

FY 2019 ANNUAL REPORT

Department of Tourist Development

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July 2018 to June 2019

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FROM THE GOVERNOR

Dear Friends,

It is my honor to serve alongside you. Tourism is one of the most powerful drivers of our economy, creating jobs and fueling revenues that support everything from better schools to safe neighborhoods.

Tennessee's unique attractions, authentic communities and exceptional events set our state apart and make us a global destination of choice. Millions have experienced our unparalleled hospitality firsthand this year at exciting events such as the record-breaking NFL Draft in Nashville, the Memphis Bicentennial and the Bassmaster Classic in Knoxville.

I've also enjoyed meeting you at some of Tennessee's most beloved events that celebrate tradition and bring communities together at the West Tennessee Strawberry Festival in Humboldt, the World's Biggest Fish Fry in Paris, Mule Day in Columbia and at Dollywood in Pigeon Forge.

I am passionate about serving and leading our great state, and I'm proud to do so alongside Commissioner Mark Ezell who works tirelessly to ensure Tennessee is a leader in the tourism industry. With his leadership, along with the entire Tourist Development team and the guidance of the Tennessee Tourism Committee, I believe we are uniquely positioned to grow tourism to new heights moving forward.

Thank you for your unwavering vision and commitment to building a better Tennessee.

Yours truly,

Governor Bill Lee

The **MISSION** of the Tennessee Department of Tourist Development is to motivate travel to and within Tennessee by inspiring enjoyment, creating memories, producing a desire to return, and establishing key long-term relationships that result in visitors becoming residents.



FROM THE COMMISSIONER

Dear Partners,

Congratulations on an incredible year! Tourism in Tennessee is thriving. With unsurpassed scenic beauty, creative spirit, music, history, culinary excellence and family adventure, our state is full of amazing experiences and remarkable brands.

Because of your hard work, tourism continues its record-breaking growth. In 2018 visitors generated \$22 billion in travel expenditures, up six percent over 2017 and crushing the national average. I'm excited to share the progress we've made through campaigns like Colorblind Viewfinders, Kid Reviewed, Tennessee Music Pathways and the inaugural Tennessee Songwriters Week. We've grown our brand around music, scenic beauty, and family fun; and will continue through such wide-reaching efforts as Ken Burns' "Country Music" documentary.

Special thanks to former Governor Haslam; former Commissioner Triplett; the Tennessee Tourism Committee, co-chaired by Colin Reed and Jack Soden; and the hundreds of DMO and tourism partners for their amazing work. Over time and with your support, I believe Tennessee can become the best non-beach state for tourism revenue. Together, we will explore new opportunities for collaboration and inspire growth across the state, driving jobs and economic growth even in our most rural areas, with additional staff to guide asset development and brand strategy.

It is my great honor to serve you in building Tennessee's future, and I thank you for your continued commitment to Tennessee tourism.

Sincerely,

A handwritten signature in black ink that reads "Mark F. Ezell".

Commissioner Mark Ezell

The **PROMISE** of Tennessee—home of the 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.*



Commissioner Ezell and Assistant
Commissioner Pete Rosenboro visit
the Nickajack Welcome Center team

WELCOME CENTERS

The Tennessee Department of Tourist Development (TDTD) operates 16 welcome centers across the state, which were visited by more than 15 million travelers in 2018, an increase of 1 million travelers from the previous year.

GOVERNOR LEE VISITS FOR NATIONAL TRAVEL & TOURISM WEEK

Governor Bill Lee spoke on the importance of tourism in Tennessee – with emphasis on rural tourism – at the I-40 Haywood County Solar Farm and Welcome Center Friday, May 10 for National Travel and Tourism Week (NTTW). Governor Lee was joined by TDTD Commissioner Mark Ezell; Sonia Outlaw-Clark, Chief Executive Officer of Visit Brownsville TN; and Anthony Haynes, VP for Government Relations and Advocacy – University of Tennessee.



Gov. Bill Lee (center); TDTD Commissioner Mark Ezell (far left); Assistant Commissioner Pete Rosenboro (far right); and West Tennessee Welcome Center team members

BROCHURE POLICY

Any Tennessee tourist attraction or tourism-related business is permitted to place its brochures in any Tennessee Welcome Center after approval by TDTD, depending on space availability.

Those interested in having a brochure at Tennessee Welcome Centers should send a request to Tami Giles either by email at Tami.Giles@tn.gov or at the following address:

DEPARTMENT OF TOURIST DEVELOPMENT

William Snodgrass/Tennessee Tower
312 Rosa L. Parks Avenue, 13th Floor
Nashville, Tennessee 37243

Two hard copies of the brochure must be included with the written request, or an electronic PDF should accompany an email request. When the brochure is approved, it may be distributed to all 16 welcome centers. TDTD will provide an approval letter along with a list of the addresses for each center. It is the business' responsibility to distribute the brochures. Please contact Tami Giles for more information or with any questions.



WELCOME CENTERS INSTALL AEDS

All 16 welcome centers are now equipped with automated external defibrillators (AEDs), a portable device that diagnoses and treats cardiac issues through defibrillation. It was necessary to install AEDs due to the number of visitors to the state's welcome centers.

Left to right: Haywood County Welcome Center employees Anne Lovelace, Darryl McDowell and Tiffany Simpson with a newly installed AED



KEEP AMERICA BEAUTIFUL AWARD

At the 2019 Keep America Beautiful National Conference, TDTD and Keep Tennessee Beautiful (KTB) won the Cigarette Litter Prevention Program Award. KTB worked with TDTD to place cigarette receptacles at Welcome Centers, decreasing cigarette littering.

Left to right: TDTD Assistant Commissioner Pete Rosenboro with Edmond McDavis III, Communications Coordinator for Keep Tennessee Beautiful



FAMILIARIZATION TOURS

The Welcome Center familiarization (FAM) tours are conducted throughout the year to give welcome center staff hands-on experiences at some of Tennessee's great attractions, restaurants and lodging options. By participating in FAMs in cities and rural areas of the state, employees can better recommend places to eat, stay and play. Partners can contact Tami Giles at Tami.Giles@tn.gov to host a FAM tour.

Bluegrass Underground, Pelham

WEST



- 1 **WEST REGIONAL MANAGER**
- 2 Tamara Carroll
- 3 901-930-7524
- 4 Tamara.Carroll@tn.gov

MIDDLE



- 5 **MIDDLE REGIONAL MANAGER**
- 6 Michael Ross
- 8 931-449-0891
- 12 Michael.Ross@tn.gov

EAST



- 7 **SOUTHEAST REGIONAL MANAGER**
- 9 Rhonda Davenport
- 10 423-480-4109
- 11 LaRhonda.Davenport@tn.gov



- 13 **NORTHEAST REGIONAL MANAGER**
- 14 Laura Munn
- 15 423-598-2430
- 16 Laura.Munn@tn.gov

CENTRAL OFFICE

ASSISTANT COMMISSIONER, WELCOME CENTERS

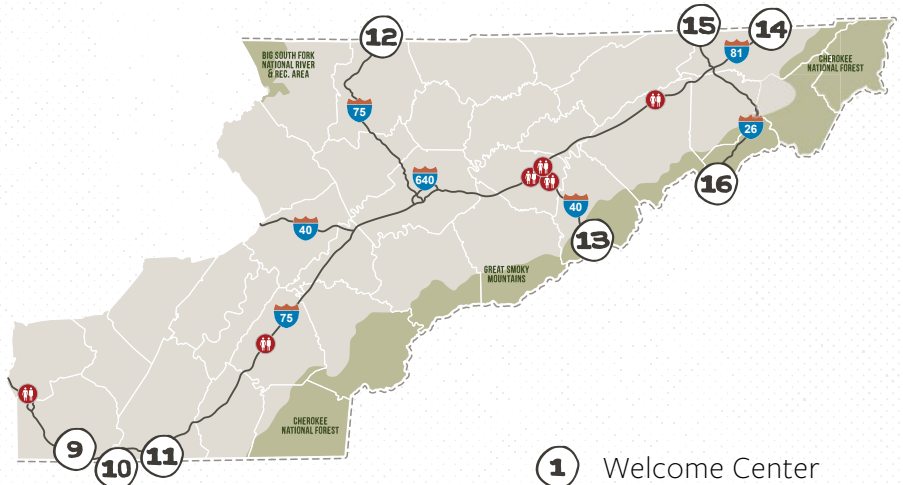
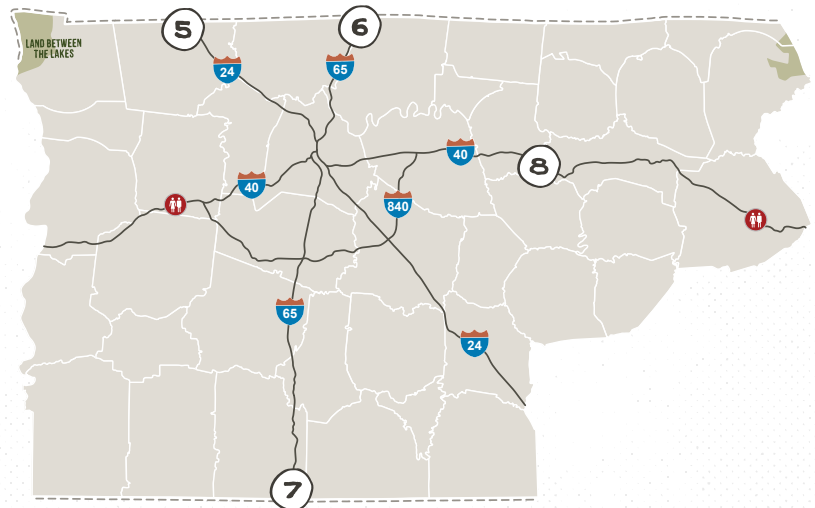
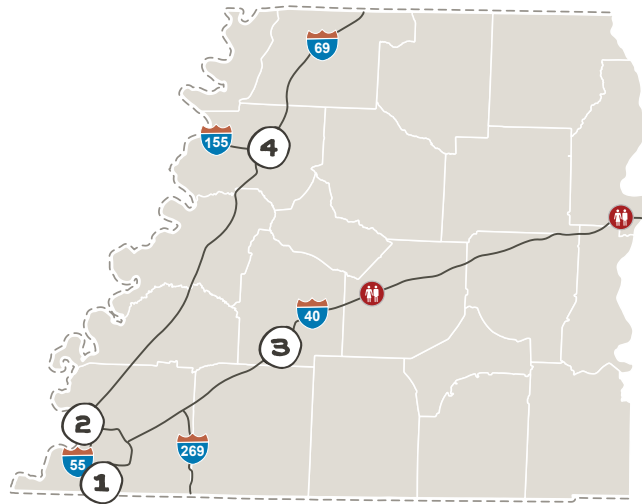
Pete Rosenboro
615-741-9035
Pete.Rosenboro@tn.gov

MANAGER OF TEAM DEVELOPMENT

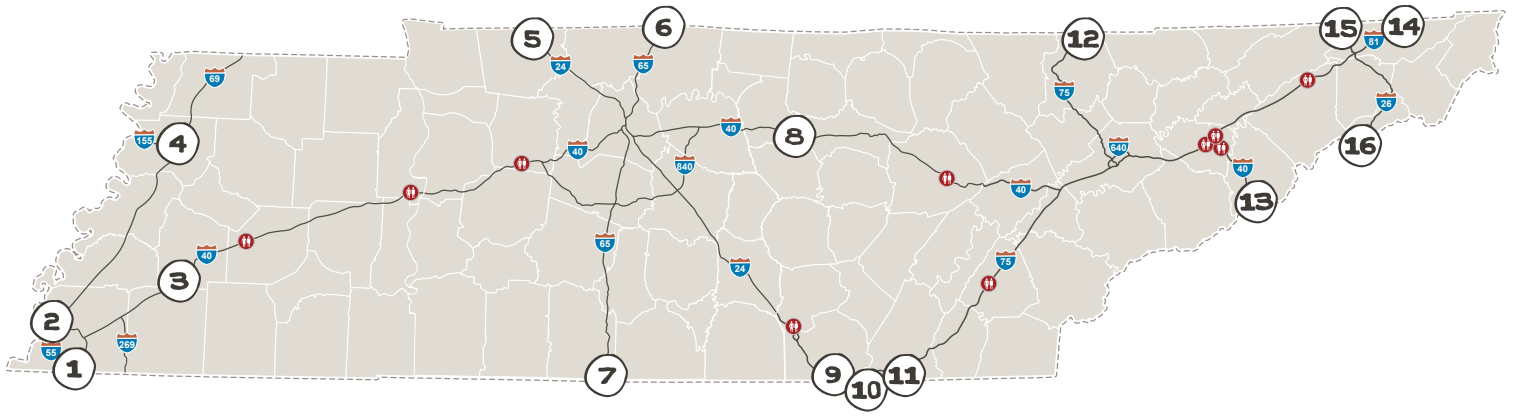
Audrey Jackson
615-741-9018
Audrey.L.Jackson@tn.gov

SAFETY/WELCOME CENTER COORDINATOR

Tami Giles
615-741-9012
Tami.Giles@tn.gov



- 1 Welcome Center
- Rest Area
- National Park
- Interstate



① I-55, SHELBY COUNTY

Freeda Hendley
901-345-5956
Freeda.Hendley@tn.gov

Shipping

3910 Interstate 55 (on the MS line)
Mile Marker 3.10
Memphis, TN 38116

Mailing

P.O. Box 16428
Memphis, TN 38186

2 I-40, SHELBY COUNTY

Tammy Love
901-543-6757
Tammy.Love@tn.gov

Shipping

119 North Riverside Drive
Memphis, TN 38103

Mailing

119 North Riverside Drive
Memphis, TN 38103

③ I-40, HAYWOOD COUNTY

Jessica Littlejohn
731-779-1212
Jessica.F.Littlejohn@tn.gov

Shipping

I-40 Westbound
Mile Marker 44
Stanton, TN 38069

Mailing

P.O. Box 177
Stanton, TN 38069

④ I-155, DYER COUNTY

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

5 I-24, MONTGOMERY COUNTY

Don Townsend
931-648-5509
Don.Townsend@tn.gov

Shipping

I-24 Northwest of Nashville (on the KY line)
Mike Marker 0.40
Clarksville, TN 37040

Mailing

P.O. Box 30187
Clarksville, TN 37040

⑥ I-65, ROBERTSON COUNTY

Eric Elizer
615-325-4721
Eric.Elizer@tn.gov

Shipping

6111 Lake Springs Road
Portland, TN 37148

Mailing

6111 Lake Springs Road
Portland, TN 37148

⑦ I-65, GILES COUNTY

Brenda Anderson
931-468-2654
Brenda.G.Anderson@tn.gov

Shipping

I-65 South of Nashville (on the AL line)
Mile Marker 3
Ardmore, TN 38449

Mailing

P.O. Box 1166
Ardmore, TN 38449

8 I-40, SMITH COUNTY 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
9 I-24, MARION COUNTY Renee Trammell 423-942-0933 Renee.Trammell@tn.gov	Shipping I-24 West of Chattanooga (on the AL line) Mike Marker 160 Jasper, TN 37347	Mailing P.O. Box 518 Jasper, TN 37347
10 I-24, HAMILTON COUNTY Jim Elbert 423-821-2628 James.H.Elbert@tn.gov	Shipping 17180 Interstate 24, East Mile Marker 171.8 Chattanooga, TN 37419	Mailing P.O. Box 2037 Chattanooga, TN 37409
11 I-75, HAMILTON COUNTY Lauren Johnson 423-894-6399 Lauren.L.Johnson@tn.gov	Shipping 100 Interstate 75, North Mile Marker 0.7 East Ridge, TN 37412	Mailing P.O. Box 9415 East Ridge, TN 37412
12 I-75, CAMPBELL COUNTY Ryne Cummins 423-784-5820 Ryne.Cummins@tn.gov	Shipping I-75 South (on KY line) Mile Marker 161 Jellico, TN 37762	Mailing 16320 Interstate 75 Jellico, TN 37762
13 I-40, COCKE COUNTY Collin Woody 423-487-3258 Collin.Woody@tn.gov	Shipping I-40 SE of Newport (on the NC line) Mile Marker 446 Hartford, TN 37753	Mailing P.O. Box 100 Hartford, TN 37753
14 I-81, SULLIVAN COUNTY Janice Martin 423-764-5821 Janice.Martin@tn.gov	Shipping 10749 Interstate 81, SB Mile Marker 75.3 Bristol, TN 37620	Mailing P.O. Box 3608 Bristol, TN 37625
15 I-26, SULLIVAN COUNTY Ken Olinger 423-246-0214 Ken.Olinger@tn.gov	Shipping 5 Interstate 26 Mile Marker 5 Kingsport, TN 37664	Mailing P.O. Box 3083 Kingsport, TN 37664
16 I-26, UNICOI COUNTY Jackie Rains 423-743-4146 Jackie.Rains@tn.gov	Shipping 100 Fiddlers Lane Erwin, TN 37650	Mailing 100 Fiddlers Lane Erwin, TN 37650



Foster Falls, Sequatchie

RESEARCH

Data informs nearly all of our decisions. We rely upon various research products and data sources to help us understand the characteristics, preferences and planning habits of potential visitors. This information also enables us to determine which markets to invest resources into and measure how well our marketing campaigns and efforts in the travel trade are performing.

22.02 BILLION

Travel Expenditures

⬆️ **6.0% INCREASE**

Higher than the national growth of travel generated expenditures of 4.9%.



INTERNATIONAL TRAVELER expenditure growth is:

7X THE NATIONAL AVERAGE

5.4% TN
VS
0.8% US

**Total Economic Impact includes domestic and international travel.*

\$4.99 BILLION

Payroll

⬆️ **6.9% INCREASE**

Higher than the national growth of travel generated payroll of 3.6%.

189,757 EMPLOYMENT

Across Tennessee

⬆️ **2.9% INCREASE**

Higher than the national growth of travel generated employment of 1.3%.

\$1.81 BILLION

State & Local Tax Revenue

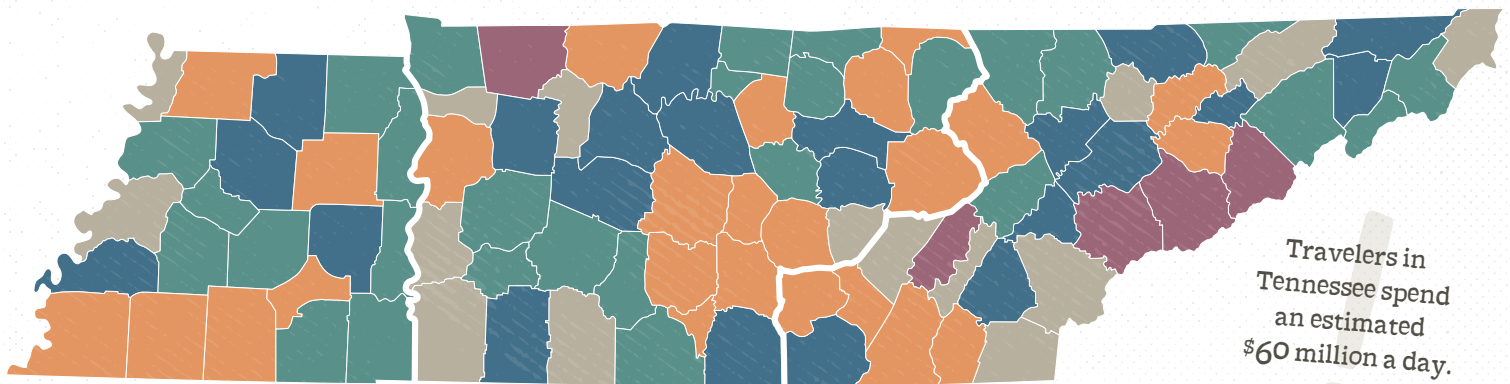
⬆️ **4.5% INCREASE**

Higher than the national growth of travel generated state & local tax revenues of 4%.

ALL 95 COUNTIES

THROUGHOUT
TENNESSEE SAW AN INCREASE IN THEIR DOMESTIC TRAVEL SPENDING

DOMESTIC TRAVEL SPENDING INCREASE



Colored by % Increase 7.4-9.2% 5.8-7.1% 3.9-5.6% 2.1-3.8% 0.3-2.1%

Travelers in Tennessee spend an estimated \$60 million a day.

119.37

MILLION

Domestic
Person-Stays*
in 2018

5.1%

INCREASE

In Tennessee's Total Visitation
over 2017; which was 113.6
million person-stays

1.99

NIGHTS

Average Stay
(Total Travel)

1.93

PEOPLE

Average Traveling Party

\$128

PER PERSON

Daily Spending

\$408

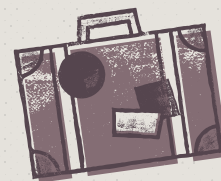
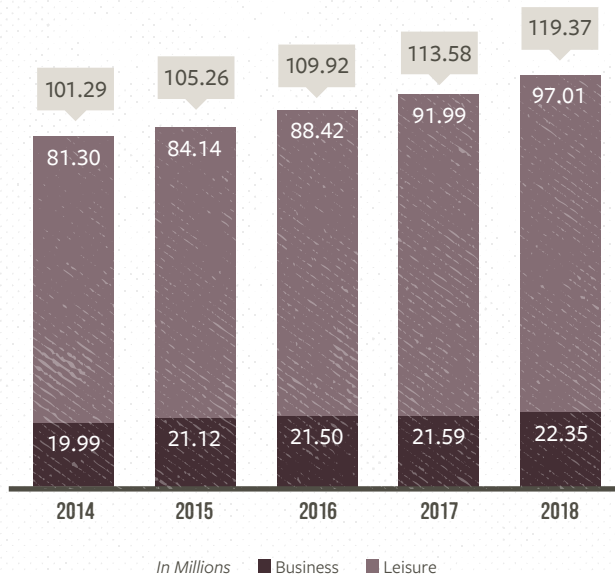
PER TRIP

Average Spending

TENNESSEE WAS THE LARGEST ORIGIN MARKET,
FOLLOWED BY ALABAMA, NORTH CAROLINA, GEORGIA AND KENTUCKY.

