TOURISM: TENNESSEE'S ECONOMIC GROWTH ENGINE

2020 | Tennessee Department of Tourist Development
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.
**ADVERTISING CAMPAIGNS**

**KID REVIEWED**

**30 FAMILY ATTRACTIONS INCLUDED STATEWIDE!**

Learn more at 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.

**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
- 6 showcase events
- 850+ songwriters

Finale at The Bluebird Cafe

Learn more at tnsongwritersweek.com

**COUNTRY MUSIC**

A FILM BY KEN BURNS

**34.5 MILLION**

Viewers on PBS

Sept. 15-25, 2019

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

**10.7 MILLION**

Digital Impressions

**3 MILLION**

Viewers on BBC 4

November 2019

UK Airing

**7.3 MILLION**

Video Views

**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

**BEAUTY FOR MORE TO SEE**

**COLORBLINDLESS VIEWFINDERS**

**OVER 1 MILLION KEN BURNS COUNTRY MUSIC PATHWAY PASSPORTS DISTRIBUTED**

over 23+ MILLION

Video Views

Learn more at tnfalncolor.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
- Charlotte
- Chicago
- Cincinnati
- Dallas
- Indianapolis
- Tampa

**MAINTENANCE MARKETS**

Digital Only
- Birmingham
- Greenville
- Jackson
- Little Rock
- Louisville
- St. Louis
- Dallas
- Atlanta
- Charlotte
- Chicago
- Cincinnati
- Jacksonville
- Greenville
- Jackson
- Little Rock
- Louisville
- St. Louis

**WELCOME CENTERS**

16 Welcome Centers

OVER 15M Visitors in 2019

4.982 out of 5 Customer Satisfaction Rating

500,000 Vacation Guides distributed at Welcome Centers, by mail & digitally at tnvacation.com

Tennessee Department of Tourist Development. February 2020. This public document was promulgated at a cost of $0.93 per copy.

For staff directory and additional data, visit industry.tnvacation.com

ASHLEY FUQUA
Legislative Liaison
ashley.n.fuqua@tn.gov