 100 years this year. Ridge upon ridge of forest straddles the border between Tennessee and North Carolina in Great Smoky Mountains National Park, one of America's 20 World Heritage Sites. World renowned for its diversity of plant and animal life, the beauty of its ancient mountains, and the quality of its remnants of Southern Appalachian mountain culture, Great Smoky Mountains National Park encompasses 800 square miles and is the showcase for some of the most inspiring natural and cultural treasures that the Southern Appalachians have to offer.

Prepare to embark on a thrilling adventure that will explore this amazing region and discover history, local foods and flavors, arts and entertainment, the outdoors, small-town charm, and much, much more! Get ready to travel the rails, trails, and roads that shaped both our nation's history and culture. Along the hills and valleys of the beautiful Great Smoky Mountains, we will experience how history, music, food, and fun, are "**Made in Tennessee**".

Media Note: During press tour meals, unless otherwise indicated, each journalist is responsible for his or her own alcohol purchases (either at the bar or with a separate tab with the server). We greatly appreciate your understanding of this matter.

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

Tuesday, November 1

Arrivals

- Morning/Afternoon Journalists arrive in Tennessee via McGhee Tyson Airport, or personal auto; all journalists proceed to respective accommodations via Geiger staff escort or personal auto for check-in.
- 5:25p.m. Assemble in the lobby of Dollywood's DreamMore Resort
- 5:30p.m.—7:15 p.m. **Welcome Dinner Reception at Dollywood's DreamMore Resort (ALL)**
Your official welcome begins at Dollywood's DreamMore Resort, where you'll meet your press tour hosts and officials from the Tennessee Department of Tourist Development.
- 7:30p.m. It's Christmas at the **Smoky Mountain Opry!**
Christmas at the Smoky Mountain Opry is a multi-million dollar Christmas production that features flying sugar plum fairies, soaring angels, dancing elves, enchanted reindeer, Saint Nick, and the area's largest living nativity.



- Evening Overnight at Dollywood's DreamMore Resort

Wednesday, November 2

Morning

Breakfast at your own expense at accommodations

8:45a.m.

Assemble in the lobby of Dollywood's DreamMore Resort

9:30a.m.—11:30a.m.

Experience **Great Smoky Mountains National Park** (www.nps.gov/grsm), which welcomes more than 10 million visitors a year, making it America's most visited National Park. Beginning at the **Sugarlands Visitor Center**, join a park ranger on a nature walk, to learn more about the park, and ask questions about the its history and unique wildlife.



11:45a.m.—1:30p.m.

Tour at The Lodge at Buckberry Creek

Set on 26 acres, the lodge offers breathtaking views of Smoky Mountains National Park. For three generations, the McLean family has owned 90 mountainside acres located next to the park. The Lodge at Buckberry Creek now sits on 26 of the original 90 acres and includes a creekside pavilion, event spaces, and other amenities. After the tour, enjoy lunch at their high-quality restaurant.

— Group splits for afternoon activities —

Made in Tennessee — A Taste of Tennessee

2:00p.m.—3:00p.m.

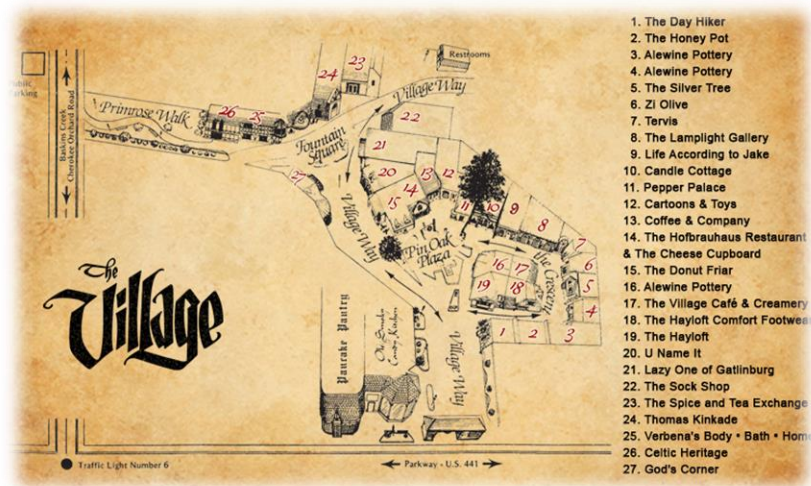
Tour **Doc Collier Moonshine Distillery**

Doc Collier's original recipes are made using only fresh "Mountain Spring Water" straight from the source. Stop in to tour the distillery and try their craft corn whiskey and flavored moonshine.