**The number of non-unique individuals that visited Tennessee, regardless of how long they stayed*

TENNESSEE PERSON-STAYS VOLUME



RECORD SETTING

81.3%
OF PERSON-STAYS
WERE LEISURE
TRAVELERS

Visitor Satisfaction	United States	Tennessee	Tennessee Leisure	Competitive Set*
Overall Satisfaction	8.40	8.54	8.63	8.46
Value for the Money	8.17	8.18	8.28	8.24
Friendly, Helpful People	8.48	8.69	8.73	8.60
Feeling of Safety	8.41	8.38	8.45	8.50
Likely to Recommend	8.39	8.58	8.61	8.50

Rating of 10 = Excellent, Rating of 1 = Poor.

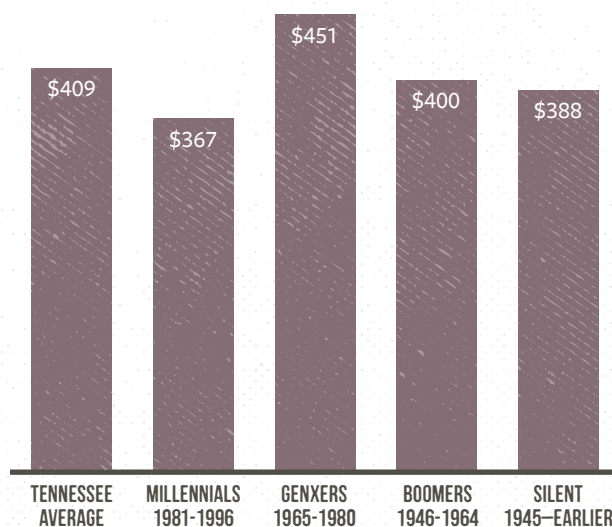
Visitor Profile for Race/Ethnicity	United States	Tennessee	Competitive Set*
Asian	6%	1%	4%
Black/African American	9%	10%	15%
Hispanic/Latino/Spanish Origin	13%	6%	10%
Native American	3%	2%	2%
Native Hawaiian/Pacific Islander	1%	0%	0%
Other/Mixed	4%	2%	3%
White	80%	86%	78%

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

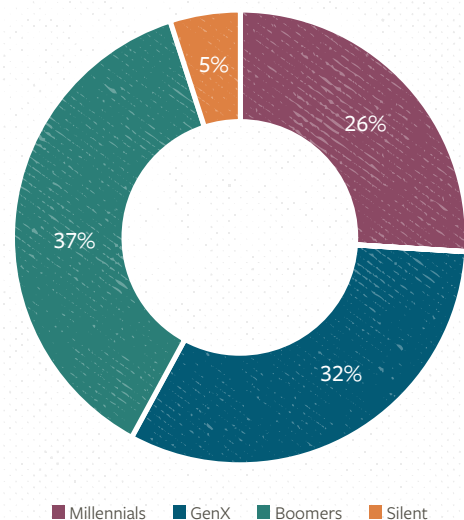
THREE YEAR AVERAGE

2016-2018 TOTAL STAYS

AVERAGE PARTY PER TRIP SPENDING



GENERATIONS OF VISITORS



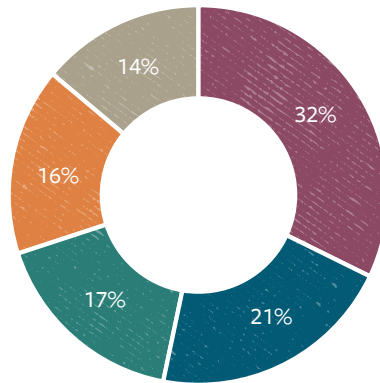
VISITOR PROFILE

Trip Planning

Same Day	16%
Less Than 1 Week	19%
1 Week	13%
2-3 Weeks	17%
1 Month	13%
2-3 Months	12%
4-5 Months	4%
6+ Months	4%

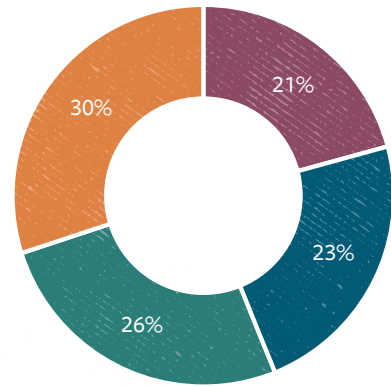
HOUSEHOLD INCOME

Under \$50,000
\$50,000-\$74,999
\$75,000-\$99,999
\$100-\$149,999
\$150,000+



TRIP TIMING

Winter
Spring
Summer
Fall



Children in Household

	Tennessee	East	Middle	West
No Children	58%	51%	65%	67%
5 Years or Younger	18%	19%	16%	16%
6-12 Years Old	25%	29%	21%	24%
13-17 Years Old	20%	22%	19%	13%

Daily Spending Per Person

	Tennessee	East	Middle	West
Transportation	25%	20%	29%	32%
Food	26%	26%	25%	28%
Room	19%	21%	19%	15%
Shopping	17%	21%	12%	15%
Entertainment	11%	11%	12%	8%
Miscellaneous	2%	2%	3%	2%

Household Income

	Tennessee	East	Middle	West
Under \$50,000	32%	36%	28%	32%
\$50,000-\$74,999	21%	19%	23%	23%
\$75,000-\$99,999	17%	15%	18%	16%
\$100,000-\$149,999	16%	17%	15%	16%
\$150,000+	14%	14%	16%	12%

Stay Length Distribution	Tennessee	East	Middle	West
Day Trips	53%	51%	59%	48%
1 Night	18%	14%	17%	26%
2 Nights	11%	12%	10%	13%
3 Nights	8%	10%	8%	4%
4-7 Nights	8%	10%	6%	8%
8+ Nights	2%	3%	1%	1%

Travel Distance by Auto	Tennessee	East	Middle	West
100 Miles or Less	39%	39%	41%	36%
101-200 Miles	27%	29%	23%	28%
201-300 Miles	14%	17%	11%	8%
301-500 Miles	10%	7%	13%	15%
501+ Miles	10%	8%	11%	13%

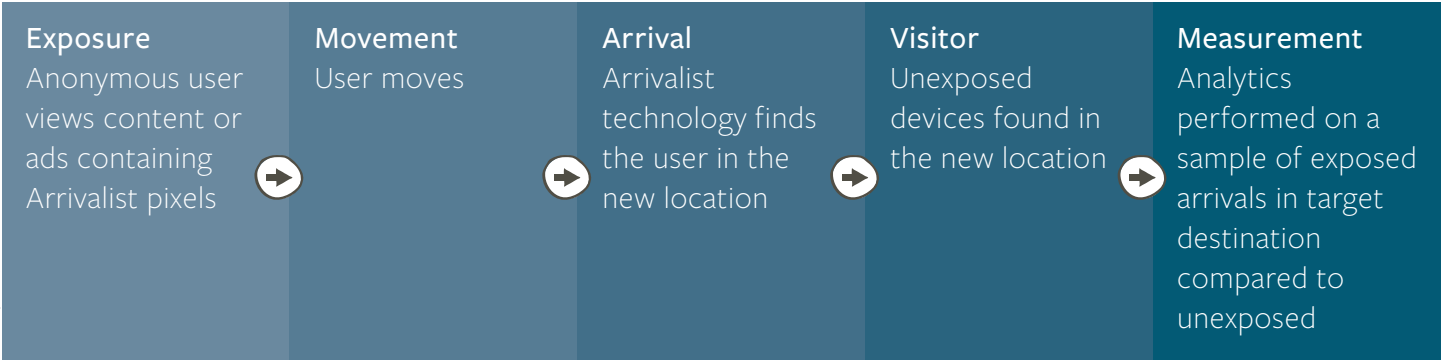
Travel Party Composition	Tennessee	East	Middle	West
1 Adult	41%	30%	52%	38%
Couples	32%	34%	28%	39%
MM/FF	6%	5%	6%	9%
3+ Adults	6%	7%	4%	6%
Children Present	15%	23%	10%	8%

Traveler Generation	Tennessee	East	Middle	West
Millennials	26%	25%	29%	15%
GenXers	32%	35%	30%	27%
Boomers	37%	35%	34%	54%
Silent	5%	4%	7%	3%

Trip Timing by Quarter	Tennessee	East	Middle	West
First Quarter	18%	17%	20%	15%
Second Quarter	24%	24%	22%	24%
Third Quarter	28%	27%	30%	24%
Fourth Quarter	31%	32%	28%	37%

ARRIVALIST: HOW IT WORKS

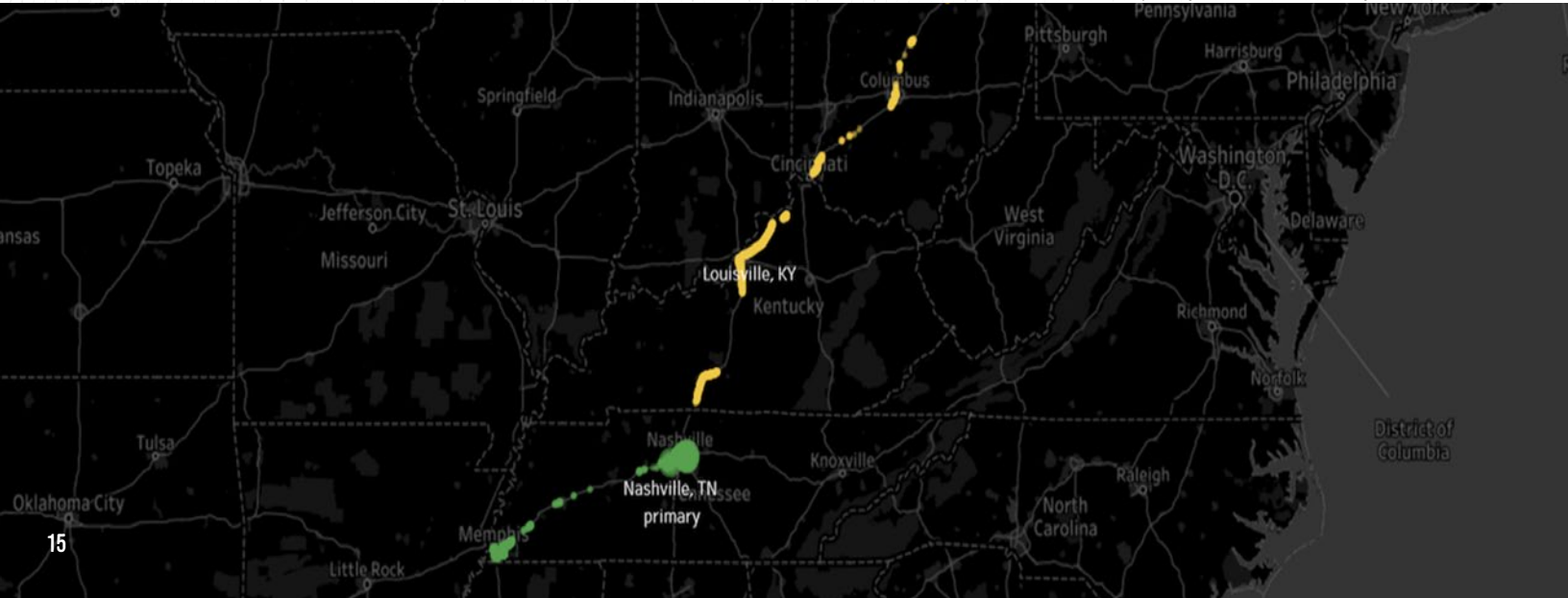
Arrivalist uses a proprietary and statistically compelling panel methodology with data from over 120 million monthly active consumers—who mirror the general adult population—and then applies rigorous analysis and technology to produce broad and relevant insights regarding consumers’ visitation behaviors.



Arrivalist Data Includes

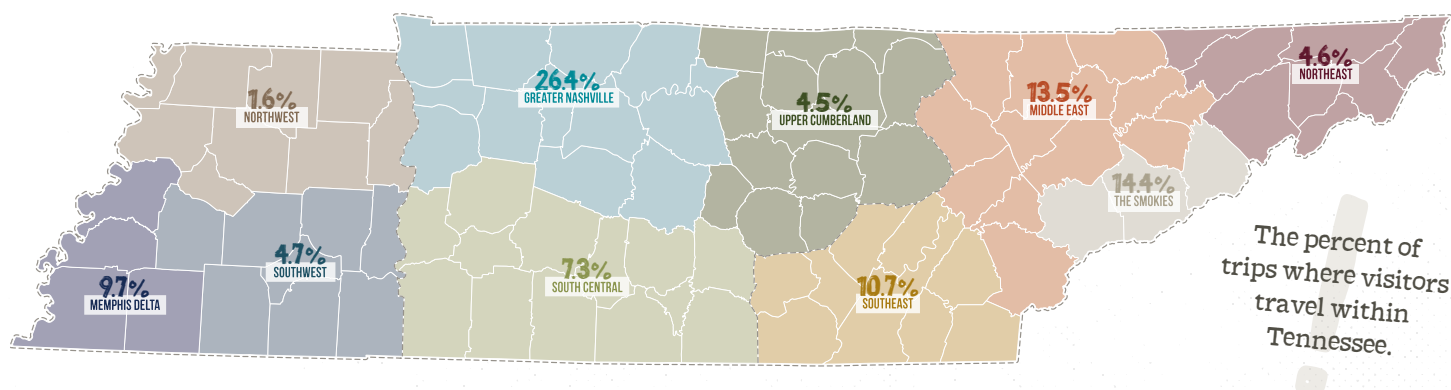
Arrivals by Campaign	Length of Stay	Top Performing Origin Markets
Arrivals by Origin Market	Media Exposed Arrivals	Unexposed Arrivals
Arrivals by Region	Message Sequencing	Visitation by Distance
Days to Arrival (by Origin Market)	Multi-Touch Attribution	Visitor Movement in Market
In Market Travel	Overnight Stays	
Incremental Time in Market	Time in Market	

Path of a visitor's journey to Tennessee tracked by mobile device



DATA USED TO INFORM STRATEGY

TDTD defined 10 zones as points of interest to track arrivals to each region as well as cross-region visitation. Arrival criteria requires visitors traveled at least 50 miles from their home (home can be both Tennessee residents, as well as out-of-state residents), spent a minimum of five hours within the state and spent the majority of trip time in Tennessee.



Arrivalist data on origin markets, travel patterns, length of stay, seasonality, and historical media performance informs our strategy and media plans. The data allows us to better understand when visitors arrived in Tennessee, what marketing they were exposed to prior to arrival, where they came from, how long they stayed and where they traveled throughout the state.



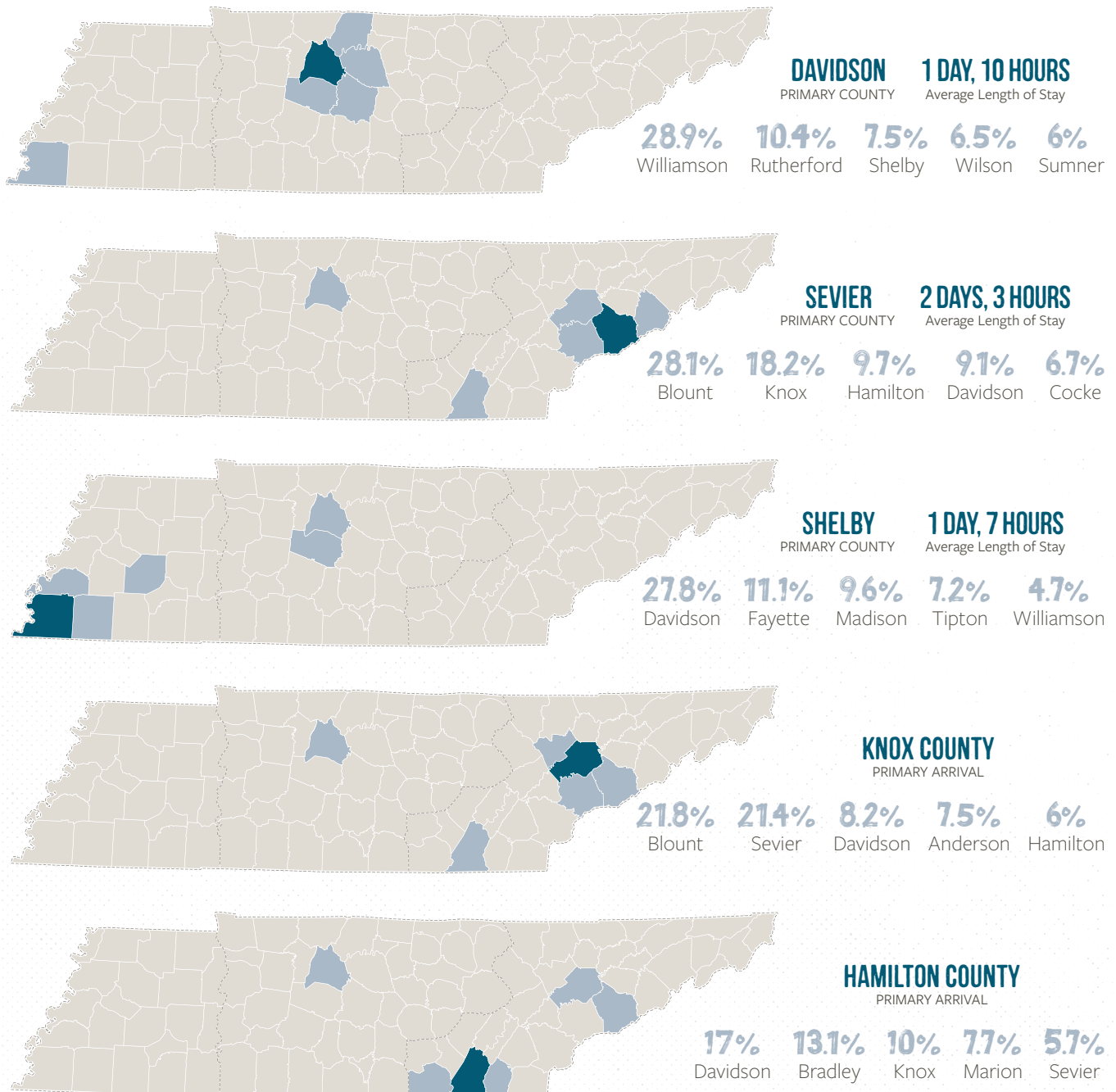
Priority Markets	Visitor Percent*	Average Time in the Market
Atlanta, GA	10.9%	1 day, 22 hours
Birmingham, AL	4.7%	2 days, 5 hours
Greenville, SC	3.7%	2 days, 3 hours
Louisville, KY	2.6%	2 days, 1 hour
Cincinnati, OH	2.4%	2 days, 11 hours
Chicago, IL	2.3%	3 days, 5 hours
Paducah, KY	2.1%	2 days, 1 hour
Indianapolis, IN	2.0%	2 days, 19 hours
Little Rock, AR	1.9%	2 days, 17 hours
Saint Louis, MO	1.7%	2 days, 18 hours
Dallas, TX	1.5%	3 days, 16 hours
Jackson, MS	1.1%	2 days, 19 hours

*Percentages based on 852,918 tracked arrivals

ARRIVAL COUNTY CROSS VISITATION

Using Arrivalist data, the department can analyze visitation patterns to drive better marketing decisions and gain a greater understanding of visitation across multiple counties in Tennessee.

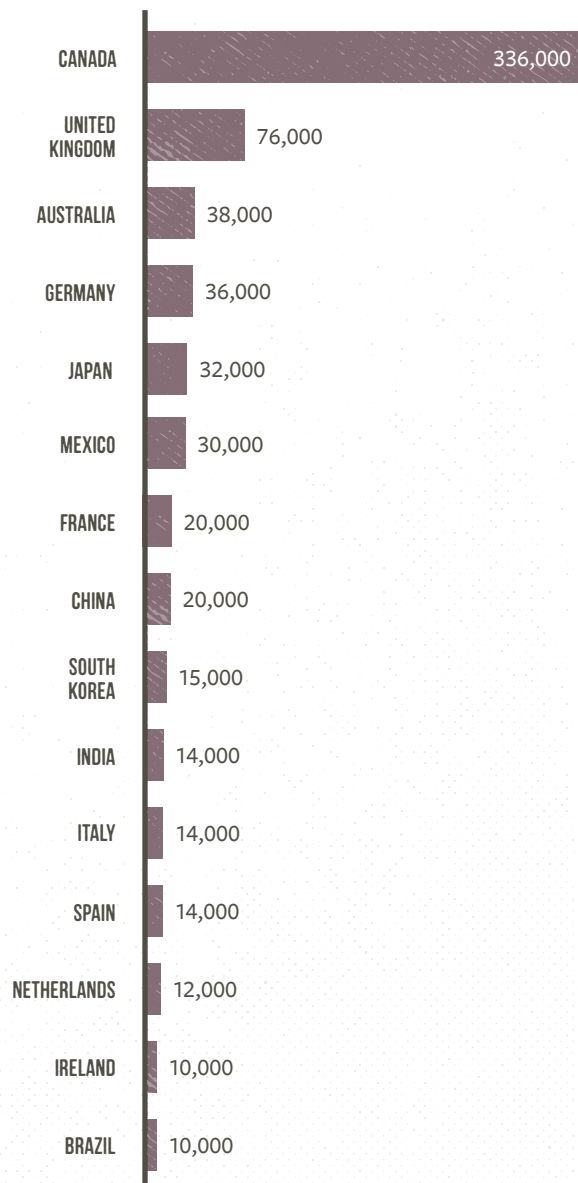
■ Primary County/Arrival ■ Secondary County/Arrival



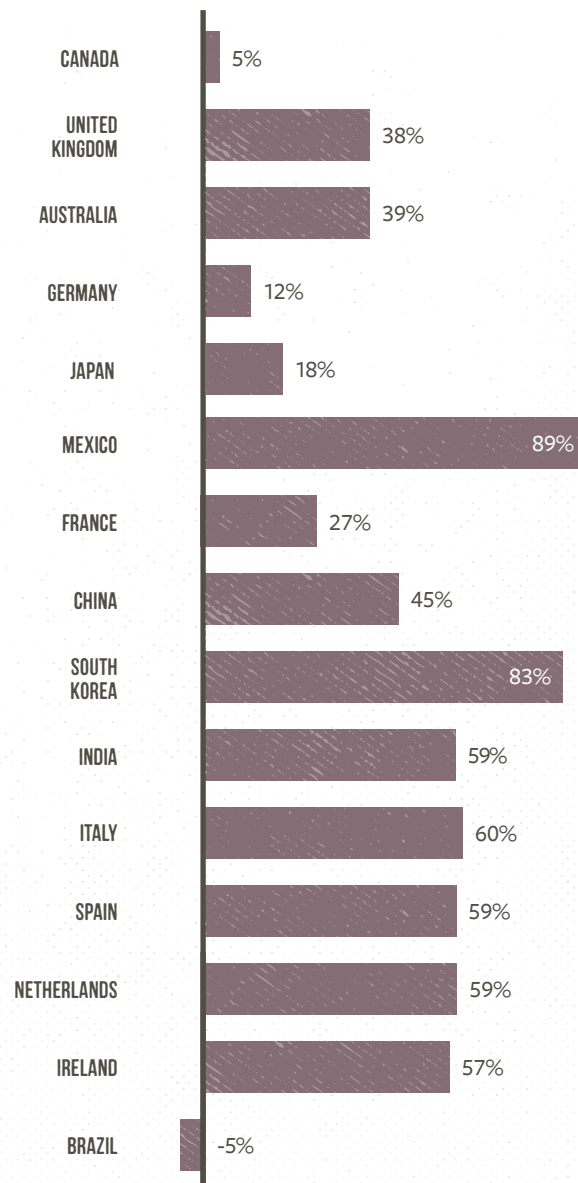
Tennessee continues to enjoy strong growth from international visitors in terms of visitation and spending from around the globe.

