



2020 | Tennessee Department of Tourist Development

# TOURISM: TENNESSEE'S ECONOMIC GROWTH ENGINE

The SOUNDTRACK of AMERICA  
• MADE IN •  
**TENNESSEE**  
☆☆☆



# \$ TOURISM IS REAL MONEY!

The results are undeniable: tourism is working in Tennessee. As the state's leading service industry, tourism generated a record \$1.81B in state and local tax revenues in 2018. Our industry creates jobs and funds services like healthcare, education and public safety in all 95 counties. With dedicated funding, we'll build long-term strategies that drive economic growth in communities that need it most; and elevate our global brand *The Soundtrack of America. Made in Tennessee.* to reach new markets. TDTD is committed to producing even greater results in the year ahead.

**\$22.02B**

**Travel Expenditures\***

⬆️ **6% INCREASE**

**20% higher** than the national growth of travel-generated expenditures of **4.9%**

Source: U.S. Travel Association

**28,353**

**Hotel Rooms Under Contract**

⬆️ **20.7% INCREASE**

**TENNESSEE LEADS NATION** in hotel pipeline growth

Source: Smith Travel Research



**\$1 BILLION** International Travel Expenditures

**TOP 3 FASTEST GROWING STATE** in U.S. for international travel

Source: Tourism Economics

**TWO YEARS IN A ROW!**

\*Total Direct Impact of Domestic and International Travel. | \*\*FY2019. Total includes: eating and drinking places, hotel & lodging places, and amusement services.

**TN**

Department of  
**Revenue**

**Leisure & Hospitality\*\* industry produced**

**\$1.32B**

**in State Tax Revenue**

⬆️ **11.5% INCREASE**

**TN**

Department of  
**Labor & Workforce Development**

**340,000**

**Leisure & Hospitality Industry Jobs**

**FASTEST-GROWING**

**Employment Sector** in Tennessee



## OFFICE OF RURAL TOURISM + OUTREACH

In 2019, the department received funding to create the Office of Rural Tourism & Outreach stemming from Governor Lee's Executive Order 1. The newly expanded division will continue to serve all 95 counties with an added focus on distressed and at-risk communities by creating sustainable programs that include curriculum, community support and dedicated resources. The goals are to:

- ◆ Increase rural economic development
- ◆ Empower communities to embrace existing assets
- ◆ Engage in strengths-based tourism planning
- ◆ Develop and promote authentic experiences

... ultimately, stimulating the economy through tourism.



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# ADVERTISING CAMPAIGNS

KID  
REVIEWED

30 FAMILY ATTRACTIONS  
INCLUDED STATEWIDE!

Learn more at [kidreviewedtn.com](http://kidreviewedtn.com)

100,000+

Hotel Bookings\*

OVER \$40M

Hotel Revenue\*

19 MILLION

Video Views

\* Projected based on ADARA enriched data model from sample of 8,750 actual bookings



34.5 MILLION

Viewers on PBS

Sept. 15-25, 2019

Re-airs Jan. 3-Feb. 21, 2020

3 MILLION

Viewers on BBC 4

November 2019

UK Airing

10.7 MILLION

Digital Impressions

7.3 MILLION

Video Views

EARNED MEDIA

8 BILLION

Overall Impressions

4 BILLION

Mentioned Tennessee

OVER 1 MILLION KEN BURNS COUNTRY  
MUSIC PATHWAY PASSPORTS DISTRIBUTED

via Southern Living, Welcome Centers and attractions

Learn more at [tnmusicpathways.com](http://tnmusicpathways.com)



TENNESSEE  
SONGWRITERS  
WEEK

2018 TENNESSEE SONGWRITERS  
WEEK BECAME STATE STATUTE

2019 SONGWRITERS WEEK INCLUDED:

4 showcase events and 30+  
others in 17 counties

2020 SONGWRITERS WEEK INCLUDES:

39 qualifying round  
events in 28 counties

5 AT-RISK  
6 DISTRESSED

6 showcase events

850+ songwriters

Finale at The Bluebird Cafe

Learn more at  
[tnsongwritersweek.com](http://tnsongwritersweek.com)



COLORBLINDLESS VIEWFINDERS

12

Scenic Lookouts

23+ MILLION

Video Views

Learn more at [tnfallcolor.com](http://tnfallcolor.com)



# \$ MARKET EXPANSION

*The Soundtrack of America. Made in Tennessee.* marketing campaign utilizes high-quality creative, cutting-edge digital and innovative marketing tactics that engage potential visitors in target markets for as little as .04 cents per engagement. Additional funding will expand this efficient and award-winning advertising program to new markets, generating more visitors, higher economic impact and ultimately more tax revenue.

## 📍 PRIORITY MARKETS Broadcast & Digital

Atlanta	Dallas
Charlotte	Indianapolis
Chicago	Tampa
Cincinnati	

## ★ MAINTENANCE MARKETS Digital Only

Birmingham	Little Rock
Greenville	Louisville
Jackson	St. Louis



## 🏠 WELCOME CENTERS



**16**  
Welcome Centers

**OVER 15M**  
Visitors in 2019

**4.982 OUT OF 5**  
Customer Satisfaction Rating

ALL NEW:  
3 REGIONAL  
COVERS



**500,000 VACATION GUIDES**  
distributed at Welcome Centers, by  
mail & digitally at [tnvacation.com](http://tnvacation.com)



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This public document was promulgated at a cost of \$0.93 per copy.

For staff directory and additional data, visit [industry.tnvacation.com](http://industry.tnvacation.com)

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