3:00p.m.—5:00 p.m.

Explore **The Village**

The village is a collection of unique boutiques, eateries & galleries in a quaint Old World setting. Must see stops include Ole Smoky Candy Kitchen and The Donut Friar and Coffee and Company.



Made in Tennessee — Tennessee Outdoors & Adventure

David Scott, Mark Edward Harris, John M. Smith,

1:45p.m.—3:30 p.m.

Roaring Fork Motor Nature Trail photo op tour

Enjoy this journey through the Smoky Mountain's lush wilderness with the expertise of our step-on guide from **A Walk in the Woods** guide service.

3:50p.m.—5:00p.m.

Next, experience **Ripley's Aquarium of the Smokies**, recipient of "America's #1 Aquarium" recognition by TripAdvisor patrons. See 12-foot sharks, giant sea turtles, penguins, and thousands of exotic sea creatures as you enjoy state-of-the-art clear underwater tunnels throughout the aquarium.



Made in Tennessee — Tennessee Arts, Heritage, & Entertainment

- 1:45p.m.—3:30 p.m. Tour the **Arrowmont School of Arts and Crafts**, built in 1945 (with roots dating to 1912) and offering numerous one-week and longer classes in varied media annually. View artwork by local, national and international artists in three galleries, which offer a full schedule of changing exhibitions. Interact with current “artists in residence,” and observe while they practice their respective art forms.



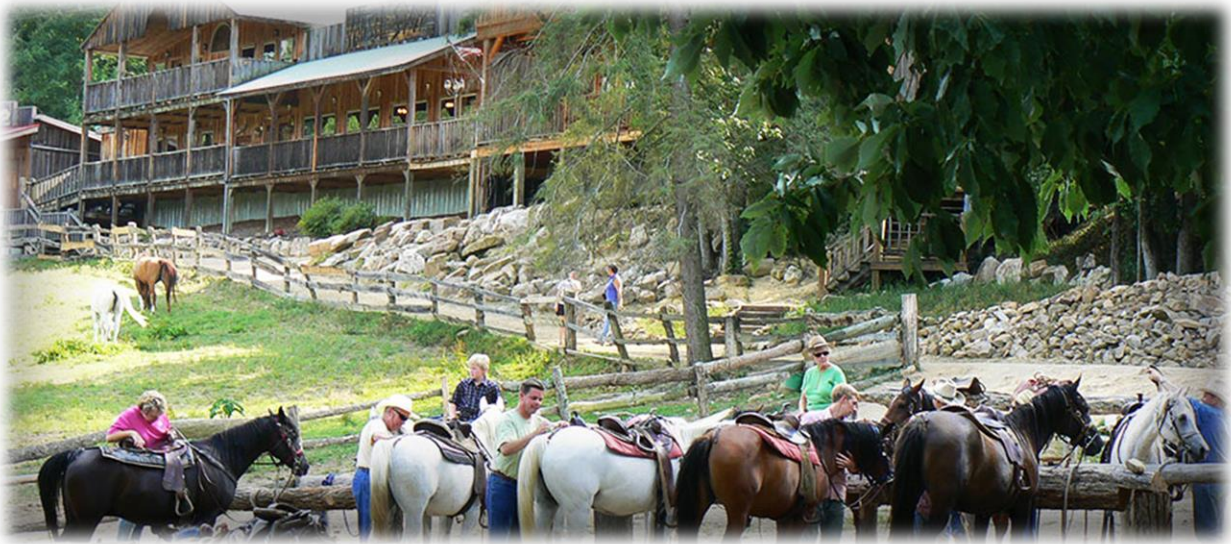
- 3:45p.m. —5:00pm Explore **Great Smoky Arts & Crafts Community**, an eight- mile loop with more than 120 artist studios; nationally recognized as the largest group of independent artisans in North America; craftsmen whittling, carving, casting, sewing and weaving to transform raw materials into works of art.
Stops will include...
3:45p.m. – 4:15 p.m. – **Jim Gray Galleries**
4:30p.m. – 5:00 p.m. – **G. Webb Galleries**