Canada ranks highest in visitation among international markets, but the United Kingdom tops the list for spending for 2018. Australians are also coming to the Volunteer State in record numbers surpassing Germany in both visitation and spending for the first time.

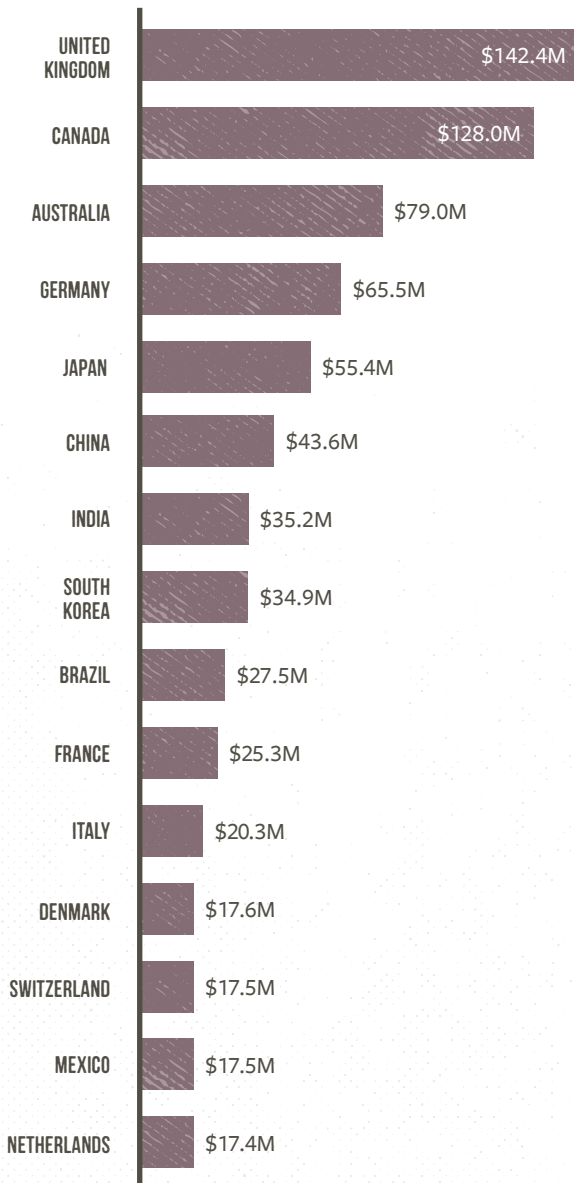
VISITS FROM TOP 15 MARKETS OF ORIGIN, 2018



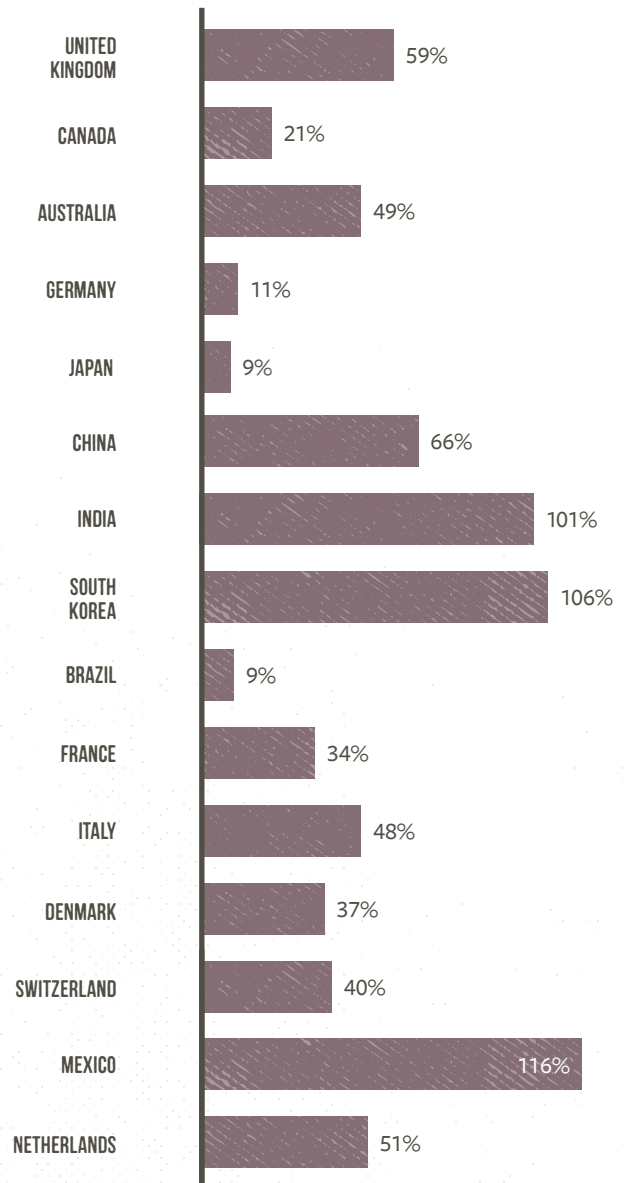
TOTAL GROWTH IN TOP 15 MARKETS, 2013 TO 2018



SPENDING BY TOP 15 MARKETS

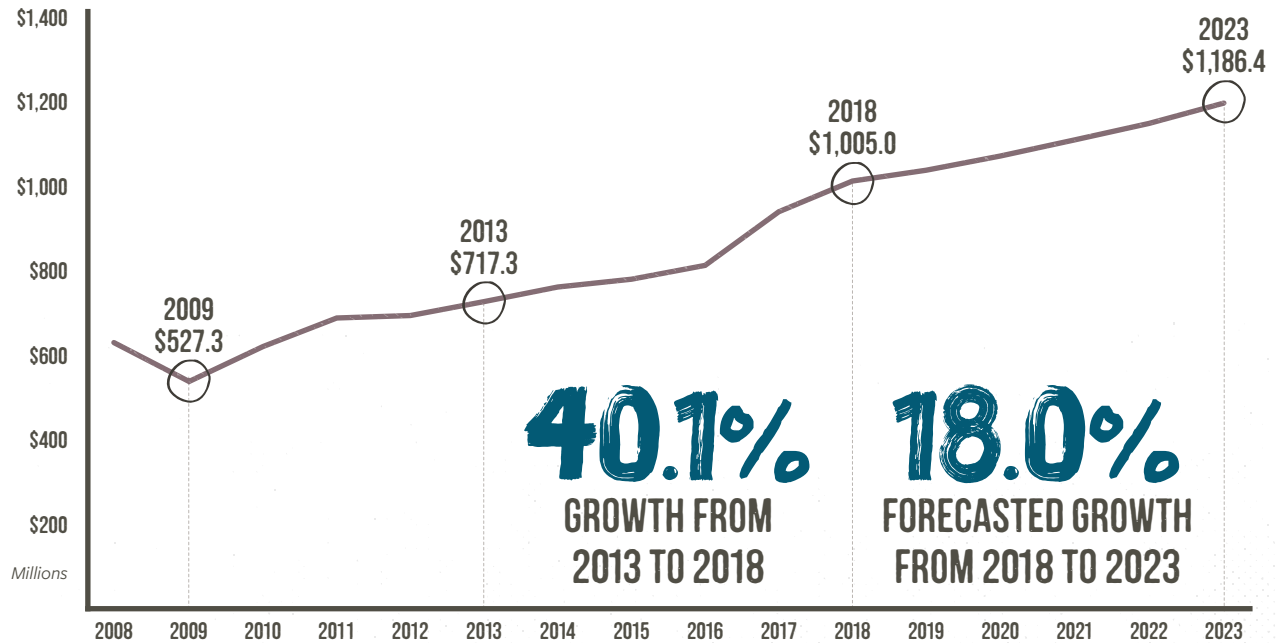


TOTAL GROWTH FROM 2013-2018

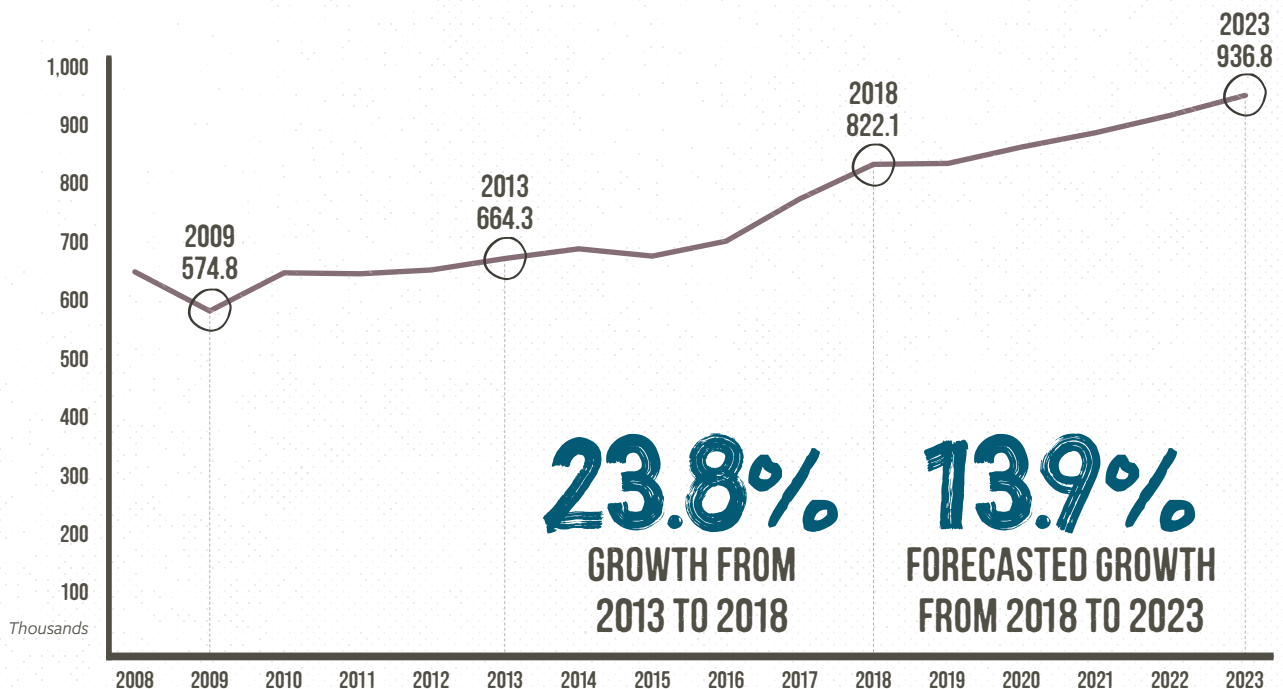


Edgar Evins State Park, Silver Point

SPENDING FROM TOTAL INTERNATIONAL IN TENNESSEE



VISITS FROM TOTAL INTERNATIONAL TO TENNESSEE





The Roots at the Six Degrees to Tennessee Roots Jam

MARKETING

TDTD works with its agency of record, VMLY&R, to produce marketing campaigns featuring high-quality creative, sophisticated digital media tactics and experiential activations that cut through the clutter and resonate emotionally. These campaigns combined with a dynamic website, ongoing social media efforts and email communication are designed to deepen engagement and create trip inspiration, increasing travel to Tennessee.

FY 2019 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 new test markets
- Sustain awareness and engagement in secondary markets to stay top of mind
- Target consumers through brand pillar messaging on multiple platforms and mediums throughout the entire year

TARGET MARKETS

Priority Markets (Broadcast & Digital)

Atlanta

Cincinnati

Chicago

Dallas

Indianapolis

Maintenance Markets (Digital Only)

Birmingham

Jackson

Louisville

Little Rock

Greenville

Paducah / Cape Girardeau

St. Louis

Spring 2019 Test Markets (Digital Only)

Charlotte

Tampa

CUSTOMER-FOCUSED GOVERNMENT METRICS

\$4,482,541

SUM OF ALL MEDIA SPEND

(104% to Goal)*

160,079,289

INTENT TO TRAVEL ENGAGEMENTS

(148% to Goal)

3,157,535,219

UNIQUE DOMESTIC PR IMPRESSIONS

(97% to Goal)

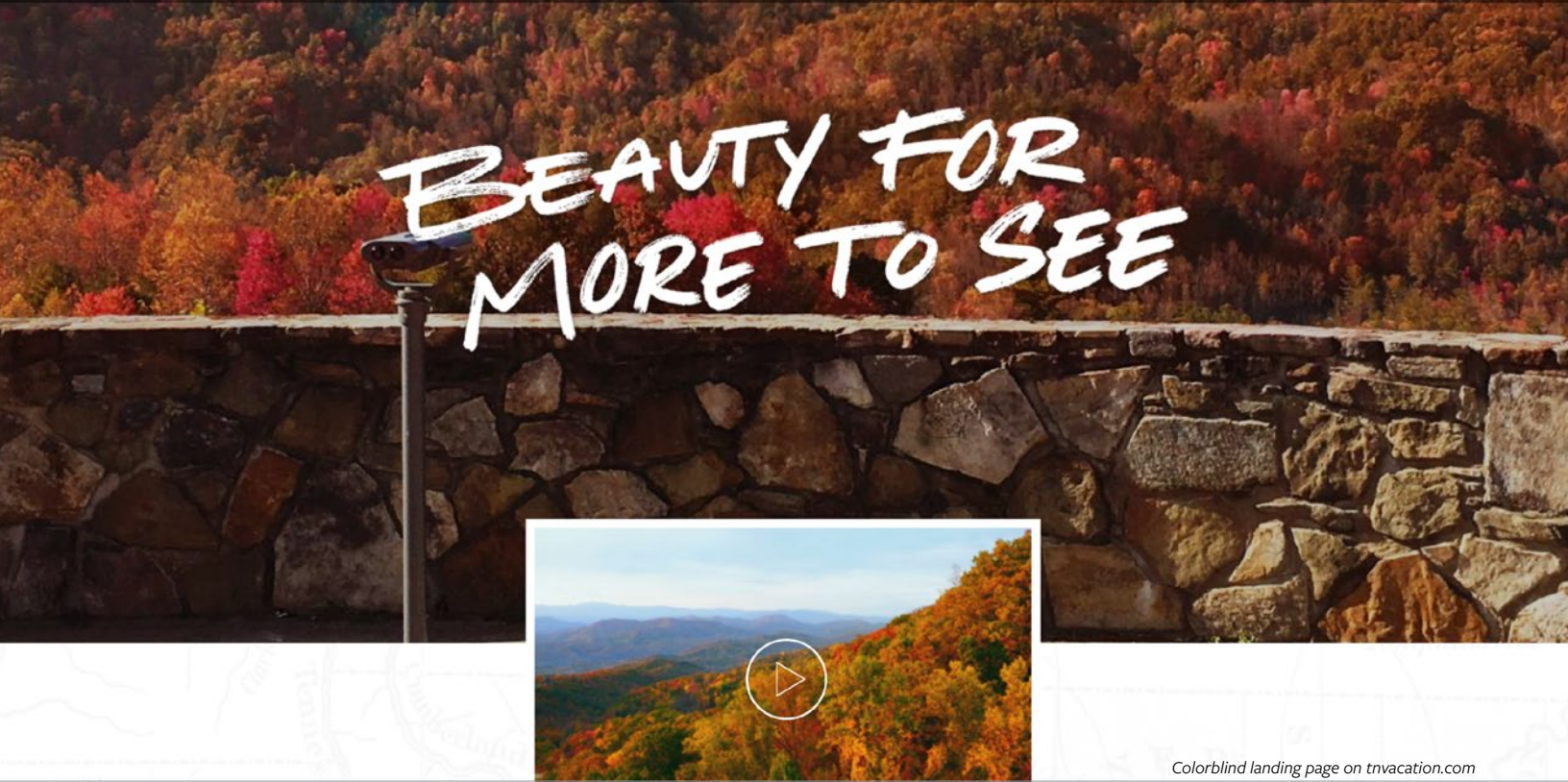
\$0.03

COST PER ENGAGEMENT

(More efficient than the goal of \$0.04)

*Partner contributions to co-op programs resulted in spend exceeding budget and contributed to increase of intent to travel engagements.





Colorblind landing page on tnvacation.com

FALL 2018: COLORBLIND

Last fall, nine more colorblind viewfinders were installed across the state to further capitalize on the phenomenal success of the 2017 campaign and emotional colorblind video that went viral reaching over 9 million views. The 2018 campaign promoted the additional viewers (12 total) by re-targeting ads to the audience that engaged with the content the year prior to again leverage the video’s messaging to showcase the fall beauty state-wide for all audiences to see firsthand.



Campaign Tactics

Display

E-mail

Influencers

Online Video

Paid Social

Campaign Performance

10,000+ Social Shares

25.5 Million Video Views

64,127 Website Visits

43.2 Million Impressions



SPRING 2019 CAMPAIGN

DURATION: MID FEB. – JUNE 2019

Spring is the main travel planning season among all of the state's audiences, with families primarily looking to capitalize on travel during spring and summer breaks from school.

152.8M
IMPRESSIONS
(112% to Goal)

610K
PAID MEDIA CLICKS
(120% to Goal)

37M
VIDEO COMPLETIONS
(262% to Goal)

65%
BLENDED VIDEO
COMPLETION RATE
(116% to Goal)

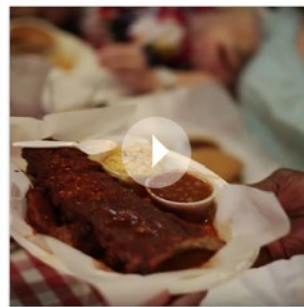
428K
VISITS TO
TNVACATION.COM
(87% to Goal)



Explore More

Tennessee Vacation
Sponsored · 🌐

Experiences you can't find anywhere else. The kind that can only be Made in Tennessee.



Experience Tennessee

[Learn More](#)

Like

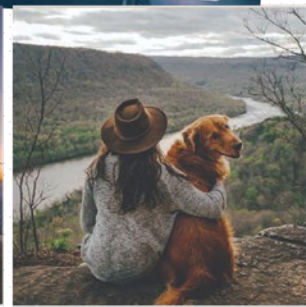
Comment



Dial Up the Romance

[Learn More](#)

Share



Take in the Scenery

[Learn More](#)

Campaign Tactics

Broadcast TV

Chat-bots

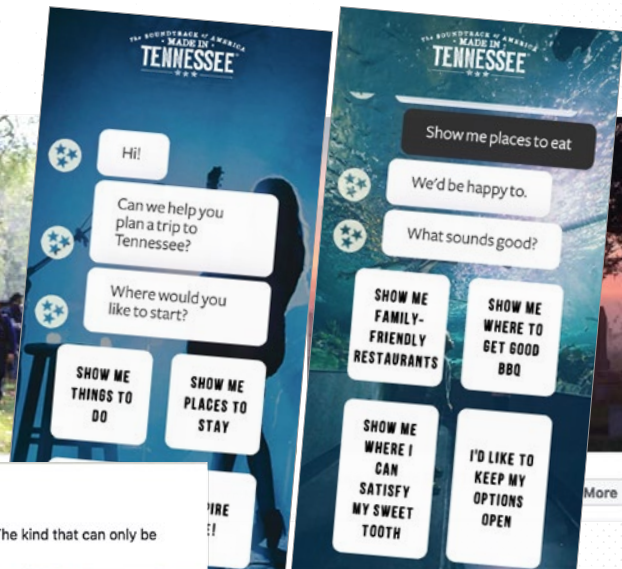
Connected TV

Display

E-mail

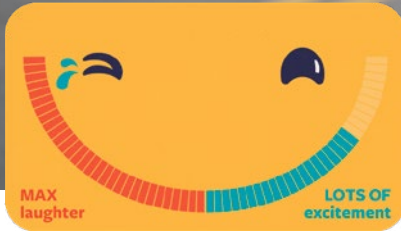
Online Video

Paid Social



More

Tour Historic Small Town



Kid Reviewed at Dollywood, Pigeon Forge

SUMMER 2019: KID REVIEWED

DURATION: JUNE 5–JULY 31, 2019

Family vacation experiences are a pillar of *The Soundtrack of America. Made in Tennessee*. The Kid Reviewed campaign used science in the form of “laugh-trackers” and heart monitors to record soundtracks of children’s laughter and measure their excitement. This data, combined with verbal reviews of more than 30 family attractions, were used to create the first-ever website featuring reviews from the real fun experts, kids!

At kidreviewedtn.com the information is sorted by age groups allowing moms to see which attractions are most likely to appeal to kids the same age as her own. The data collection will continue to showcase family vacations that can only be *Made in Tennessee*.

Campaign Performance

66.7 Million Impressions

19.1 Million Video Views

\$11,544,214 Hotel Revenue*

120,097 Website Visits

42,585 Hotels Booked*

*Source: Adara



ALWAYS-ON DIGITAL

TDTD employs a variety of digital tactics to keep a presence across various platforms year round and drive awareness for specific initiatives that are not included in larger campaign efforts.

5,286,299

TOTAL PAID ENGAGEMENTS

4,778,749

Pinterest

58,589

Instagram

445,195

Facebook

3,766

Twitter

124,310,071

TOTAL VIDEO IMPRESSIONS

60,653,430

Online Video

10,199,844

Pinterest

46,555,760

YouTube

6,901,037

Facebook/IG

567,175

INFLUENCER ENGAGEMENTS

7,900

INSTAGRAM POST SAVES

(Up 27% YoY)



DISPLAY STATS

107,209,190

Total Video Views

74,120,199

Total Display Impressions

PANDORA MIX TAPE*

182,080

All Time Listeners

2,276

New Listeners

1,665

Hours Listened

*Part of the fall campaign

SOCIAL MEDIA

Facebook & Instagram

We shifted our approach to run units focused on driving site visits and video views in FY18/19, which decreased year-over-year (YoY) engagements, but significantly increased social video views YoY.

Pinterest

Larger investments were made in Pinterest in FY18/19, taking advantage of new video units. Pinterest drove the most video views for TDTD among the social platforms.

YouTube

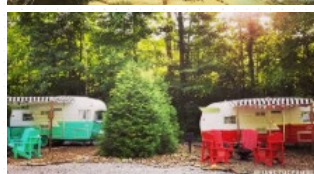
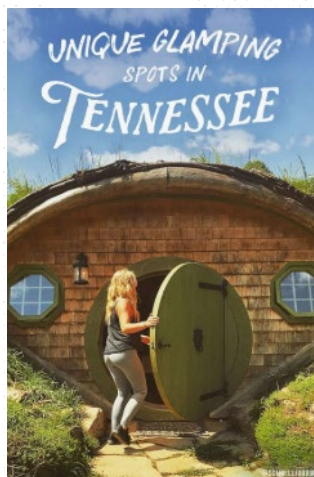
There were 46.5 million video views on YouTube. YouTube contributed to every major TDTD campaign this year and drove higher view-through rates YoY.

1,100,000
PINTEREST VIEWERS
(Monthly)

93,850
NUMBER OF TIMES
#MADEINTN WAS USED

466,305
TOTAL VIEWS OF STORIES
346,114 **120,191**
Instagram Snapchat

584,931
TOTAL VISITS
To Website (tnvacation.com)
From Social Media Posts



TAKE IN EVERY
BREATHTAKING
VIEW...

OUTDOOR LEISURE EXPERIENCE

Homepage of tnvacation.com

TNVACATION.COM

3,023,568
VISITS TO TNVACATION.COM

2,454,332
UNIQUE VISITORS

5,774,735
PAGES VIEWED

23,440
UNIQUE "MY TRIP" VIEWS

40,346
"MY TRIP" ADDITIONS

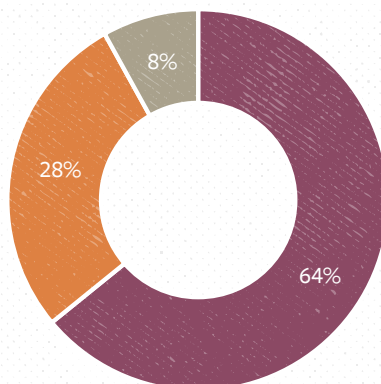
379,408
PARTNER PAGE ENGAGEMENTS

TNVACATION.COM SITE ENHANCEMENTS

- ① New "experience" pages
- ② New digital ad spaces for partners to advertise
- ③ Launched [fishtn.com](#), [tnmusicpathways.com](#), and [kidreviewedtn.com](#)
- ④ New sub-category pages

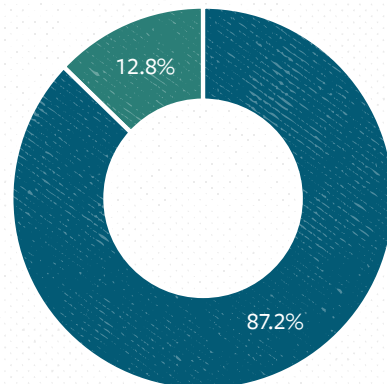
SITE TRAFFIC BY DEVICE

■ Mobile ■ Desktop ■ Tablet



NEW VS RETURNING VISITORS

■ New Visitors ■ Returning Visitors



PREMIUM DIGITAL EXPOSURE ON TNVACATION.COM

Advertising opportunities on **tnvacation.com** offer high-impact visibility for your City page and Partner page. To advertise in the guide, please speak with one of TDTD's three Journal Communications contacts listed below:

WEST TENNESSEE

Deshaun Goodrich
865-385-3830
dgoodrich@livmedia.com

MIDDLE TENNESSEE

Mary Ann Stafford
615-218-8217
mstafford@livmedia.com

EAST TENNESSEE

Will Zanetis
615-668-1207
wzanetis@livmedia.com

SNAPSHOT OF TNVACATION.COM



DIGITAL ADVERTISING FOR PARTNERS ON TNVACATION.COM

Promote your tourism attraction or location on the homepage of **tnvacation.com**. With a full-width photo and a custom call-out, the Homepage Sponsored Link provides a signature link to your City or Partner page.

IT'S AN EXPERIENCE THAT CAN ONLY BE...

THE SOUNDTRACK OF AMERICA
MADE IN
TENNESSEE

SPONSORED CONTENT OPTIONS

Leverage an engaged audience on **tnvacation.com** to tell the story of your destination in one of four ways: Partner Spotlight, Destination Itinerary, Listicle or Boost. Capture the moments, the memories, the people, the places and things that are uniquely and authentically Tennessee.

1 PARTNER SPOTLIGHT

Profile a specific topic unique to your destination.

2 DESTINATION ITINERARY

Give a glimpse into “A Day in your City” or a “Weekend Family Getaway” that includes 6-10 locations with a photo and content about each.

3 LISTICLE

A special option for partner attractions to be included in regional and statewide articles.

4 BOOST EXISTING CONTENT

Already have a great article on **tnvacation.com**? Boost your article to the top of the content list.

PROMOTE SPONSORED LINKS

A REGIONAL/CITY PAGES

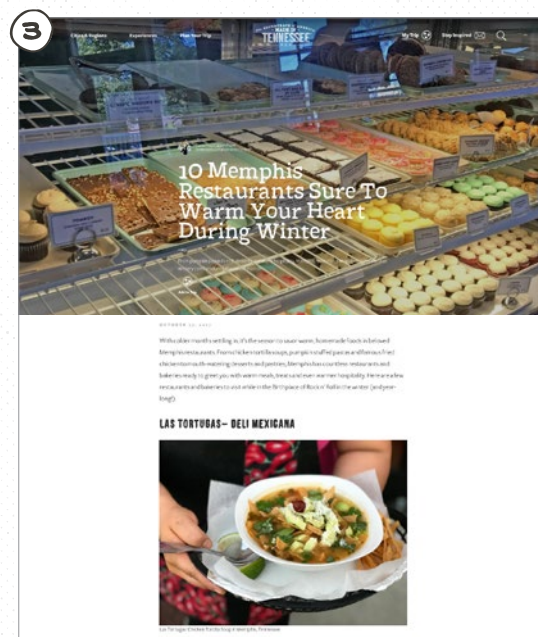
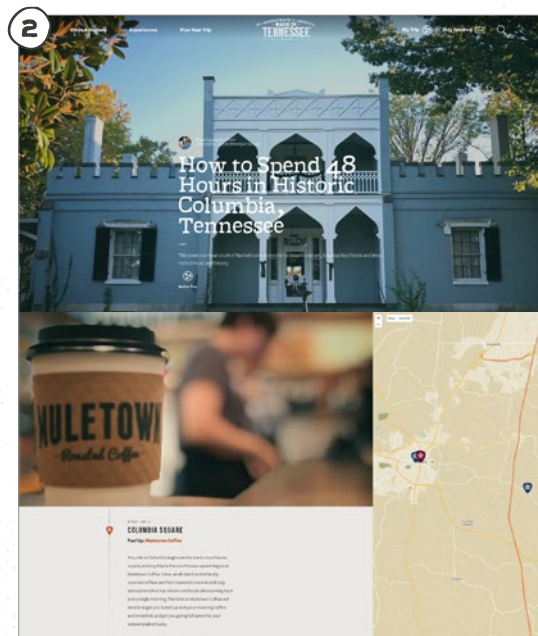
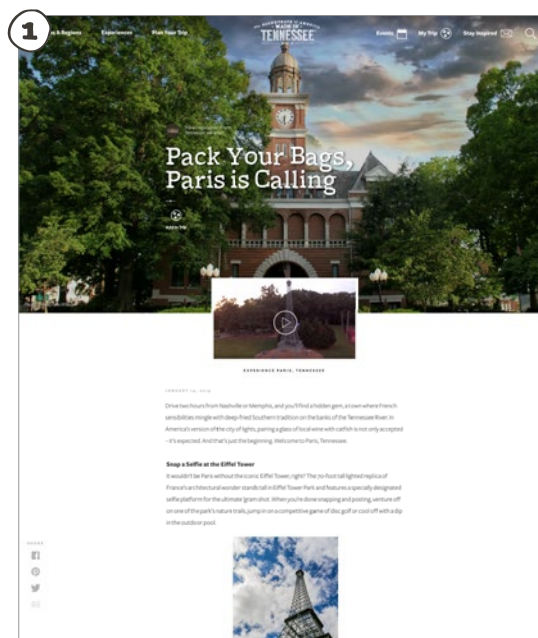
Integrate a link within a content band on a high-traffic Region or City page that will direct to your City page, Partner page or external site.

B SUB-CATEGORY SPONSORED PAGES

Integrate a link within a regional content band on one of our 39 specific sub-category pages that will direct to your Partner page or external site.

C BOOST YOUR PARTNER PAGE

Boost your Partner page to the top of filtered results within Trip Planner, Region or City pages.



SITE-WIDE VISIBILITY IN PRE-FOOTER

The pre-footer position on **tnvacation.com** offers premium, full-page-width exposure that is seamlessly integrated into page content for a more native experience. Promote your City page, Partner page or external link on almost every page in rotation with other Partners, or choose exclusive positioning on the Experiences pages, which delve into every category of tourist activities in Tennessee.

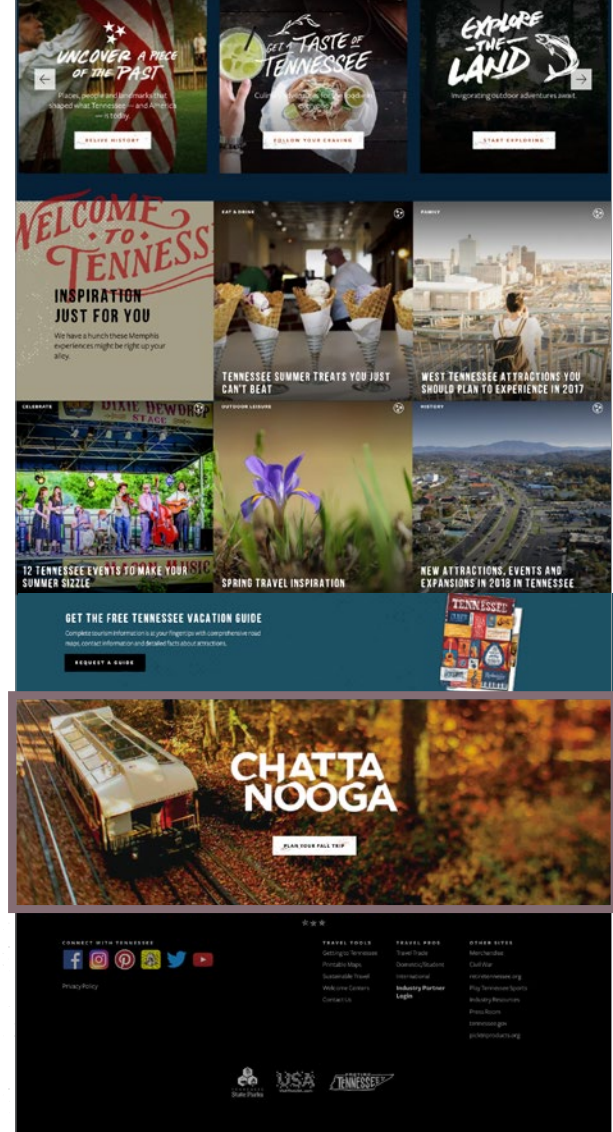
Integrate a link on one of **tnvacation.com**'s two pre-footer options that will direct to your City page, Partner page or external site.

① SITE-WIDE PRE-FOOTER

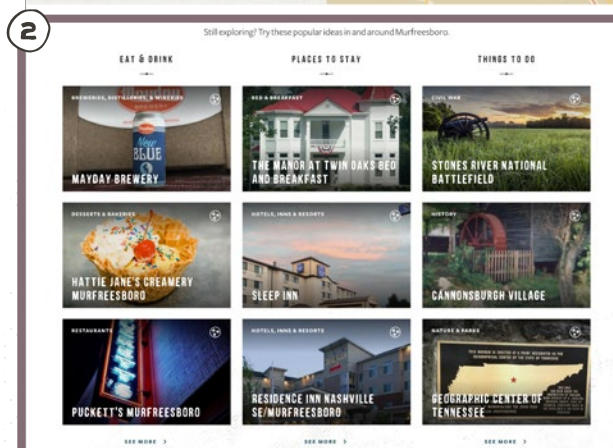
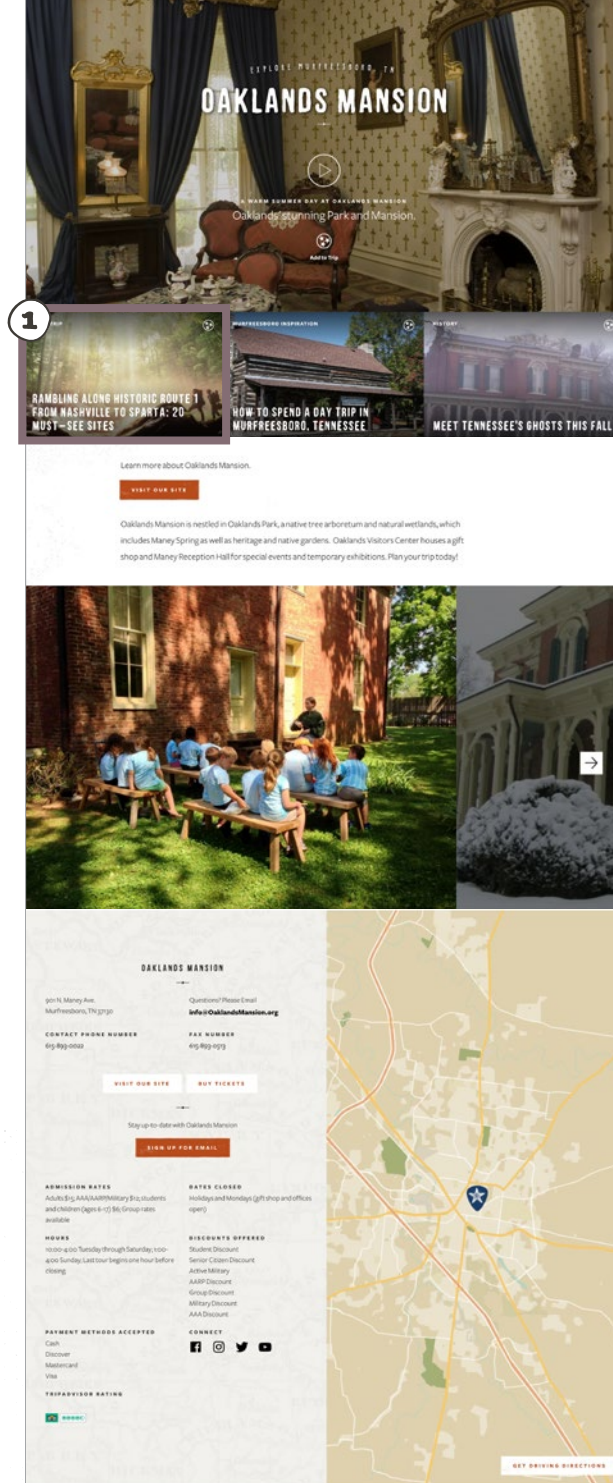
General rotation throughout the site (**tnvacation.com** homepage and Experience pages excluded).

② EXPERIENCES PRE-FOOTER

Exclusive to the Experience pages.



JOURNAL COMMUNICATIONS INC., a custom media company in Franklin, Tennessee, publishes TDOT's vacation guide. Journal Communications 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 United States.



FREE PARTNER PAGE

This complimentary web page is the building block of your exposure on **tnvacation.com**. Every tourism partner in the state is eligible for one or more FREE Partner pages on **tnvacation.com**. Partners include restaurants, adventure outfitters, nature centers, festivals, historic landmarks, music venues, unique shops and almost any other tourist attraction.

If you have multiple tourism businesses such as a restaurant, winery and bed-and-breakfast, you're encouraged to have a Partner page for each. These can be linked together by using the Related Partners field. There is no limit on the number of Partner pages.

- 1 If your attraction is mentioned in a content article on **tnvacation.com**, a preview of that article will appear on your Partner page. Up to three tagged articles.
- 2 The category grid spotlights related and neighboring attractions to entice visitors to spend the day in your part of the state.
- 3 If your attraction is included on an official "Discover Tennessee Trails & Byways," that trail is highlighted on your Partner page.

WHERE DOES YOUR PAGE APPEAR?

Everywhere! Each Partner page is linked to the landing pages for its region, subregion and city. It's linked in relevant Experience pages, tourism category and sub-category(-ies).

Partner pages are the targets of all promotion efforts on **tnvacation.com**. From seasonal website promotions to free and sponsored content articles, purchased ad positions and the Plan Your Trip drill-down tool.

OFFICIAL TENNESSEE VACATION GUIDE

Designed to inspire travel, the magazine-style 2019 Tennessee Vacation Guide features 194 pages of Tennessee's music, scenic beauty, creative spirit, culinary excellence and history. The hand-illustrated cover depicts a quilt with the seven genres of music that call Tennessee home. The metaphorical quilt represents the historical impact of music throughout all 95 counties, and is a nod to the recently launched Tennessee Music Pathways.



Within the vacation guide, readers will find:

“What’s Old Is New”

Showcasing historic places across the state that have been reinvented into unusual places to eat, shop and stay.

“New & Noteworthy”

Highlighting new attractions, such as the Tennessee State Museum in Nashville and Dollywood’s Wildwood Grove in Pigeon Forge.

“Discover Tennessee”

Driving tours throughout the state’s 95 counties on the Discover Tennessee Trails & Byways.

The guide also offers insight into Tennessee’s growing food scene, the important historical journey along the U.S. Civil Rights Trail, adventures on the state’s many lakes and rivers and family-friendly experiences. Stunning photography and noted writers profile the places, people and events that attract more than 119 million visitors to Tennessee each year.

TOP 5 WAYS TO OBTAIN AN OFFICIAL VACATION GUIDE

- 1 View online at tnvacation.com/guide
- 2 Order at tnvacation.com or 800-GO2-TENN
- 3 Pick up at any of the 16 welcome centers
- 4 Partner distribution points
- 5 Regional AAA offices and travel centers

TOP 5 FULFILLMENT MARKETS

DIRECT DOMESTIC

- 1 Tennessee
- 2 Illinois
- 3 Indiana
- 4 Ohio
- 5 Texas

INTERNATIONAL

- 1 Canada
- 2 United Kingdom
- 3 Australia
- 4 Germany
- 5 Brazil

500,000
TOTAL VACATION GUIDES PRINTED

JAN. – JUNE 2019
9,180
E-GUIDES REQUESTED



CONSUMER NEWSLETTER

JULY 1, 2018 TO JUNE 30, 2019

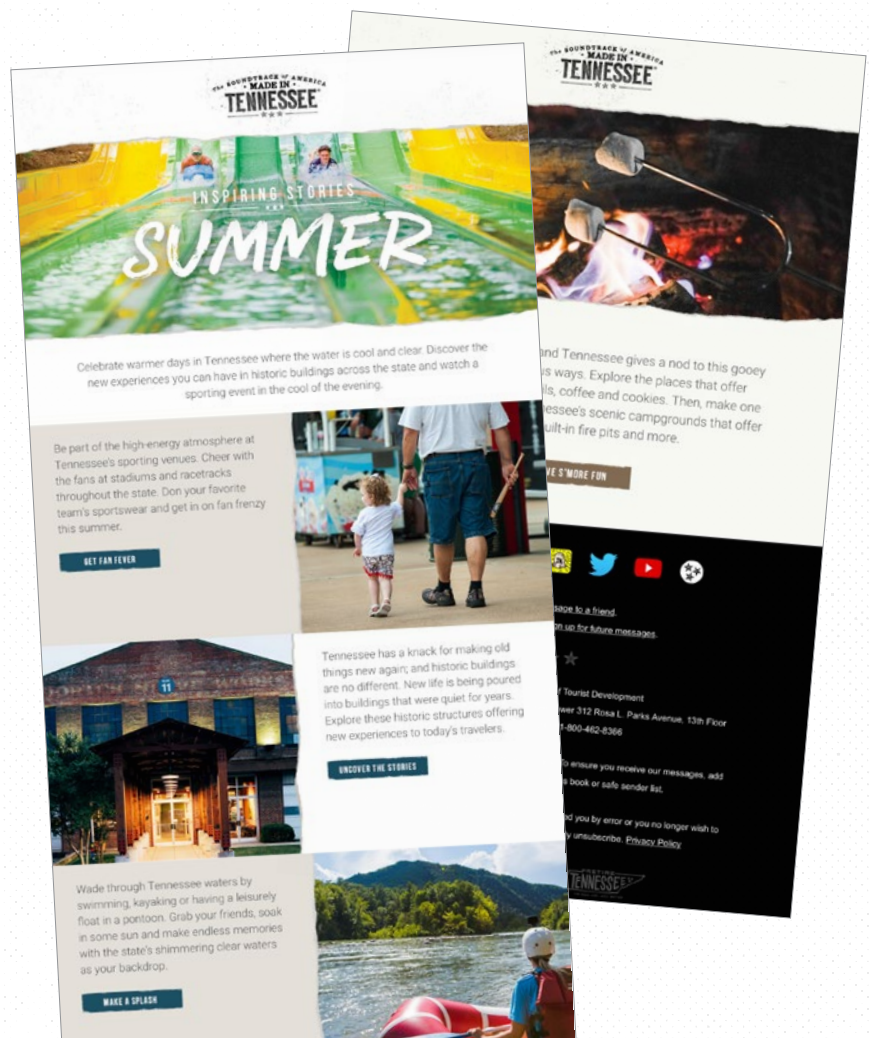
Consumer newsletters are strategically distributed and segmented to subscribers based on their interests; and filled with seasonal and relevant statewide travel inspiration throughout the year.