— **Groups reconvene for dinner** —

- 5:15 p.m. Dinner at the Greenbrier Restaurant in Gatlinburg.
- Evening Overnight at Dollywood’s DreamMore Resort

Thursday, November 3

- Morning Breakfast at your own expense at accommodations
- 8:25a.m. Meet in the lobby to depart for the **French Broad River Outpost Ranch (ALL)**
- 9:45a.m.—12:30p.m. Tour and lunch at **French Broad River Outpost Ranch**
This all-inclusive dude ranch is set on 346 wooded acres in the Smoky Mountains. Visitors enjoy a variety of activities, including horseback riding, cattle drives and square dances, plus seasonal whitewater rafting.



Made in Tennessee — Tennessee Outdoors & Adventure

- 12:30p.m.—2:00p.m. Adventure continues at the **French Broad River Outpost Ranch**.
Hit the trails and join a guide for a horseback ride along the grounds. The ranch offers five different riding trails, which range from 200 feet to 1000 feet above the lodge area!
- 2:30p.m. Return to accommodations to freshen up before dinner.



Made in Tennessee — Tennessee Arts, Heritage, & Entertainment

1:30p.m.—2:30p.m. Visit the **Trolls of Five Arts Studio**
Home of the Arensbak Trolls, visit **Five Arts Studio** and see where the trolls come to life. Learn about the different materials used in troll construction, and meet the troll makers. The museum also features the very first troll made by Ken Arensbak (1959), as well as other early versions, and several one-of-a-kind designs and prototypes.

3:45p.m. Return to accommodations to freshen up before dinner.

— Groups reconvene for dinner —

4:25p.m. Assemble in the lobby of Dollywood's DreamMore Resort

4:40p.m. Head to Court Avenue in downtown Sevierville to view and photograph one of artist **Jim Gray's** most iconic works—a statue of Sevier County's favorite daughter—country music songwriter, singer and motion-picture actress and international super-star, **Dolly Parton**.



5:00p.m.—6:30p.m. Dinner at **Tony Gore's Smoky Mountain BBQ & Grill**

6:45p.m. Enjoy **Shadrack's Christmas Wonderland**
When the sun goes down, this amazing holiday light show thrills audiences with a fantastic light display! The show features more than 1,600 individual and unique channels, simultaneously directing this "orchestra of lights" in a glorious celebration of all things Christmas!

Evening Overnight at Dollywood's DreamMore Resort

Friday, November 4

Morning Breakfast on your own at accommodations

Made in Tennessee — A Taste of Tennessee Charm

9:45a.m. Assemble in the lobby of Dollywood's DreamMore Resort

10:15a.m.—11:30a.m. Visit **Smoky Mountain Knife Works**
Smoky Mountain Knife Works is one of the largest sources for pocket knives, fixed blade knives, kitchen cutlery, multi-tools, Swiss army knives, swords, self-defense, sporting goods, and much more. Their Relic Room also offers historical merchandise from previous wars and battles. Witness how the knives are made and meet the artisans that create these "Made in Tennessee" products.



12:00p.m.—2:00p.m. Lunch at **Pottery House Café & Grille**
Part of the Old Mill, the Pottery House Café & Grille serves everything from steaks to fried chicken, soups, salads, sandwiches, and homemade bakery bread and desserts. After lunch take time to explore **Old Mill Square**, known for its dining, shopping and Smoky Mountain hospitality. Must see stops include the Old Mill General Store, Iron Mountain Metal Craft Shop, Old Mill Creamery, and Pigeon River Pottery.