256,850
NUMBER OF SUBSCRIBERS

53.10%
TOP OPEN RATE
2019 Vacation Guide

42.40%
TOP CLICK RATE
Spring Seasonal Inspiration

21.60%
TOP CLICK-THROUGH RATE
Spring Seasonal Inspiration



INTERNATIONAL MARKETING

Inspiring people from all over the world to book a trip to Tennessee requires various tactics and partnerships are one of the many things that help TDTD reach a global audience. The Taste of Americana Australian Tour, Country 2 Country (C2C) and Brand USA campaigns were very successful international partnerships this fiscal year.



Actor Sam Palladio from the TV show 'Nashville,' posed with guests at C2C

COUNTRY 2 COUNTRY IN UNITED KINGDOM AND GERMANY

The Soundtrack of America. Made in Tennessee. was on display in Berlin, London, Glasgow and Dublin for the C2C concert series March 2-10.

At the inaugural C2C Berlin, TDTD and Tennessee's German in-market representatives worked with media and had a booth promoting travel to Tennessee March 2-3. A gallery of Tennessee attraction photos by photographer Raphael Tenschert also served as a pop-up exhibit at the Verti Music Hall and consumer booth in Berlin.

Tennessee was featured in the Town Square during C2C London at the O2 March 8-10. With support from Brand USA, Opry Enterprises, Bon Voyage and Tennessee United Kingdom in-market representatives, British country music fans enjoyed autograph signings and Opry stage photos.

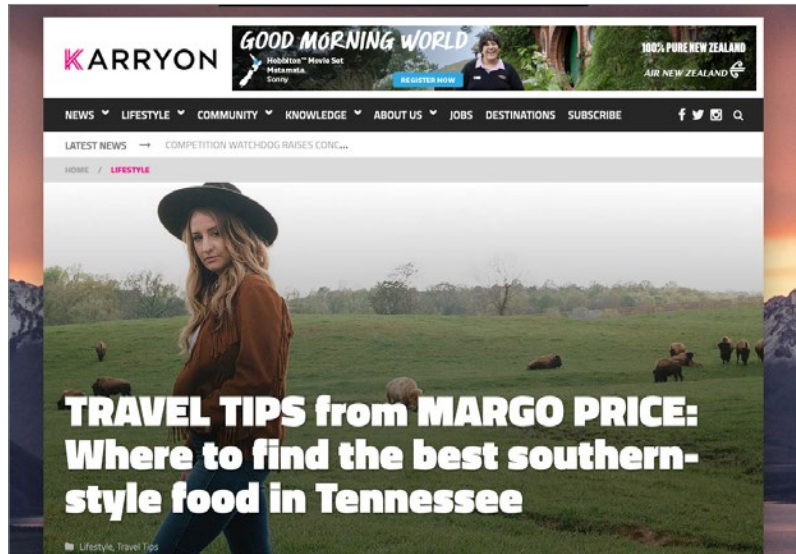
Fans at the U.K. festivals could also win a trip to Nashville that included direct flights with British Airways from London to Nashville, tickets to the Grand Ole Opry and rooms at the Gaylord Opryland Resort sponsored by Opry Enterprises and British Airways.

TASTE OF AMERICANA TENNESSEE TOUR IN AUSTRALIA

Tennessee artists Margo Price and Joshua Hedley both served as brand ambassadors for *The Soundtrack of America. Made in Tennessee.* at concert events in Melbourne and Sydney, Australia Oct. 10-16. They participated in meet and greets with travel trade and media interviews at each event. More than 3,000 Tennessee travel booklets were distributed to fans.

479,109
MEDIA IMPRESSIONS
 Valued at \$407,751

Tennessee's in-market representatives at Gate 7 partnered with News Corp of Australia, Delta Air Lines and Alamo to offer a flyaway vacation package to Tennessee, inclusive of passes to Americana Fest in Nashville. The promotional package included four weeks on the website, email newsletter to 166,000 subscribers, print ads and digital banners for a **promotional value of \$318,241.**



Online promotion



BRAND USA

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

This year, Tennessee focused on the multi-language inspiration guide and expanding the presence on Brand USA's Chinese website.

In addition to the inspiration guide, various Tennessee destinations are showcased in a four-page digital e-book spread. Mobile and banner ads were used in the campaign to drive traffic to the guide. The guide was translated into several languages including: global English, German, French, global Spanish, Portuguese, Korean, and Japanese, as well as simplified and traditional Chinese.

BRAND GUIDELINES — *THE SOUNDTRACK OF AMERICA. MADE IN TENNESSEE.*

The creative spirit. The stuff America was built on. It's alive and well within these borders. Infused into every sip of oak barrel-aged amber gold. And every bite of "I've died and gone to heaven" cooking. It's felt in every note played. Every song written. Every trail forged. It's one of the few things left you can't get at the touch of a button. Crafted by artists. Visionaries. Pioneers.

The Soundtrack of America. Made in Tennessee.



The voice of Tennessee represents more than 200 years of American heritage. A million acres of pristine beauty. An exquisite blend of seven music genres filtered through a barrel of fine sour mash whiskey. It's an old soul with a young spirit that understands the ways of the world. It's full of state pride, but never blinded by it. Always connecting, never preaching. Direct, yet humble. Honest, yet hospitable. Above all, it's authentic.



Part philosopher, part conversationalist, the voice of Tennessee is a master storyteller. Told with a simple, salt-of-the-earth cadence, it never shouts, so exclamation marks should be avoided. And it never tries to sell you, so flowery prose or over promises are not allowed. This is a voice that talks to you. With respect, truth and knowledge.

To retain the power and integrity of *The Soundtrack of America. Made in Tennessee.* brand essence, please capitalize and italicize whenever it appears in a sentence. If italics are not available, quotation marks should be placed around the phrase. This also applies to *Made in Tennessee.*

Web-safe typography for our partners? Oswald Medium, Roboto Slab, and Roboto are free Google Fonts for use in email communications to ensure creative displays the same for all users. These fonts do not require special licensing. They may be downloaded for free at fonts.google.com.



The voice of Tennessee is never slick or polished. It has grit. And wisdom. And an ever-so-slight twang that gently reminds you where it came from. The person speaking the words must be *Made in Tennessee*. Which means they were either born here, or their Tennessee experiences have shaped them into who they have become. Think a young Kris Kristofferson mixed with a middle-aged Johnny Cash.

Explore our brand guidelines at industry.tnvacation.com/industry/resources/branding.
For branding questions, email Alisa Kessler at Alisa.Kessler@tn.gov or call 615-532-8071.

PARTNER USAGE & REQUESTS

OUR LOGO

The Soundtrack of America. Made in Tennessee. logo is emblematic of our rich heritage and legacy. It's as approachable as our people, but proper usage is important to help maintain its integrity and preserve our message.

Partners may use *The Soundtrack of America. Made in Tennessee.* logo in print and web content, but must adhere to the established requirements found in our brand guide at industry.tnvacation.com. When used in print or digital, the *The Soundtrack of America. Made in Tennessee.* logo must remain smaller than the partner logo. On partner websites, the logo must click through to tnvacation.com. **Any use of our brand logo must be pre-approved by TDTD.** To ensure proper usage, our partners must **route all materials for approval prior to printing or general use.** Please send requests for approval via email to Alisa.Kessler@tn.gov.



Retain padding equal to the height of the star elements around the mark at all times. The logo should never be altered, this includes any kind of manipulation or modification. When scaling, adhere to size minimums. If exceeding the minimum, permission must be granted by TDTD.

SUB-BRANDS



fishtn.com



tnmusicpathways.com



retiretennessee.org

TDTD MARKETING AWARDS

EFFIE AWARDS U.S.

Campaign The Colorblind Viewfinder

Category Travel and Tourism

Outcome Bronze

Effie Awards United States honors the most effective marketing efforts of the year. An annual program, the competition attracts case studies from the most effective marketing communications efforts in the U.S. After two rounds of judging, those selected as winners represent cases that best demonstrated how they effectively solved a marketing challenge, connected with their target audience and achieved the results to show it worked.

ADWEEK EXPERIENTIAL

Campaign The Colorblind Viewfinder

Category Experiential Activation by a Travel Brand

Outcome Category Winner

As consumers continue to move away from interruptive advertising, brands are shifting the focus to creating experiences for consumers that are in sync with personal passion points and their omni-channel journeys. The Adweek Experiential Awards celebrates the creativity, originality and entrepreneurialism coming out of this rapidly growing sector of the brand marketing ecosystem. Experiential activations have grown from a niche and add-on category to a dynamic and highly creative arena for brands distinct from traditional forms of marketing.

ONE SHOW

Campaign Six Degrees to Tennessee

Category Interactive & Online

Outcome Shortlist

NEW YORK FESTIVALS

Campaign Six Degrees to Tennessee

Category Avant-Gard/Innovative Use of Data

Outcome Finalist

D&AD

Campaign Six Degrees to Tennessee

Category Media/Use of Online

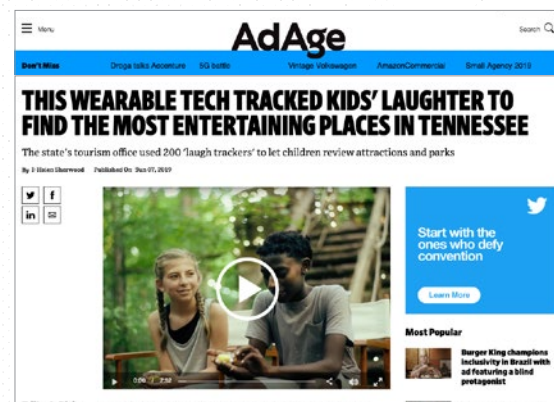
Outcome Shortlist

AD AGE

Campaign Kid Reviewed

Category Ad Age's Editor's Pick

Outcome Industry Recognition





Cast of 'Country Music: Live at the Ryman, A Concert Celebrating the Film by Ken Burns'

KEN BURNS' "COUNTRY MUSIC"

PBS stations across the country will air part one of an eight-part, 16.5-hour documentary film about country music on Sunday, Sept. 15, 2019. Ken Burns and his co-producers spent more than eight years exploring the history of the distinctly American art form resulting in a film that tells the story of country music in a way that will redefine the genre for many of the 40 million viewers expected to see it during the initial broadcast. Millions more will view it through various streaming services in North America and, ultimately, territories throughout the world.

Like all of Burns' films, it's a great American story and, fortunately for Tennessee, most of it takes place in our state. If the effect of visitation to destinations featured in past Burns' films is any indication, the potential impact for tourism in Tennessee is massive.

TDTD is an underwriting partner of the film. Each of the eight episodes will include two branded *The Soundtrack of America. Made in Tennessee.* announcements directing viewers to **tnvacation.com** for travel information.

Burns and his production team conducted a 1,000-mile whistle-stop bus tour of Tennessee in April that included events with in-state PBS stations and media engagements in Cookeville, Bristol, Knoxville, Maryville, Memphis and Nashville.

NEXT STEPS

TDTD will launch a national media campaign following the broadcast designed to connect viewers to places they can visit – all locations on a Ken Burns Country Music themed Tennessee Music Pathway. The campaign will include videos featuring clips from the film and Ken Burns interview footage distributed through digital ad networks re-targeted to people who watched at least 15 minutes of Country Music on smart TVs. It will also include print ads in national and regional publications, targeted ads on Google, Facebook and Twitter along with promotional displays at welcome centers and participating partner locations.



Dale Hollow Lake, Clay County

UPCOMING: FALL 2019

SEPT. – NOV. 2019

TDTD will promote our colorblind content for fall beauty in order to balance out the music campaign (Ken Burns) that will also be in market during that time (reaching different audiences).

REASONING:

- To inspire fall travel among empty nesters, couples and DINKS (dual income, no kids)
- Great opportunity to continue the promotion of 12 viewfinder locations throughout the state
- Continue the success from 2018 flight and encourage 2019 travel
- Re-target audiences that engaged with content in 2017 and 2018
- Sustain awareness and engagement in all target markets to continue to stay top of mind to fall travelers with fall color, experiences and music messaging

UPCOMING: SPRING 2020

MAR. – JUN. 2020

The goals for spring 2020 will continue to be growing *The Soundtrack of America. Made in Tennessee.* brand by increasing travelers from primary and new test markets. From a message standpoint, TDTD will be launching new creative across broadcast and digital tactics that will show a new, refreshed evolution of the brand to continue to push a variety of moments, attractions and destinations state-wide.

PARTNER CO-OP OPPORTUNITIES

The annual co-op marketing program provides all tourism partners the opportunity to leverage TDTD media investments to extend the reach of their budgets through discounted rates on marketing programs. The collective push from the state and other partners results in greater media exposure with higher impact and broader reach.

The following co-op programs will be offered for the **next three years**. All programs include campaign management, reporting and support from the provider. Partners will have access to these plans from **January 1, 2020 – December 31, 2022** unless otherwise noted.

PRINT OFFERINGS

2020–2022 CO-OP



National Geographic Traveler* reaches the youngest audience of any travel title. It inspires millions with the means and mindset to explore sharing authentic experiences that reveal a true sense of place. This print co-op program provides discounted ad space for partners, with partner ads running adjacent to a TDTD statewide ad – creating a bigger in-book impact. The ads will run in the April/May 2020 issue. Partner investment levels are \$5,000 for a 1/4 page ad and \$10,000 for a 1/2 page ad, which reflects a 25% discount. Bonus feature in the reader service section will be included as added value.



Southern Living* celebrates the essence of life in the South, covering the best in Southern food, home, travel and style. It is the 7th largest paid monthly title in the country and reaches nearly 3 in 4 southerners. TDTD is investing in a full-page ad in Southern Living's April 2020 "South's Best" issue as part of a Tennessee in-book Travel Guide section. This co-op will provide a 15-30% discounted ad space for partners. TDTD's brand ad will open the section, with partner ads running adjacently for a larger presence in the issue. Partner investment levels are \$5,707 for a 1/6 page ad, \$9,907 for a 1/3 page ad and \$14,060 for a 1/2 page ad.

*One year/one time offering. **Digital offerings** on the next two pages. ➡

Full details of all eight co-op offerings, including contact information for each provider and how to take advantage of each offer, are available on the industry.tnvacation.com website.

DIGITAL OFFERINGS



Arrivalist* has the ability to measure offline responses to online advertising by measuring device location changes to determine which paid and owned digital assets (cross-device) have the greatest influence on travel to and within Tennessee. This co-op program provides a 25% discount on annual subscriptions; additionally the POI set-up fee has been waived (a \$5,000 value) for Tennessee tourism partners. DMOs, hotels and attractions can participate and have access to program through June 30, 2020. Partners can participate at any time during this timeframe and the contract will remain active for one (1) year upon sign-up.



CrowdRiff is a visual influence platform that inspires new and returning interest to travel brands. CrowdRiff's Partner Network provides the unique ability for tourism partners to discover, share, explore and distribute the best curated visuals. The Partner Network was built to unlock the expertise of local tourism partners and allow users to effectively discover and activate the most engaging visual content from the social web. The platform delivers real-time content and provides the ability for users to publish both owned and user-generated content across their social channels. All partners can participate; however, only DMOs can participate in the free "Collaboration" tier. Depending on the tier, features may include web galleries, photo storage, hashtag management and social tracking terms. Partner investment levels range from \$0 to \$13,000 per year.



Expedia connects brands with travelers through advertising solutions, and allows advertisers to reach travelers as they are planning for their next vacation. The program provides 1:1:1 value match between Tennessee, its' partners and Expedia Media Group. Utilizing Expedia Group's first-party data, the campaign will encourage travelers to book a trip to Tennessee on Expedia and Expedia Group properties (hotels.com, travelocity.com, etc.). Creative support / development are provided at no additional cost from Expedia (if needed). Plans can be initiated in the spring of each year and are available first-come-first-serve, based on TDTD matching up to \$150,000 per year. Partner investment levels range from \$5,000 to \$25,000.



Matcha specializes in storytelling — creating and distributing content for brands through content networks for state and local DMOs. Matcha’s Digital Content program allows for easy content sharing and partners will have the ability to leverage the state’s article library to distribute content through their owned and operated channels at no cost. Partners can share this content on websites as well as distribute via email and socials. Matcha offers additional content marketing services to DMOs including original content creation and managed distribution across multiple platforms, including paid social. This co-op is limited to 15 partners and is awarded on a first-come-first-serve basis. Partner investment levels range from \$0 to \$7,500 per year.



Orange142 specializes in digital media solutions, offering expertise in social, lead generation and awareness tactics to drive marketing goals. The co-op provides partners with discounted rates for paid social, lead generation, paid search and streaming radio campaigns. Media management, reporting and billing are all handled by Orange142. Paid search plans are across Google and Bing. Social media plans are across Facebook, Instagram, Twitter, Snapchat, LinkedIn and Pinterest. Streaming radio inventory is available across Spotify, Pandora, iHeartRadio, local streaming radio channels, Sound Cloud and more. Partner investment levels range from \$1,000 to \$10,000.



Sojern is a digital media partner specializing in “traveler path to purchase” data across display, native and video executions. The co-op program provides a 1:1:1 value match between Tennessee, its partners, and Sojern and reflects a 33% discount. DMOs, hotels, attractions and restaurants / restaurant groups can participate and plans can be customized based on available assets and funds for each co-op participant. Plans can be initiated any time and are available first-come-first-serve, based on TDTD matching up to \$85,000 per year. Partner investment levels range from \$1,000 to \$10,000 monthly.



International FAM at the Dolly Statue, Sevierville

TRAVEL TRADE

The TDTD sales team works with the travel trade industry, including Tennessee partners, travel agencies, tour operators, receptive operators, product managers and wholesalers to increase Tennessee product offerings in the domestic and international markets. TDTD sales efforts include participating in travel trade shows, sales missions, FAMs, special event sponsorships and marketing investments.

SPONSORSHIPS & SPECIAL EVENTS

The TDTD sales team supports partner engagement during travel trade shows through sponsorships and special event coordination. These activities provide opportunities for Tennessee partners to engage with a captive audience as they network and strengthen relationships.

FAMILIARIZATION TOURS

FAM tours showcase Tennessee experiences firsthand and give travel agents, tour operators, product managers and educators an opportunity to enjoy experiences they will ultimately sell to their clients. TDTD assists in hosting domestic and international FAMs throughout the year. Availability of FAMs vary, depending on trade shows and participating partners.



TOP LEFT Former Commissioner Kevin Triplett with musicians at Travel South International Breakfast in Nashville, December, 2018 **TOP RIGHT** Left to right: Bob Crocker (Eastside Transportation Services), Rosa Ellet (Country Music Hall of Fame and Museum), Jordan Briggs (Dolly Parton's Dinner Attractions) networking at the Tennessee Event at ABA, January 2019. **BOTTOM PHOTO** HotelPlan International FAM at Graceland, April 2019

DOMESTIC SALES

Domestically the TDTD sales team focuses on senior groups and student travel. Trade shows provide lead generation and networking opportunities with operators and agents.



TENNESSEE SALES SAMPLER

Annually, partner teams from across the state hit the open road on sales missions to key markets to promote the state's many great experiences to travel agents and tour operators. Markets in 2019 included Atlanta, Cincinnati, Columbus, Southeastern Pennsylvania, St. Louis and Tampa. The fall dates for the 2020 Tennessee Sales Sampler will be released in the spring of 2020.

Left to right: TN Sales Sampler team of Jacob Hall (Holiday Inn Express & Suites – Smyrna), Deidre Thornell (The Music of Nashville), Katie Jarvis (Discovery Park of America) and Paige Keith (Visit Jackson) visited Arkansas, Mississippi and Alabama, October 2018

Commissioner Mark Ezell (front left) and Tennessee partners at Travel South Domestic, February 2019





Michelle Johnson (Gaylord Opryland® Resort & Convention Center), Jenni Koval (Gaylord Opryland® Resort & Convention Center), Brittney Bell (Wildhorse Saloon), Balin Ali (Andrew Jackson's Hermitage) and Melissa Elliott (Old Town Trolley) co-hosting the Tennessee Event at ABA, January 2019

DOMESTIC PARTNER OPPORTUNITIES

Shows and Missions	Focus	Show Dates	Location
NCMA-VMA-MCASC Regional Meeting	Groups	September 18 – 22, 2019	Winston-Salem, NC
BiG (Boomers in Groups)	Groups	October 25 - 27, 2019	Franklin, TN
Bienvenue Quebec	Groups	October 28 - 30, 2019	Quebec City, QC
OMCA	Senior Group	November 3 - 6, 2019	Ottawa, ON
North Carolina Music Educators	Student	November 9 – 12, 2019	Winston-Salem, NC
NTA	Senior Group	December 8 - 12, 2019	Fort Worth, TX
Midwest Band Clinic	Student	December 18 - 21, 2019	Chicago, IL
Florida Music Educators	Student	January 8 - 11, 2020	Tampa, FL
ABA	Senior Group	January 10 - 14, 2020	Omaha, NE
Tennessee Event at ABA 2019	Senior Group	January 12, 2020	Omaha, NE
Georgia Music Educators	Student	January 23 - 25, 2020	Athens, GA
Tennessee Motor Coach Association	Groups	January 27 – 29, 2020	Florence, AL
Educational Travel Consortium	Groups	February 3 - 6, 2020	Chattanooga, TN
Kentucky Music Educators	Student	February 5 - 8, 2020	Louisville, KY
Travel South Domestic	Senior Group	March 8 - 11, 2020	Baton Rouge, LA
TAP Dance (by invitation only)	Groups	June 14-18, 2020	Branson, MO
Spotlight on the Southeast	Groups	July 13 - 15, 2020	Morgan City, LA
SCMA-GMOA-AMA Regional Meeting	Groups	July 19 – 23, 2020	Biloxi, MS
Oklahoma Bandmasters	Student	July 20 -23, 2020	Tulsa, OK
Southwest Music Summer Exhibition	Student	July 23 - 25, 2020	San Antonio, TX
SYTA	Student	August 14 - 18, 2020	Winnipeg, MB
VMA-MCASC-NCMA Regional Meeting	Groups	August 26 – 30, 2020	Harrisonburg, VA

INTERNATIONAL SALES

The TDTD sales team strives to build an international presence by working with receptive and international tour operators to increase Tennessee product availability on a global scale. By working with in-market representatives and partnering with multiple global marketing organizations, TDTD is able to provide international coverage in Austria, Australia, Brazil, Benelux, China, France, Germany, Japan, Italy, Nordic Union, Switzerland and the United Kingdom.

International trade shows provide the TDTD sales team and partners the opportunity to meet with in-market representatives, market operators and product managers to better promote Tennessee's amazing destinations and generate leads for partners.



LEFT PHOTO Left to right: Guest Aidan Macdonald and Nicola Hollihead (Kenwood Travel) with UK in-market representatives Joanne Campbell and James White of TTM at C2C event in London, March 2019 **RIGHT PHOTO** Left to right: TDTD Director of Sales Kimberly Leonard with Germany, Austria and Switzerland in-market representatives Dr. Wolfgang Streitboerger and Julia Ueding at ITB in Berlin, March 2019

INTERNATIONAL PARTNER OPPORTUNITIES

Shows and Missions	Focus	Show Dates	Location
Active America China Receptive	China Receptives	September 17 - 18, 2019	San Gabriel, CA
German Sales Mission (limited)	Sales Mission	October 7 - 11, 2019	Germany
RTO Summit Florida	Receptives	October 23 - 24, 2019	Champions Gate, FL
WTM	UK/Ireland	November 4 - 6, 2019	London, UK
Travel South International	International Operators	December 2 - 5, 2019	St. Louis, MO
IITA	International Operators	February 2 - 5, 2020	St. Pete/Clearwater, FL
Connect Travel	International Operators	February 19 - 21, 2020	Kissimmee, FL
RTO Summit West	Receptive Operators	February 25 - 26, 2020	Marina del Rey, CA
ITB Berlin	Germany	March 4 - 8, 2020	Berlin, Germany
Active America China	China	March 31 - April 2, 2020	San Diego, CA
RTO Summit East	Receptive Operators	April 15 - 16, 2020	New York, NY
IPW	International Operators	May 30 - June 3, 2020	Las Vegas, NV

GLOBAL REPRESENTATION FOR TENNESSEE



Travel & Tourism Marketing Ltd. (TTM) is a full-service agency specializing in travel and tourism representation in the United Kingdom and Ireland. It focuses on product development, sales, public relations, training, consumer and trade marketing.



Julia Ueding Sales Consulting is a full-service destination marketing company that develops and facilitates sales and marketing initiatives with tour operators and travel agencies. In cooperation with other destination agencies, airlines and hotel partners, it aims to promote travel from Germany, Austria and Switzerland.



Texttransfer Communications provides public relations and editorial services as integrated elements in its unique Media-Powered Tourism Marketing – a concept of full-service tourism promotion in Germany, Austria and Switzerland, with a special emphasis on utilizing all facets of analogue and digital communications.



Mississippi River Country, USA (MRC) is a multi-state destination marketing organization for the 10 Mississippi River states, focused primarily on the Japanese market.



Travel South USA – Global Partnership Program offers participating Southern states shared, in-market travel trade and media representation in several countries. Tennessee's partnership includes the markets of Australia, Benelux, Brazil, China, France, Italy and the Nordic Union.



U.S. Travel Association is the national organization for tourism focused on achieving the industry's shared vision: Travel is essential to the economy, jobs, security, image and well-being of the United States.



Brand USA is the destination marketing organization for the United States. Through partnership, TDTD is able to create marketing opportunities for Tennessee's DMOs and attractions.



Nolichucky River, Erwin

COMMUNICATIONS

TDTD's communications team brings Tennessee stories to life through strategic public relations and earned media campaigns. Efforts include proactive outreach to domestic and international media, FAM trips and a talented roster of content creators.

OVERVIEW

In an effort to elevate awareness of Tennessee tourism and increase visitation, TDTD's communications team oversees national campaigns designed to reach both domestic and international media partners. Efforts include proactive outreach based on current travel trends and building an ongoing dialogue with travel writers, bloggers and social media influencers. Tennessee hosts roughly 75 domestic and international travel writers annually.

DOMESTIC MEDIA

TDTD hosted four state-sponsored familiarization (FAM) tours in FY 2019 to Northeast Tennessee, the Upper Cumberland, Memphis/West Tennessee and Knoxville/Middle East Tennessee.

INTERNATIONAL MEDIA

Additionally, the team works with international representatives and partners at Brand USA, Travel South and Mississippi River Country (MRC, Japan) to pitch media, build itineraries, coordinate logistics and compile and distribute international PR reports each month. PR Media Manager Jill Kilgore serves as the primary liaison.

International FAMs	Locations	Date
French Civil Rights FAM	Memphis	Feb. 2019
Emma John, UK journalist	Knoxville, Pigeon Forge, Chattanooga, Nashville	Mar. 2019
Crew from The Living Room, Network 10 Australia	Paris and Brownsville	Apr. 2019
Jacqui Agate, The Independent from UK	Nashville and Memphis	Apr. 2019
KOL Media FAM from China	Chattanooga, Gatlinburg, Pigeon Forge, Sevierville	Apr. 2019
Marco Berci, Italian journalist	Chattanooga and Great Smoky Mountains	Apr. 2019
Brand USA Media FAM from Italy	Nashville and Memphis	May 2019
Sara Lawrence, UK journalist	Nashville and Blackberry Farm	Jun. 2019



Dolly Parton meets Governor Lee and team at Dollywood



Nashville hosts record-breaking NFL Draft



Memphis in May celebrates the city's bicentennial

CONFERENCE REPRESENTATION

Each year, TDTD staff attends conferences to meet with partners and pitch Tennessee destinations to journalists. This past year, the staff attended Travel South's Domestic Showcase, U.S. Travel Association's ESTO, IPW, and TnHTA Governor's Conference on Hospitality & Tourism.

ONGOING EFFORTS

The communications team supports TDTD efforts with statewide media events such as the Economic Impact press conference, Tennessee Songwriters Week, Kid Reviewed campaign and the Tennessee Sports Hall of Fame induction ceremony. The team collaborates with partners on PR campaigns and major tourism initiatives throughout the year.

TOP PHOTO Amy Adams Strunk on red carpet at Tennessee Sports Hall of Fame induction ceremony
MIDDLE PHOTO Dolly Parton and kids at TDTD's Kid Reviewed presser
BOTTOM PHOTO Roots Jam crew and TDTD at New Daisy Theatre in Memphis



CONTENT CREATORS TELL TENNESSEE'S STORIES

Tennessee is home to incredible attractions, scenic beauty, history, cuisine and fascinating people. In order to better tell these stories found in all 95 counties of the state, TDTD partners with content creators as they share their authentic experiences on **tnvacation.com**.



Sean Fisher
@mr.bootstraps



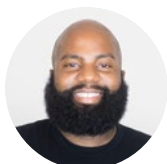
Kay Miller
@kayandsi



Andrew Saucier
@andrewkylesaucier



Greta Hollar
@greta_hollar



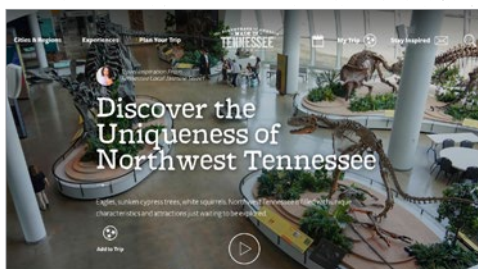
Si Miller
@kayandsi



Jasmine Sweet
@jasminekatrina

Stories are assigned based on travel trend insights, social media listening, seasonality and asset needs. Articles spotlight local culture, attractions and provide additional coverage on social media. Communications Content Manager Amanda Stravinsky serves as assignment editor.

These assets can then be utilized in future social media posts and stories, in marketing, outreach and travel trade collateral, and in the Tennessee Vacation Guide.



APRIL 14, 2018

Where can you find white squirrels, eagles, sunken cypress trees and a Smithsonian affiliated museum that rises out of a coffin? The answer is **Northwest Tennessee**. This rural area, about a hour and a half north of **Memphis** and a hour and a half south of **Nashville**, features delicious Southern cuisine, eagle-watching tours, wineries and more. Read along to see all that you can discover in this region of the state.



REELFOOT LAKE STATE PARK
Reelfoot Lake State Park - Tiptonville, Tennessee

Northwest Tennessee is home to one of the most **serene state parks in Tennessee**. Reelfoot Lake State Park. The lake was brought about more than 200 years ago when a series of earthquakes caused the ground to sink and the Mississippi river to flow backward, spilling over into the forest.

As you gaze out at the **13,000-acre lake**, you can't help but imagine the world below it that once existed. The hidden beauty shows in the sunken cypress trees that were there when the earthquakes came through. Just below the surface, there are said to be thousands of trees which are home to more than 50 species of fish making the area a fisher's ideal haven.

Pontoon boat cruises take you to historical tour of the area to imagine the area before water changed its landscape. Over 200 species of birds can be heard and seen as you glide across the water.



MAY 21, 2018

Standing atop rocky outcroppings, the sweeping valley floor a thousand feet below.

Unconventional local eateries offering everything from barbecue to handmade sandwiches.

Rock climbing and waterfalls sufficient enough to please even the most hardcore outdoors enthusiast.

A world-class university in the mountaintop woodlands that brings to mind stardom of the century. English boarding school.

A music venue that is in the depths of a cavern below the mountain.

If you haven't explored Tennessee's South Cumberland Plateau, you need to experience what this Made in Tennessee area is all about.

Running diagonally across Tennessee, just east of **Nashville** and immediately west of the major Appalachian spine, the Cumberland Plateau is a comparatively shorter range - it rises roughly 1,000 feet above the surrounding countryside, as opposed to 4,000-6,000 feet, more common in the **Great Smoky Mountains** and the Blue Ridge - but no less beautiful. This plateau range consists of gorges, waterfalls, arches, sandstone outcroppings, natural bridges, and deep cut valleys, many of which are called gullies and/or coves and contain much of the eastern US's forestland, filled with pines, hickory and oak trees. Crisscrossing the southern portion of this landscape are many preserved natural areas, the most notable of which are part of the **South Cumberland State Park** system.

Monteagle, perched on the ledge of the Cumberland Plateau, is your gateway to the entire southern plateau region. And amazingly, all of this is located within a two-and-a-half hour drive from Atlanta, **Nashville**, Birmingham, **Chattanooga** and **Knoxville**.



DECEMBER 10, 2018

The holiday season in the Smoky Mountains holds a sense of wonder. From the crisp mountain air to the Christmas lights lining businesses in Pigeon Forge, Gatlinburg and Sevierville, the holidays are made even more special in these mountain communities. The pancakes are fluffy, the entertainment is world-class and the enthusiasm with which the community embraces the season will forever influence your idea of the perfect holiday experience. Plan your magical stay in the heart of the Tennessee mountains this winter.

Sevierville, Pigeon Forge and Gatlinburg are currently hosting the 39th Annual **Smoky Mountain Winterfest** celebration through Feb. 18 which encompasses live shows, entertainment, indoor and outdoor activities, millions of lights and loads of themed local attractions.



BLACK FOX LODGE PIGEON FORGE, TAPESTRY COLLECTION BY HILTON
Day 1 of Smoky Mountain Winterfest

The **Black Fox Lodge** is a beautiful hotel found just off the main highway of downtown Pigeon Forge and centrally located between all your destinations thus guaranteeing that none of your subsequent drives are longer than 30 minutes total. Every morning at the lodge's central hall, a hot breakfast is served with coffee to fuel you for your day ahead, and every evening you return to a roaring fire and festive decor that makes you feel welcome and at home.

[READ MORE](#) [ADD TO TRIP](#)

STATE-SPONSORED TRAVEL WRITER FAMS

Familiarization (FAM) tours were hosted in Northeast Tennessee, the Upper Cumberland, Memphis and West Tennessee, and Knoxville and Middle East Tennessee with the assistance of Geiger & Associates.

\$1,996,776
AD EQUIVALENCY TO DATE

510,411,413*
MEDIA IMPRESSIONS

Forbes

n p r

RoadRUNNER
MOTORCYCLE TOURING & TRAVEL

BASS ANGLER Magazine

Headlines

Forbes *Visit the Big House at Brushy Mountain* by Regina Cole

City Social Magazine *Memphis in May – May/June 2019* by Chere Coen

NPR Public Radio *Roots, Rockabilly, Blues & Tina Turner* by Tom Wilmer

Road Runner Magazine *Eastern Tennessee: Inspiration in the Green Hills* by Jesse Kiser

Bass Angler Magazine *Outdoor Enthusiast's Playground: Tennessee's Upper Cumberland – spring 2019* by Jill Dutton

**Total coverage to date (Jan – June 2019), more stories and articles anticipated*



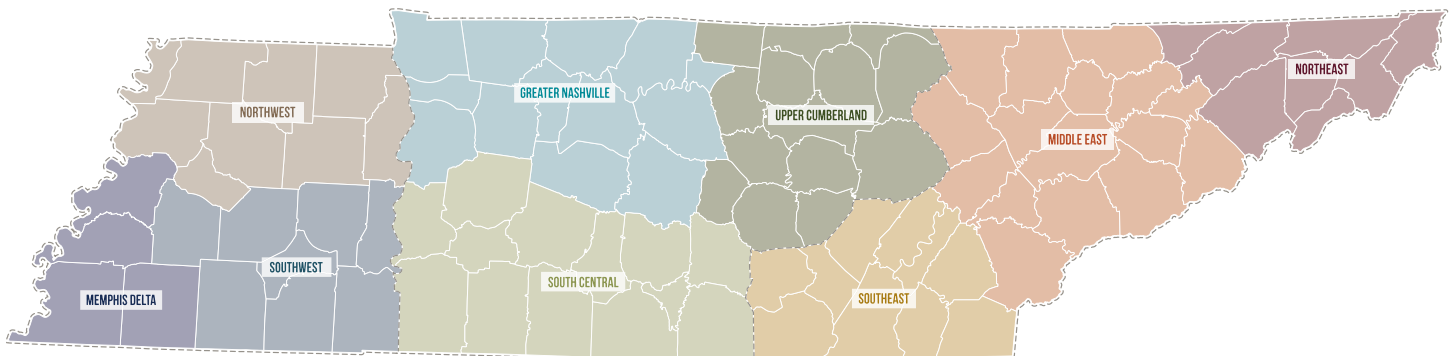
LEFT PHOTO Journalists and PR team explore the Tina Turner Museum at the West Tennessee Delta Heritage Center in Brownsville during Memphis and West Tennessee FAM, March 2019
TOP RIGHT PHOTO Journalists explore Bristol Motor Speedway during the Northeast Tennessee FAM Tour, September 2018
BOTTOM RIGHT PHOTO Journalists tour Historic Brushy Mountain State Penitentiary, Warden's Table Restaurant and End of the Line Moonshine distillery in Petros during Knoxville and Middle East Tennessee FAM, May 2019

REGIONS VISITED

Upcoming Summer and Fall FAMs

Nashville and Middle Tennessee – Aug. 19-23, 2019

Great Smoky Mountains – Nov. 3-8, 2019



Northeast Tennessee Sept. 4-8, 2018

12 journalists

7 counties visited (2 at-risk, 1 distressed)

25 sites, attractions and parks

13 restaurants

Pillars & Experiences:

History & Heritage

Made in Tennessee

Outdoor Adventures

Small Town Charm

Taste of Tennessee

The Soundtrack of America

Upper Cumberland Oct. 16-21, 2018

12 journalists

9 counties visited (3 at-risk, 2 distressed)

27 sites, attractions and parks

12 restaurants

Pillars & Experiences:

History & Heritage

Outdoor Adventures

Small Town Charm

Taste of Tennessee (Wine, Shine & Stein)

Memphis and West Tennessee Mar. 19-23, 2019

13 journalists

9 counties visited (5 at-risk, 2 distressed)

20 sites, attractions and parks

9 restaurants

Pillars & Experiences:

Family Fun

Great Outdoors

History & Heritage

Music

Scenic Beauty

Small Town Charm

Taste of Tennessee

Knoxville and Middle East Tennessee May 14-19, 2019

11 journalists

13 counties visited (3 at-risk, 2 distressed)

40 sites, attractions and parks

3 state parks and 2 national parks or recreation areas

14 restaurants

Pillars & Experiences:

Family Fun

Great Outdoors

History & Heritage

Made in Tennessee

Nine Lakes of East Tennessee

Taste of Tennessee

PUBLIC RELATIONS TIPS

The communications team is dedicated to spreading tourism news to national, international, regional and local media – traditional, broadcast and social.








SEND PRESS RELEASES FOR:

- Press site publication
- Tweet to journalists on @tntravelnews
- Potential inclusion in upcoming releases sent to media
- Possible @tnvacation Facebook or Twitter share (if there's a high consumer interest)
- Possible inclusion in events roundup

FOLLOW US ON SOCIAL:

Craft information to get highest engagement.

-  facebook.com
@tnvacation
@TDTDIndustry
-  instagram.com
@tnvacation
-  pinterest.com
@tnvacation
-  twitter.com
@tnvacation
@tntravelnews
-  "Tennessee"
on Snapchat

STORY PITCHING:

- Timeliness: Is there a "news" peg?
- Connectivity: Does a common theme connect multiple destinations?
- Topicality: A "roundup" story lends itself to popular list-style stories.
- Customize pitch for exclusive stories.
- Consider partnering with others to build a stronger story.
- Phone pitch and email may garner results.

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1

**THE SOUNDTRACK OF AMERICA
MADE IN
TENNESSEE**

Sign up to receive industry updates from the Tennessee Department of Tourist Development.
To add additional personnel to our industry mailing list, please [share this link](#).

First Name

Last Name

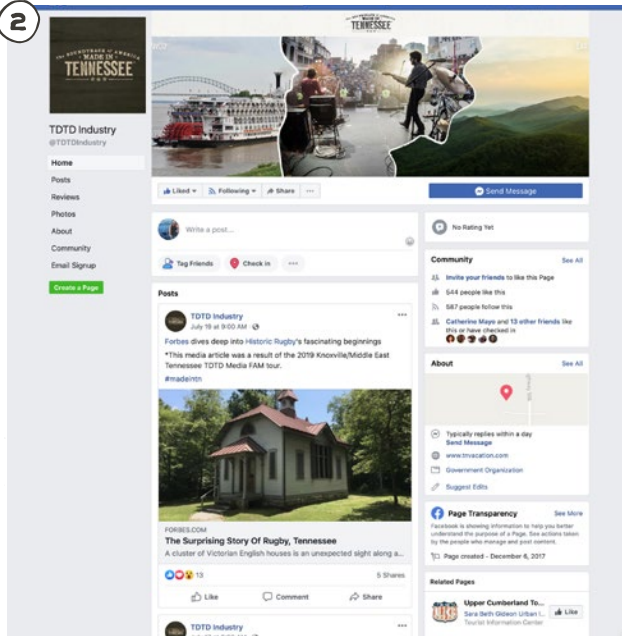
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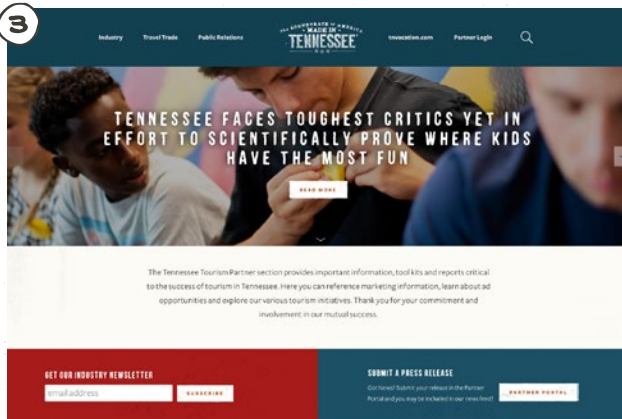
Organization/Attraction

Division
☐ East Tennessee
☐ Middle Tennessee

2



3



INDUSTRY COMMUNICATIONS

1

NEWSLETTER

TDTD recently overhauled the industry newsletter distributed to partners, legislators and tourism associates. In addition to sharing TDTD's global marketing campaigns, partners' campaigns and tourism successes, those in the industry making an impact in their communities are highlighted.

TDTD's Fast 5 are sourced articles from trusted publications such as TechCrunch, Mashable and Forbes that give social media insights, travel trends, technological advances and ways to enhance your work life. Currently, the newsletter has an average 48.72% open rate and 4% click-through rate. Partners can sign up at industry.tnvacation.com.

2

FACEBOOK

The TDTD Industry Facebook page delivers real-time tourism news and updates. Topics include media stories on attractions and DMOs, conference information, photos and more. Like and follow "TDTD Industry" on Facebook and start interacting today.

3

INDUSTRY SITE

The TDTD Industry site provides important information, tool kits and reports critical to Tennessee's tourism success. Partners can see the latest marketing information, travel trade missions, print and digital ad opportunities and learn more about TDTD's tourism initiatives.