2:15p.m.—3:45p.m. Shop Until You Drop at **Tanger Outlets** in Sevierville.
Two of the largest outlet malls in the area are located in Sevierville, totaling more than 120 high-end, name brand outlets. At Tanger, you'll find high-end stores such as Coach, Vera Bradley, Tommy Hilfiger and Brooks Brothers, as well as specialty shops such as Bare Minerals, Disney Store, Direct Tools, Toys "R" Us, and Columbia Sportswear, SAS and Crocs.

3:45p.m. Return to accommodations to freshen up before dinner.

Made in Tennessee — Tennessee Outdoors & Adventure

8:30a.m. Assemble in the lobby of Dollywood's DreamMore Resort

9:00a.m.—11:30a.m. Adventure awaits at **Foxfire Mountain Adventure Park**
In a beautiful, 150-acre wilderness setting, Foxfire Mountain Adventures is the place for outdoor adventure in the Smokies. With the largest and most scenic zip line in the area, try your hand on multiple lines, zipping over creeks, waterfalls and meadows from mountaintop to mountaintop on this two-hour course. Next, cross the longest swinging bridge in America – stretching from the base camp at Foxfire Mountain across Dunn's Gorge to Prosperity Mountain.



12:00p.m.—2:00p.m. Lunch at **Pottery House Café & Grille**
Part of the Old Mill, the Pottery House Café & Grille serves everything from steaks to fried chicken, soups, salads, sandwiches, and homemade bakery bread and desserts. After lunch take time to explore **Old Mill Square**, known for its dining, shopping and Smoky Mountain hospitality. Must see stops include the Old Mill General Store, Iron Mountain Metal Craft Shop, Old Mill Creamery, and Pigeon River Pottery.

2:15p.m.—3:45p.m. Visit the **Outdoor Gravity Park**
Located at the foothills of the Smoky Mountains, the **Outdoor Gravity Park** features zorbing, a sport from New Zealand in which a participant is secured inside an inner capsule of a large, transparent ball that is then rolled along the ground or down hills. Renovated and reopened at the old Zorb Smoky Mountains location, they have extended the length of the hill. The Outdoor Gravity Park has 3 unique tracks – FUNnel, Speed Demon, and the Extreme Zig Zag. Each track offers a different zorbing experience.



3:45p.m. Return to accommodations to freshen up before dinner.

Made in Tennessee — Tennessee History, Heritage, & Entertainment

8:40a.m. Assemble in the lobby of Dollywood's DreamMore Resort

9:00a.m.—10:30a.m. **Tour the Titanic Museum**

The great history of the Titanic lives on through this impressive museum attraction. Here, guests can connect with the famous ship, from its construction to its final hours.

The attraction tells the ship's history through the stories of those on board – passengers and crew alike, whose lives are recounted in great precise detail. Parts of the ship are replicated exactly, and there are hundreds of personal and private artifacts on display.



10:50a.m.—11:40a.m. Visit the **Tennessee Museum of Aviation**, showcasing flyable warbird aircraft, including two of the last remaining seven airworthy P-47's

12:00p.m.—2:00p.m. Lunch at **Pottery House Café & Grille**

Part of the Old Mill, the Pottery House Café & Grille serves everything from steaks to fried chicken, soups, salads, sandwiches, and homemade bakery bread and desserts. After lunch take time to explore **Old Mill Square**, known for its dining, shopping and Smoky Mountain hospitality. Must see stops include the Old Mill General Store, Iron Mountain Metal Craft Shop, Old Mill Creamery, and Pigeon River Pottery.

2:15p.m.—3:45p.m. Explore **The Island** in Pigeon

Forge, a retail, dining, lodging and entertainment center. Signature attractions include the **Great Smoky Mountain Wheel**, a 200-foot-tall observation wheel; The Island Show Fountains; Island Mirror Maze, a 3,000-square-foot mirror maze; and Thunderdome—four trampoline based bungee

jumps. Eleven dining establishments are featured, from donuts and yogurt to Margaritaville and Paula Deen's Family Kitchen. Retail experiences range from Tervis to Pepper Puzzled, which features puzzles of all kinds. The Island also houses the 134-room Margaritaville Island Hotel, as well as a new Ropes



Course—thirty different elements, two zip lines, a simulated free fall, and even an option for toddlers!