STATE TOURISM PARTNER ACCOLADES

EAST

CHATTANOOGA

Perfect Tenn

New York Post
March 2019

The South's Best New Bars (Whiskey Thief)

Garden & Gun
February/March 2019

To Discover an Up-and-Coming Neighborhood, Look for the Museum

The Wall Street Journal
November 2018

15 American Cities That Secretly Have Great Food Scenes

Thrillist
October 2018

How Chattanooga Became the Coolest Weekend Getaway in America

Matador Network
September 2018

3 Best Day Trips from Atlanta

Conde Nast Traveler
August 2018

Smart Luxury: Chattanooga, Tennessee

Shermans Travel
August 2018

These are the 10 Best Family Vacation Bargains in America

Money Magazine
July 2018

Vibrant Neighborhoods Beckon

Visitors to Downtown Chattanooga

The Atlanta Journal-Constitution
July 2018

DAYTON

No. 2 Best Lake in the U.S. and No. 1 in the Southeast Division (Chickamauga Lake)

Bassmaster
July 2018

GATLINBURG

13 Affordable Family Vacations to Take This Summer

Travel and Leisure
June 2019

Gatlinburg's Newest Attraction is What Dreams are Made of (Anakeesta)

365 Atlanta Traveler
May 2019

5 Hidden Gems in Small-Town America You Need to Visit

MSN
April 2019

The South's Best Small Towns 2019

Southern Living
March 2019

25 Best Fall Hiking Trails: Our Favorite Fall Hikes in the U.S.

Conde Nast Traveler
October 2018

Best Winter Family Vacations

U.S. News & World Report
October 2018

The Most Popular Breakfast in Every State (Crockett's 1875 Breakfast Camp)

PEOPLE Magazine
October 2019

13 Leisurely Drives for Lucky Leaf Peepers (Roaring Fork Motor Nature Trail)

Trailblazer Magazine
September 2018

JONESBOROUGH

The One Place You Should Visit in Winter in Your State

The Active Times
November 2018

KINGSPORT

Kingsport Wins Battle of Long Island Iced Tea

WBIR
June 2019

KNOXVILLE

If Everybody Could Stop Pretending Knoxville Doesn't Exist, That Would Be Great

Food & Wine Magazine
April 2019

Great Beers Near the Great Smokies: Exploring 5 Knoxville Breweries

CraftBeer.com
April 2019

25 Best Maker Cities in America

Popular Mechanics
January 2019

Nicest Place in America (Yassin's Falafel House)

Reader's Digest
October 2018

College Town Travel: Knoxville

Charlotte Magazine
September 2018

MARYVILLE

5 Summer Getaways for the Outdoors Lover (RT Lodge)

Forbes
May 2019

PIGEON FORGE

Six Reasons Visitors Love Pigeon Forge

Indiana Gazette
June 2019

The Best Weekend Getaways for Families

TODAY.com
May 2019

Dollywood's New Expansion Is Inspired by Dolly Parton's Tennessee Childhood

Lonely Planet
May 2019

These Are the Best Theme Parks in the US to Visit This Summer (The Island in Pigeon Forge)

Travel + Leisure
May 2019

The Best Time to Visit the 5 Most Popular US National Parks

The Manual
May 2019

Where Will U.S. Travelers Explore in 2019? Top Trends, Destinations and Anniversaries

USA Today
December 2018

This Hotel Celebrates Christmas All Year Round Because Holiday Miracles Are Real (The Inn at Christmas Place)

Country Living Magazine
October 2018

ROAN MOUNTAIN

20 Stunning State Parks Across the USA (Roan Mountain State Park)

USA Today
January 2019

TOWNSEND

The Best Coffee Shops in Every State (The Artistic Bean)

USA Today
November 2018

MIDDLE

CLARKSVILLE

Bringing Craft to Clarksville

Food & Travel Magazine
January 2019

COOKEVILLE

America's 100 Best Places to Retire

Where to Retire
January 2019

Eat Like the Fittest Man on Earth – Rich Froning, Cookeville

Outside Magazine
November 2018

FRANKLIN

The 30 Most Beautiful Main Streets Across America

Architectural Digest
August 2018

The Best Places to See Fall Foliage in the United States

Travel + Leisure
August 2018

LINDEN

How Historic Preservation Brought Economic Revival to Linden, Tennessee

Forbes
May 2019

NASHVILLE

It Isn't All About Country in Nashville As Music City Grooves to a Foodie Beat

The Irish News
March 2019

Nashville's Newest Star-Favored Hotspots

The Hollywood Reporter
March 2019

The South's Best New Bars (PEARL DIVER, The Fox Bar & Cocktail Club)

Garden & Gun
February/March 2019

50 Most Romantic Hotels in Every State (The Hermitage Hotel)

Reader's Digest
February 2019

25 Best Maker Cities in America

Popular Mechanics

January 2019

10 Best Record Stores in America (Grimey's New & Preloved Music)

Rolling Stone

December 2018

Here's How Your Next Vacation Can Bring Music to Your Ears

Afar Magazine

November 2018

Hitting A Sweet Note in Nashville

Daily Mail

November 2018

The Best Music Venues in Nashville to Channel Your Inner Taylor Swift

GQ Magazine

November 2018

36 Hours in Nashville

The New York Times

October 2018

SPENCER

20 Stunning State Parks Across the USA (Fall Creek Falls)

USA Today

January 2019

BROWNSVILLE

Journeys of Discovery: Roots of Rockabilly, Blues and Tina Turner

NPR

April 2019

MEMPHIS

Memphis Tourism Broke Records Last Year

Memphis Flyer

June 2019

Best Overall Destination for 2019

Trip Savvy

February 2019

32 Places to Go (And Eat) in 2019 (The Liquor Store)

Food & Wine

January 2019

Why Memphis Is the Hottest Southern Destination of 2019

Travel Channel

January 2019

12 Best U.S. Family Vacations for 2019

Family Vacation Critic

January 2019

21 Best Bakeries in America (Muddy's Bake Shop)

Thrillist

January 2019

Best Record Stores in America (Goner Records)

Rolling Stone

December 2018

Top Budget Destinations of 2019

Sherman's Travel

December 2018

Frommer's Best Places To Go In 2019

Frommer's

November 2018

Emerging Destinations for 2019

Lonely Planet/Travel Lemming

November 2018



User generated content from tnmusicpathways.com

TENNESSEE MUSIC PATHWAYS

Tennessee Music Pathways connects travelers to the people, places and music genres of Tennessee. It's an experience that can only be *Made in Tennessee*.

TENNESSEE MUSIC PATHWAYS

This initiative connects visitors to the people, places and genres significant to music history. From the largest cities to the smallest communities, this statewide program identifies, explains and preserves the legacy of music in Tennessee. Whether it's a story of the past, a star of the present or the promise of the future, Tennessee Music Pathways lets visitors follow the music.

- Entertainment Districts
- Festivals
- Gravesites
- Historic Markers
- Historic Studios
- Live Music Venues
- Museums
- Photos Ops
- Record Shops
- Statues

Hit songwriter Buddy Cannon poses next to his marker in Lexington



Tivoli Theatre, Chattanooga

SIX DEGREES TO TENNESSEE ROOTS JAM

On Sept. 15, 2018, the legendary Roots Crew were joined on stage at the New Daisy Theatre in Memphis by a line-up of diverse artists to celebrate musical connections to Tennessee and kick-off Tennessee Music Pathways. Featured guests included Dustin Lynch, Elle King, JJ Julius Son (Kaleo), Estelle, The Isley Brothers, Project Pat and Booker T Jones. Each artist performed one original song and one song recorded in Tennessee that influenced their music.

The concert was filmed to create videos that were distributed through multiple online channels. The videos and images were then used for a campaign promoting the new online platform tnmusicpathways.com, a trip planning tool featuring over 300 musical points of interest.

Campaign Tactics

Display

E-mail

Influencers

Mobile Ad Units

Online Video

Paid Social

Streaming Radio



THE ROOTS

ELLE KING

JJ JULIUS SON FROM
KALEO

DUSTIN LYNCH

ESTELLE

THE ISLEY BROTHERS



Campaign Performance

15.3 Million Video Views

46,100 Website Visits

38.8 Million Impressions

55,600 Engagements with
the Six Degree tool

SIX DEGREES TO TENNESSEE TOOL

TDTD partnered with Rolling Stone to create the Six Degrees to Tennessee tool, which can be found at 6degreestotn.com. Users can trace almost any artist's roots back to Tennessee. Enter an artist's name to see how that person connects back to Tennessee and the related places you can visit on Tennessee Music Pathways.

Search Powered by

MADE IN TENNESSEE

SIX DEGREES TO TENNESSEE


Search Your Favorite Artist to See How They Are Connected to Tennessee

SEARCH

Disclaimer: Please be aware the information you may find using this tool is provided for entertainment purposes only and is not provided with any guarantee of accuracy on the part of the Tennessee Department of Tourist Development, each of which disclaim liability in connection with the use of this information. No endorsement, sponsorship, or approval of the Tennessee Department of Tourist Development should be implied by the inclusion of any individual(s) mentioned herein.

PRINCE

- 1. James Brown**
Prince said, "James Brown played a big influence in my style. When I was about 10 years old, my stepdad put me on stage with him, and I danced a little bit until the bodyguard took me off." (source)
- 2. Little Richard**
James Brown idolized Little Richard. He inspired the song, "Please Please Please" when he wrote the words of the title on a napkin and Brown was determined to make a song out of it. (source)
- 3. Tennessee**
Little Richard frequented the Jefferson Street clubs in Nashville, Tennessee. Locals remember hearing the original version of Tutti Frutti there. (source)



SEE THE PLACES THAT INSPIRED THIS MUSIC
Music City Walk of Fame, Jefferson Street Music District

SEARCH AGAIN



Explore the filter below to customize your journey and display locations relevant to your interests.

Explore the filter below to customize your journey and display locations relevant to your interests.

All Show me... I'm going to...

Burial site of Dottie West...

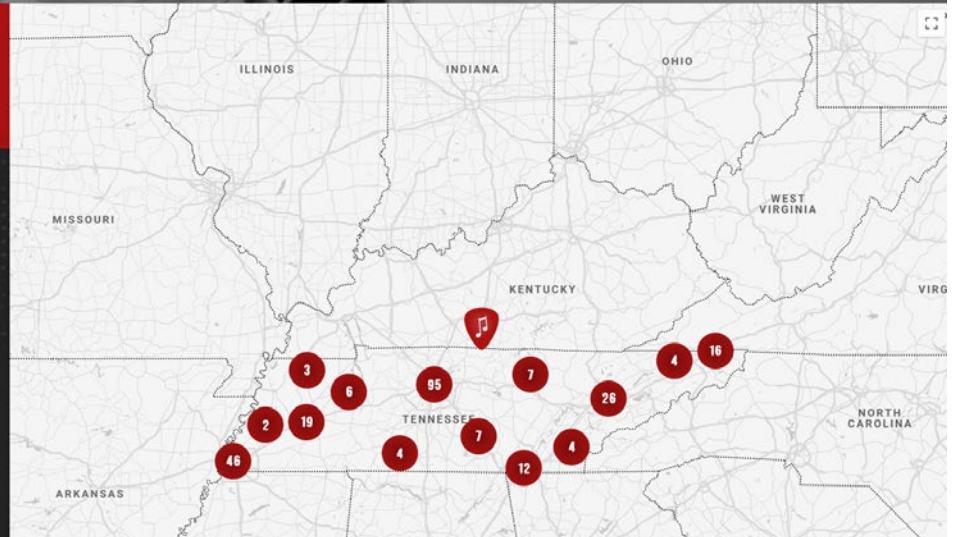
[READ MORE](#)

ORIGINAL

Operating since 1972, the old-time Smithville Fiddlers' Jamboree and Crafts...

[READ MORE](#)[READ MORE](#)

A three-day music festival honoring traditional American music and the



At **tnmusicpathways.com**, travelers can use filters such as "genre," "various categories," and "location" to customize a travel itinerary based on their interests.

[illegible]

THE TENNESSEE APPRAISAL
MADE IN
TENNESSEE
BY THE
TENNESSEE HISTORICAL SOCIETY

EXPLORE THE TENNESSEE MUSIC PATHWAYS

Explore the filter below to customize your journey and display locations relevant to your interests.

MAP VIEW

ALL PATHWAYS

You are viewing locations in all Pathways. Choose a genre above to see locations related to specific types of music.

MOUNTVIEW CEMETERY

GRAVESITES

Burial site of Dottie West...

[READ MORE](#)

SMITHVILLE FIDDLERS' JAMBOREE

FESTIVALS, LIVE MUSIC VENUES

Operating since 1972, the old time Smithville Fiddlers' Jamboree and Crafts ...

[READ MORE](#)

MIDDLE TENNESSEE CENTER FOR POPULAR

MUSIC
MUSEUMS

Located at Middle Tennessee State University, this center has an archive wit...

[READ MORE](#)

UNCLE DAVE MACON DAYS FESTIVAL

FESTIVALS

A three-day music festival honoring traditional American music and the care...

[READ MORE](#)

BONNARD MUSIC & ARTS FESTIVAL

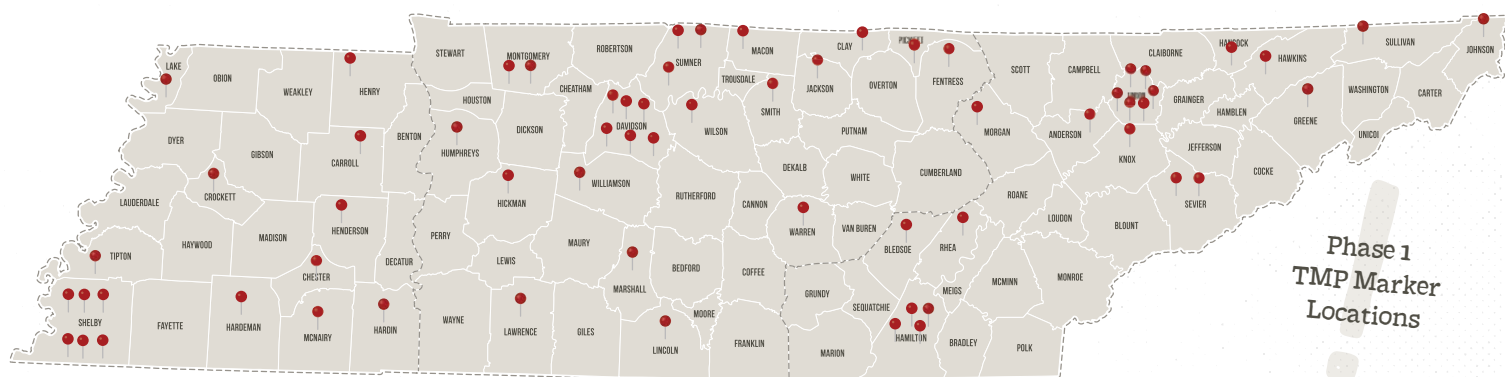
FESTIVALS

WHAT'S NEXT FOR TENNESSEE MUSIC PATHWAYS

TDTD staff is actively working with tourism representatives and local leaders to determine the best locations to install markers in each of the selected communities. Ideal locations are town centers or areas where visitors have the opportunity to enjoy amenities and contribute to the local economy.

Each installation is newsworthy, and every story presents the opportunity for development of tourism products such as an annual event, concert series, theatrical production, walking tour, retail store, museum or themed restaurant.

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.



Country Music filmmaker Ken Burns visits Sun Studio on statewide tour in March, 2019





Bluegrass Underground, Pelham

TOURISM DEVELOPMENT

While TDTD inspires travel to the state to consumers, it also serves tourism partners, both urban and rural, through development, department initiatives, strategic planning, grants, workshops and marketing opportunities.

PARTNER OUTREACH

With the goal of increasing economic impact in all 95 counties, the outreach team works closely with other state agencies and organizations to identify resources and new-growth opportunities for tourism partners statewide.

From strategic partnerships, grants and educational opportunities to identifying assets, marketing and PR assistance, outreach is a direct conduit between resources and tourism partners.

Each grand division has a division manager who works with partners to present educational workshops; help with strategic planning, grant assistance and rural initiatives; and promote the state through public relations efforts. The division managers help keep Tennessee tourism partners informed of the programs and resources provided by TDTD and ensure the department knows about new or different destination offerings.

Need assistance or have questions, contact your division manager:

WEST TENNESSEE

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

MIDDLE TENNESSEE

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

EAST TENNESSEE

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



LEFT PHOTO Michael Moore (left), Marty Marbry (middle), Milton Howery III (right) MIDDLE PHOTO Sara Beth Urban and Commissioner Mark Ezell visiting Cookeville RIGHT PHOTO Jody Zorsch and Linda Brooks Jones of the Tennessee Mountain Laurel Festival and Dave Jones

RURAL TOURISM

Gov. Bill Lee, through his first executive order, called on state agencies to create plans that would impact Tennessee's rural communities, specifically the distressed and at-risk counties. While TDTD has initiatives dedicated to driving the traveler to Tennessee's rural communities, we know there is real growth potential for communities through tourism.

78 RURAL COUNTIES PRODUCE LESS THAN **12%** OF TENNESSEE'S TOTAL TOURISM EXPENDITURES*

THAT'S **82%** OF ALL COUNTIES

15 DISTRESSED & **29** AT-RISK COUNTIES MAKE UP ONLY **4%** OF TENNESSEE'S TOTAL TOURISM EXPENDITURES

THAT'S **46%** OF ALL COUNTIES

13 OF 15 DISTRESSED COUNTIES IDENTIFIED TOURISM AS A SOLUTION AND A **TOP 3** ECONOMIC DEVELOPMENT IMPACT GOAL

*Not including Sevier County

THE PLAN

Commissioner Ezell saw that in order to do more for the at-risk and distressed counties, the department would need to have additional resources. He proposed creating a new division – which would be part of Gov. Lee's budget – including dedicated staff members committed to assisting those targeted counties. He first appointed an Assistant Commissioner of Rural Tourism and Outreach, Melanie Beauchamp, to build out and lead the new rural division and outreach team. New personnel will work with members of the Governor's Rural Task Force, ECD Rural Development, Dept. of Agriculture, Dept. of Environment and Conservation, Dept. of Workforce Development and Dept. of Education among others.

A **\$524,000 BUDGET INCREASE** for creation of the Office of Rural Tourism was included in the governor's budget. An additional \$1.5 million was included in the governor's amended budget. Part of that increase included startup funding for rural tourism, giving TDTD the largest budget to date.



Reelfoot Lake, Tiptonville

RURAL TOURISM – WHAT IS TO COME?

While we are just getting started, below are initial tourism development goals set by TDTD that we will be working toward in the coming months:

- Build out the new division with additional team members to work with at-risk and distressed communities
- Create strategic partnerships and mentoring teams for the targeted communities
- Evaluate all current offerings and rural initiatives managed by the department, such as Discover Tennessee Trails & Byways, Adventure Tourism, Civil War Trails and Tennessee Music Pathways, to determine how they can be improved and expanded to create a bigger impact for rural partners
- Build strategy to provide resources for asset identification and utilization
- Create marketing and promotional programs for those assets
- Develop both product and branding strategies
- Work closely with other state agencies such as Dept. of Agriculture, Environment and Conservation and Economic and Community Development to align efforts
- Build innovative partnerships and initiatives providing additional offerings
- Create a resource bank of case studies, speakers and mentors
- Expand tourism educational training and scholarships

HITTING THE ROAD

We want to talk directly with you! TDTD will meet with each of the distressed and at-risk counties to listen and evaluate the needs in your community. Not sure if your county is distressed or at-risk? Visit tnced.com/research-and-data/publications.



TOURISM MARKETING GRANT

This grant provides tourism organizations such as CVBs, chambers of commerce and regional tourism organizations a way to expand their marketing message. It is a 1-1 reimbursable matching grant for marketing projects. The grant opens each July.

Cookeville CVB Digital Ad – Tourism Marketing Grant Project



WATERWAYS ACCESSIBILITY FOR TENNESSEE RECREATION GRANT (WATR)

Tennessee water recreation has a significant economic impact on both local and state economies. The legislature provided \$500,000 in FY 2020 for grants to marinas to help promote tourism and enhance the visitor experience. Grant applications will be available in late fall 2019.

Beach Island Marina – WATR Grant



TOURISM ENHANCEMENT GRANT

A joint effort of TNECD and TDTD, this grant is designed for cities and counties seeking to invest in local tourism infrastructure assets such as stages, signage, enhancement to attractions or venues, and other resources that target expanding local tourism. Opens late 2019. For more information, visit tn.gov/tourism/statewide-partners/grants-initiatives.

Portland Strawberry Crate – Tourism Enhancement Grant Project



TnHTA Governor's Conference on Hospitality & Tourism, Kingsport

EDUCATION

TDTD is dedicated to offering and encouraging educational opportunities for tourism partners. Whether it is an opportunity to host a presentation, attend workshops through the department or educational conferences through outside organizations, TDTD provides those working in the Tennessee tourism industry a chance to learn from and network with industry leaders.

NEW THIS YEAR

Planning for TDTD educational opportunities is underway. As TDTD builds out its rural development efforts, offerings will be expanded, such as the scholarship program. Partners will be notified as new opportunities become available and applications will be posted.

RECENT HOT TOPICS

- Partnering with TDTD
- Social Media
- Photography
- Customer Service
- Selling Your Destination



TnHTA Blizzard Conference, Manchester

Have a workshop or webinar idea for TDTD? Send ideas to Tourism.Outreach@tn.gov.



TnHTA Governor's Conference on Hospitality & Tourism, Kingsport

TOURISM EDUCATIONAL OPPORTUNITIES

TnHTA Governor's Conference

Tennessee hospitality and tourism businesses.

TnHTA.net

TnHTA Blizzard Conference

Tennessee Destination Marketing Organizations (DMOs).

TnHTA.net

Alabama-Mississippi-Tennessee Rural Tourism Conference

An emphasis on tourism in rural areas.

almstnruraltourism.com

Southeast Tourism Society Connections and STS Marketing College®

Providing a unique continuing education program for the travel and tourism industry.

southeasttourism.org

ESTO | U.S. Travel Association

Educational seminar for tourism organizations.

esto.ustravel.org

Destinations International

Serving destination marketing and management professionals.

destinationsinternational.org

American Association of Retirement Communities

Trends and best practices on retiree recruitment.

the-aarc.org

DISCOVER TENNESSEE TRAILS & BYWAYS

The Discover Tennessee Trails & Byways program is designed to extend visitors' major market stays and explore Tennessee's back roads. 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.

For more than 10 years, the program has been marketed through various mediums, including print ads in niche publications, broadcast media, editorial content, partnerships, billboards and brochure distribution.

As a rural initiative, TDTD will evaluate the trails to determine ways to refresh the program through updated marketing efforts, condensed brochures, new content on **tnvacation.com** and expanding effective tools for partners.

CIVIL WAR TRAILS

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. Travelers who visit Civil War sites stay longer and spend more than the average visitor.