3:45p.m.

Return to accommodations to freshen up before dinner.

— **Groups reconvene for dinner** —

4:15p.m.

Assemble in the lobby of Dollywood's DreamMore Resort

5:00 p.m.

Enjoy dinner and a show at **Dolly Parton's Lumberjack Adventure**.
With state-of-the-art sound and lighting and special effects, this show will keep you entertained while you satisfy your country soul food cravings.

Evening

Overnight at Dollywood's DreamMore Resort



Saturday, November 5

9:10a.m.

Assemble in the lobby of Dollywood's DreamMore Resort

10:45a.m.—12:15p.m.

Tour and boxed lunch at **Blackberry Farm**

Set on a 4,200-acre estate, this rustic-yet-refined group of lodging is 4.9 miles from Walland and 15 miles from Great Smoky Mountains National Park. Popular for events such as reunions, retreats, and weddings, it also offers other on-site activities include fly-fishing, horseback riding and farm tours

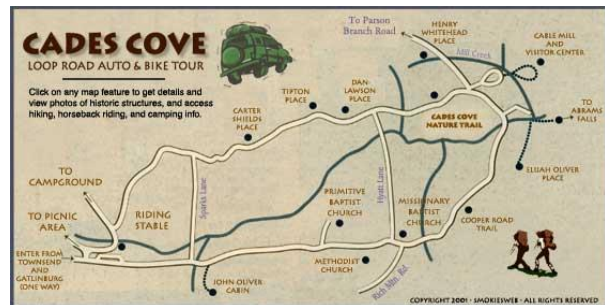
12:45p.m.—3:45p.m.

Guided Tour of Cades Cove in Great Smoky Mountains National Park.

Showcasing some of the most awe-inspiring natural and cultural treasures in the southern Appalachian

Mountains, our group will tour Cade's Cove with a professional guide from **Great Smoky Mountains Heritage Center**. Cades Cove is the most visited part of the **Great Smoky Mountains National Park**.

The loop is a one-way, narrow paved road that runs through a small valley, surrounded by mountains. The drive includes a historical tour of early pioneer farms, and the Cades Cove Visitor Center has exhibits on 19th century rural life.



4:00p.m.—6:00p.m.

Townsend Grains and Grits Festival

A festival of Southern spirits and gourmet grub, visit the **Townsend Visitor Center and Event Grounds** and enjoy Townsend's craft spirits, live entertainment, and gourmet food community. The festival will showcase more than 15 regional restaurants, 20 Tennessee distilleries, and local breweries.



7:00p.m.—9:00p.m.

Visit **Dollywood**

Dollywood has rides, attractions, crafts, music, shows, and special events, all with an Appalachian flavor (www.dollywood.com). You'll get an overview of the expansive park and opportunities to enjoy thrilling rides and impressive musical shows. The park includes a major collection of Dolly's own memorabilia, restaurants featuring delicious Southern cooking and the Southern Gospel Music Hall of Fame & Museum.

The park also includes recreations of an 1890s one-room schoolhouse and Dolly Parton's two-room Locust Ridge childhood home, as well as a detailed museum of the singer's costumes, memorabilia, and even her famous wigs. Because of Dolly Parton's connections to the music world, many of the park's shows focus on related music genres, including country, bluegrass, and Southern gospel, all with the glitter and flair that has made Dolly Parton famous. Spend the evening visiting the aspects of Dollywood that



interest you and your readers most – whether it be Smoky Mountain history displays, musical performances or Appalachian craft demonstrations. New to 2016, Dollywood is also home to the world's fastest wooden coaster. Themed after a tricked out 1950s-era hot rod, **Lightning Rod** launches riders from zero to 45 mph more than 20 stories up its lift hill to one of the ride's first airtime moments

Evening

Overnight at Dollywood's DreamMore Resort

Sunday, November 6

Departures

Morning

Breakfast at own expense at accommodations.

Morning/Afternoon

Journalists are transported to McGhee Tyson Airport by Geiger & Associates staff.