- The program increased to six states this year with the addition of Pennsylvania, adding one more state to cross-promote with Tennessee sites
- A new and improved Tennessee Civil War Trails Map Guide that is more user-friendly with additional stories on diversity
- TDTD is now fulfilling individual brochure requests through **tnvacation.com/civil-war**
- A new marketing guide will be released late 2019 to help partners create a step-by-step plan to tell their stories and promote their Civil War Trail sites
- Applications can be downloaded at **industry.tnvacation.com**





Retire Tennessee booth at ideal-LIVING show in McLean, VA

RETIRE TENNESSEE

Now in its 14th year, Retire Tennessee continues to market the state's mild seasons, lower cost of living and slower pace of life to baby boomers. A record number of inquiries are showing that Tennessee is a popular retirement destination. Retirees are visitors first! Not only do they visit but they move and contribute to the economy. For questions related to the Retire Tennessee program, email Ramay Winchester at Ramay.W.Winchester@tn.gov or call 615-975-4237.

ABOUT THE PROGRAM

- A co-operative effort between qualifying communities and TDTD to market to potential retirees
- Currently, there are 20 counties in the program for those looking for retirement amenities and resources
- Each county must meet the state's criteria, such as upscale housing for sale, health care and specialists along with a vibrant downtown
- Program participants must attend one of the seven ideal-Living Resort & Retirement events
- Communities are highlighted on retiretennessee.org and receive inquiries from potential retirees seeking the good life
- TDTD continues to promote the program through print and digital media buys

U.S. CIVIL RIGHTS TRAIL

Launched in 2018 through the department's Travel South USA partnership, the U.S. Civil Rights Trail continues to inspire travel as visitors seek to learn about the stories of Americans who fought for racial equality by visiting sites in Memphis, Nashville and Clinton. The 10 Tennessee stops were featured in the vacation guide, on tncivilrightstrail.com and in other publications.

UNCOVER A PIECE
OF THE PAST



COURAGE & DETERMINATION

Learn about the inspiring stories of Americans who fought for racial equality as you follow the new U.S. Civil Rights Trail. The whole family can learn something from a day on the trail and have some fun, too.



Fisk University, Nashville

SOCIAL JUSTICE FOR ALL

Tennessee has 10 stops on the U.S. Civil Rights Trail, which launched in 2018, and a good place to begin is **FISK UNIVERSITY**, one of America's great historically black colleges and universities. It's famous for many things, including stately Jubilee Hall, home of the world-renowned Fisk Jubilee Singers. But the university's role in the struggle for racial equality is also notable. Fisk students, with other young men and women from Tennessee State University and Meharry Medical College, were leaders of Nashville's nonviolent protests and inspired a world-changing social justice movement.



Woolworth on 5th, Nashville

COUNTER MOVES

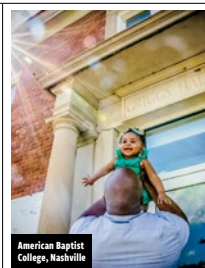
WOOLWORTH ON 5TH in the heart of downtown Nashville is now a restored restaurant and live music venue that pays homage to the early days of the civil rights movement. In 1960, it was the site of peaceful sit-ins by African-American students who challenged Woolworth and other stores that did not allow black and white customers to eat at the same counter. While the sit-ins were peaceful, the reactions of some whites were not. This was the site of civil rights hero John Lewis' first arrest in his lifelong fight for equality.



Nashville Public Library, Nashville

LEARNING ABOUT HEROES

In the airy, light-filled **CIVIL RIGHTS ROOM** of Nashville's downtown public library, you'll find inspiring vintage photographs, documents, media reports and historic memorabilia that tell the story of Nashville's epic civil rights movement. Revisit the first days of school integration in the late 1950s, its famed lunch counter sit-ins of 1960 and the marches, protests and sometimes violent counterprotests that followed. The painful struggle finally made Nashville the first integrated city in the South.



American Baptist College, Nashville

ORGANIZING FOR ACTION

The basement of Nashville's Griggs Hall dormitory at **AMERICAN BAPTIST COLLEGE** became legendary in the 1950s and '60s. Here, much of the planning and organizing for Nashville's lunch counter sit-ins and other protests was fine-tuned by the likes of now-Congressman John Lewis. It was in Griggs Hall, which offers tours Monday through Thursday, that he famously asked, "If not us, then who? If not now, then when?"

Find out more @
tnvacation.com/experiences/
HISTORY



STARBUCKS COFFEE SHOPS

To bring awareness to the history of the Civil Rights Movement, select Starbucks stores in 2019 started carrying a free brochure with a map showing all the U.S. trail sites. The stores are either in close proximity to civil rights trail locations or near where key events happened. So far, the brochure is featured in one Tennessee store in Memphis and one in Nashville. Other cities with participating Starbucks stores include Baltimore, Dallas, Chicago, Seattle, Phoenix, Brooklyn and Birmingham.

TENNESSEE SONGWRITERS WEEK

FEBRUARY 23–29, 2020

The state statute passed in 2018 annually designates the last full week of February as Tennessee Songwriters Week, designed to celebrate the foundation of the craft, recognize past and present songwriters, and pave the way for future artists.

TDTD, in partnership with The Bluebird Cafe in Nashville, held four open-mic nights in Memphis, Chattanooga, Knoxville and Johnson City during Tennessee Songwriters Week in February. Open-Mic Night winners performed on the historic stage at The Bluebird Cafe March 31.

Local businesses and venues across the state held more than 30 special events at various locations, including the Commodore Hotel & Café in Linden, Jim Oliver's Smoke House in Monteagle and West Tennessee Delta Heritage Center in Brownsville. Top songwriters at those three events won free virtual mentoring sessions with Songwriting University, which offers aspiring songwriters the opportunity to be mentored by accomplished industry hit-makers.



Inaugural Tennessee Songwriters Week

30+ Statewide Events in 17 Counties

250 Songwriter Submissions

\$88,000 Ad Value Equivalency

6.3 Million Earned Impressions



Inaugural Tennessee Songwriters Week, Nashville

"Being chosen to represent Memphis out of 25 beautiful, soulful works of art is such an incredible privilege for us. Our (BIG) dreams are coming alive with the momentum this contest has provided," Shara Matlock and Austin Carroll, winners at Lafayette's Music Room, Memphis

WHAT'S NEXT?

Plans are underway to create opportunities in 2020 to expand open-mic nights, in-the-rounds, songwriter showcases, educational workshops and the potential for qualifying rounds. TDTD will work with partners to expand opportunities at venues, theaters, colleges, museums, downtowns and Tennessee Welcome Centers to celebrate songwriters and drive visitation.



Kayaking on the Pigeon River

ADVENTURE TOURISM

Adventure tourism continues to gain popularity and it's only fitting that Tennessee's abundance of natural resources would be the ideal setting to support this segment of the tourism industry. In addition to the business-friendly advantages our state offers, TDTD is proud to showcase Tennessee's great outdoors in a way that helps generate job opportunities throughout the state.

An Adventure Tourism District designation allows qualified businesses that locate within the district to earn a job tax credit to offset a portion of the businesses' Tennessee franchise and excise tax liability. Qualified businesses include restaurants, hotels or other tourist-related attractions. The qualified business must make a capital investment of at least \$500,000 and create the required number of jobs.

New this year, applications are now open year round.

For an overview of the program and to download the application, visit:

industry.tnvacation.com/industryresourceturism-initiatives/adventure-tourism



Shelby Farms Park in Memphis



Horseback riding in Nashville



Rock climbing in Sequatchie



Photo Courtesy: Derek Cress

The Island at Pigeon Forge

WHAT'S NEW

Includes new attractions, renovated sites recently opened and major milestones that will be celebrated around Tennessee in 2019 and 2020.

BAXTER

The Monarch

Opening February 2020, The Monarch is a 16,000-square-foot historic warehouse, renovated into an industrial, chic venue specializing in weddings and conferences. It's an entrepreneurial venture of successful Tennessee businesswoman Kellie Fitzpatrick (owner of Lenny & Eva jewelry company).

Sulfur Ridge

Escape to nature and lavish comfort at Sulfur Ridge, Tennessee's first luxury treehouse bed-and-breakfast. Upscale, retro glamping in restored vintage campers is also available at this wooded retreat.

BRISTOL

Birthplace of Country Music Museum

The Birthplace of Country Music Museum will host new special exhibits in 2020: "American Ballads: The Photographs of Marty Stuart" and Henry Horenstein's "Honky Tonk."

Bristol Motor Speedway

Feel the need for speed? The popular Bass Pro Shops NRA Night Race at Bristol Motor Speedway will be held Sept. 20 as part of the 2020 NASCAR Playoffs.

Bristol Rhythm & Roots Reunion

The music festival celebrates its 20th anniversary Sept. 11-13, 2020.

BROWNSVILLE

West Tennessee Delta Heritage Center

The center adds a new music history mural and outdoor art depicting the region, a new covered pavilion for performances and will celebrate the 10th anniversary of the Exit 56 Blues Fest May 23-24, 2020.

CHATTANOOGA

Dave & Buster's

The family-fun entertainment center will open at Hamilton Place Mall for breakfast, lunch and dinner, buffet packages and lots of fun in 2020.

Haul of Fame Trucking Museum

The 10,000-square-foot museum will highlight well-known companies from the Golden Age of Trucking, including a free 18-wheeler truck-driving simulator.

National Medal of Honor Heritage Center

The center next to the Tennessee Aquarium memorializes the valorous actions of the recipients of the nation's highest military award and promotes the history and character associated with their gallantry.

Pinball Museum

The new classic arcade is now open with more than 50 vintage machines to play and enjoy, such as Centipede, Joust, Mrs. Pac Man and more.

COOKEVILLE

Cookeville Bullseye

Imagine bowling but with axes! The first of its kind in the Upper Cumberland, this family-friendly, axe-throwing attraction brings out the competition in everyone with four lanes and two targets per lane.

Cookeville Skate Park

Open summer 2019, this fully concrete skate park is a first for Cookeville and the only Grindline-designed skate park in the state of Tennessee.

Saltbox Farms

Saltbox Inn & Stables, most recognized for weddings, events and lodging, expands with

[Saltbox Farms continued] even more lodging and several new ceremony locations, including a new “greenhouse” space, luxury barn loft, sunflower fields, a new horse barn and more.

Sky High Sports

The new indoor trampoline park includes open jump, dodge ball, foam pits, basketball hoops, climbing walls, arcade games, ninja warrior course, kids court, soft play area for kids 2 years and under and full-service concession stand.

Soulcraft Coffee

In the heart of Cookeville’s WestSide Cultural District, this new storefront brews up traditional javas and uniquely blended brews.

Vintage Planet

The 12,000-square-foot, climate-controlled garage and showroom are filled with international flair with special events like Cookeville Cars & Coffee or British & European Car Picnics. Guests can take part in special events, sell a prized family heirloom or buy a classic car.

COUNCE

Pickwick Landing State Park

Pickwick Landing State Park will have new bird aviaries. Renovations of the inn and conference center are set to be complete by March 2020.

FRANKLIN

The Harpeth Hotel

The Curio Collection by Hilton property will be one of Tennessee’s newest luxury hotels when it opens August 2020. Nestled on Franklin’s iconic Main Street, the luxury retreat will feature designs inspired by stories of Franklin, multiple restaurants and an on-site spa.

GALLATIN

Hilton Garden Inn

The new 102-room hotel, opened in July 2019, includes a full-service restaurant, bar and room service.

GATLINBURG

Ripley’s Believe It or Not!

The Gatlinburg outpost of Ripley’s Believe It or Not! celebrates its 50th anniversary in 2020. Just in time, the museum recently completed a major renovation that includes 490 new exhibits.

Anakeesta Outdoor Family Adventure Park

Ridge Rambler Adventure Vehicles are a new way to take guests to the top of the mountain. Visitors enjoy a scenic guided ride via a colorful 5-ton retrofitted military vehicle.

GRAINGER COUNTY

Welcome Center

A new Welcome Center opens late 2019 for visitors to learn more about attractions in Grainger County and Cherokee Lake. The site will also offer a guide to the Historic Grainger County Trail, a self-guided driving trail.

KNOXVILLE

Adventure Action Park

This indoor action park offers 70,000 square feet of extreme fun, including a trampoline court, bouldering wall, dunk zone, flying trapeze, ninja warrior obstacle course, zip line, battle beams, go-karts and more.

Gypsy Circus Wild Cider Barrelhouse

In fall 2019, Tennessee’s first craft cidery opened the first wild, barrel-aged

manufacturing facility in its 4,000-square-foot taproom with 40 taps of Gypsy Circus' products, local craft beer and a restaurant.

New Breweries

Several new breweries will dot Knoxville, including Elst, Geezers, Next Level, Albright Grove, New Tap House and High Wire.

New Hotels

New hotels welcomed guests in late 2019, including Tru by Hilton Knoxville North, Tru by Hilton Knoxville West, Aloft by Marriott Knoxville West, Embassy Suites by Hilton Downtown (featuring a rooftop pool and ballroom), the Drury Inn & Suites Knoxville West and Hilton Garden Inn Papermill.

Peyton Manning's Saloon 16

In partnership with Graduate Hotels, Tennessee's favorite quarterback will open a Western-inspired, high-end watering hole with a jukebox, dart board, live piano and outdoor dining.

Swimming and Diving Championships

In 2020 and 2021, Knoxville will become the first Tennessee city to host the NAIA Men's and Women's Swimming and Diving Championships. The action goes down March 4-7, 2020, and March 3-6, 2021 at the Allan Jones Aquatics Center.

LA FOLLETTE

Chapman Hill Winery

The new local vineyard and winery in Campbell County includes a tasting room, festivals and events throughout the year.

MAYNARDVILLE

Union County Opry

Known as the Cradle of Country Music, Union

County is noted for its musical heritage, including legends like Roy Acuff, Chet Atkins, Carl Smith and Kenny Chesney. The Union County Opry will feature a once-a-month series of musical concerts.

MEMPHIS

Central Station Hotel

Open fall 2019, the Curio by Hilton branded property is in a repurposed 105-year-old building with touches of mid-century modern design that includes a bar, vinyl record library, DJ and local Memphis photography.

New Additions

The music, arts and culture scene has new additions, including the CMLX in Orange Mound and a statue of Johnny Cash in Cooper-Young, where he made his professional debut in a neighborhood that remains one of the city's premiere spots to hear live music.

MONTEREY

The Lake at Meadow Creek Park

A new road offers easier access to the lake, which is part of an over 300-acre park near downtown. Current amenities include fishing and non-motorized boating. Hiking trails are in progress, and bike trails are planned.

Cliffs at Meadow Creek Park

Monterey is now one of 10 destinations in the U.S. to receive a national rock-climbing conservation grant and will soon add hiking trails and rock-climbing access, offering varied levels of climbing for guests.

NASHVILLE

Fifth + Broadway & National Museum of African American Music

Opening early 2020, the museum is part

[Fifth + Broadway & National Museum of African American Music continued] of downtown Nashville's \$450 million Fifth + Broadway development, and will feature five permanent galleries honoring the genres of jazz, blues, hip-hop, gospel and R&B, in addition to a 200-seat theater and traveling exhibits.

Heaven's Door Distillery and Center for the Arts

Legendary singer/songwriter Bob Dylan will debut a distilling operation, concert venue, restaurant, whiskey library and art center (showcasing his own paintings and sculptures) in fall 2020 in the old Elm Street Methodist Church downtown.

Nashville Yards

The downtown development will bring 1,100 new hotel rooms, a 1-acre park, new concert venue, 3.5 million feet of office space and 1,000 residential units. Amazon will be among the new tenants.

New Hotels

Luxurious new digs are opening in 2020 and early 2021 including a Grand Hyatt in Nashville Yards, a Virgin Hotel on Music Row, a Joseph Luxury Collection Hotel in SoBro and a W Hotel in The Gulch.

PIGEON FORGE

The Island in Pigeon Forge

The flying theater attraction, set to open in early 2020, will feature a state-of-the-art ride system and a custom film featuring national wonders and landmarks. The Mountain Mile,

with retail, amusements and dining, will open anchored by the Mountain Monster coaster, which includes four different rides. Southern cuisine is on the menu at the new Puckett's Grocery & Restaurant.

RICEVILLE

Silver Springs Winery

The new winery in the rolling foothills of the Smokies is open daily for wine tastings. The winery is inspired by a love of great wines and the founders' fond memories of creating wines with his grandfather in old-world Greece.

SAVANNAH

Farmers' Market

A new multipurpose facility downtown will house the Savannah Farmers' Market, annual winter ice-skating rink and musical events throughout the year.

Tennessee River Museum

Hardin County will add an elevator and expand the museum's steamboat exhibit to the basement level.

SELMER

McNairy County Courthouse Jail Experience Center

McNairy County Sheriff Buford Pusser earned a national reputation (and a biopic) for busting moonshiners and gambling rings in the 1960s. The immersive museum lets visitors experience Pusser's office and jail .



SEVIER COUNTY

Gatlinburg Wine Trail

The new wine trail includes Sugarland Cellars, Tennessee Homemade in Gatlinburg, Goodwater Gatlinburg and Cades Cove in Townsend. This will be the fourth self-guided wine trail in the Nine Lakes Wine Country / 9 Lakes Region of East Tennessee.

SEVIERVILLE

Aubrey's Restaurant

Smiling faces, great food and satisfying portions. Aubrey's Restaurant expands to a new location opening in Sevierville in 2020.

Farmers' Market

A new farmers' market concept retail experience will open in the Five Oaks District of Sevierville.

The Ridge Outdoor Resort

Rustic meets luxury at this new outdoor resort with spacious, 70-foot RV sites, tiny homes and glamping safari tents. Amenities include outdoor pool, modern bathhouse, fitness room, pickleball, basketball and laundry facilities.

SPENCER

Fall Creek Falls Inn

Tennessee's largest and most visited state park has a new 95,000-square-foot inn worthy of its scenic surroundings, including a conference center and restaurant.

UNION CITY

Discovery Park of America

The new "Fact, Fiction & Farming Today" exhibit uses videos, graphics and farmer profiles to educate visitors about the realities of modern farming. Other upcoming exhibits in 2020 include agriculture, women's suffrage and an astronauts traveling exhibit.

STATEWIDE

February 23-29, 2020

Tennessee Songwriters Week

The state statute annually designates the last full week of February as Tennessee Songwriters Week, designed to celebrate the foundation of the craft, recognize past and present songwriters and pave the way for future artists. Statewide events include in-the-rounds, songwriter showcases, open-mic nights, educational workshops and more.

Ken Burns & Tennessee Music Pathways

Ken Burns' "Country Music," an eight-part, 16-hour documentary, airs on PBS Sept. 15-22, 2019, tracing the history of the American art form from its origins in southern Appalachia to Nashville's Grand Ole Opry and everything in between. The broadcast coincides with the first anniversary of the launch of Tennessee Music Pathways, a statewide program identifying, interpreting, promoting and preserving Tennessee music events, venues, locations and stories.



TOP LEFT PHOTO Phillip Fulmer presents Rick Byrd with the Pat Summitt Lifetime Achievement Award TOP RIGHT PHOTO Eddie George (Tennessee Sports Hall of Fame Class of 2014) speaks at the Inductee Luncheon and Banner Unveiling BOTTOM LEFT PHOTO Peyton Manning addresses media BOTTOM RIGHT PHOTO The Induction Banquet was held at the Omni Nashville Hotel

TENNESSEE SPORTS HALL OF FAME

On April 24, 2018, TDTD took over the oversight for the Tennessee Sports Hall of Fame from the Secretary of State's office. On April 8, 2019, the Tennessee Sports Hall of Fame Board of Directors was reorganized to better position the organization for future success.



Left to right: Commissioner Mark Ezell, Patrick Willis, David Cutcliffe, Peyton Manning, Amy Adams Strunk (Tennessean of the Year), Kara Lawson, Renee Buckner (daughter of George Taliaferro), Phillip Fulmer (Chairman of the Tennessee Sports Hall of Fame), Lisa Campbell, Kippy Brown, Charles Davis. Not pictured are the families of Bob Tillman and Kim Valek.

TENNESSEE SPORTS HALL OF FAME

The star-studded class of 2019 was inducted during a banquet on June 15, 2019 at Omni Nashville Hotel. A record-breaking crowd of over 1,000 guests were in attendance and a record amount of money was raised for the Hall of Fame. Awareness reached an all-time high with national media coverage that garnered over 505 million impressions.

The Tennessee Sports Hall of Fame enshrines and honors athletes, teams, coaches, sports writers and sports administrators who have made an impact on the history of sports in Tennessee. The organization believes the lessons learned through sports can be carried throughout one's life and enable them to not only accomplish their goals but also excel in them.

The 2019 induction class included Kippy Brown, David Cutcliffe, Charles Davis, Kara Lawson, Peyton Manning, George Taliaferro, Bob Tillman, Kim Valek and Patrick Willis. Honorees included the late David Williams, Historical Achievement Award.

Board of Directors

Phillip Fulmer - Chair

Harold Graeter - Vice-Chair

Commissioner Mark Ezell - Treasurer

Alicia Widrig - Secretary & Legal Counsel

Julie Bennett

Keith Boring

Dane Bradshaw

Lisa Campbell

Scott Carter

Marianne Dunavant

Shan Foster

Kenny Hawkins

Brad Lampley

Chris Massaro

Missy Marshall

Kyle Spurgeon

Malcolm Turner

Chris Wampler

Trey Watkins



Mural stairs at Cumberland Avenue and 11th Street, Knoxville

INFORMATION & SUPPORT

Administrative Services include internal financial, human resource, legal and procurement services.

ADMINISTRATIVE SERVICES

Administrative Services is committed to providing best in class customer service and professional business support to our stakeholders while being good stewards of tax dollars. The division responds to over 8,000 requests annually. These range from individual travelers wanting maps, guides and various travel related information to bulk requests by partner travel and tourism organizations. Additionally, the team manages the Tourism Information phone line as well as bulk distribution services for printed marketing collateral.

DEPARTMENT OF TOURIST DEVELOPMENT

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BULK ORDER REQUESTS

TDTD fulfills requests for bulk orders of the official state highway maps and Vacation Guides, which can be completed online at tn.gov/tourism/statewide-partners a minimum of two weeks before the desired delivery date. Partners can also email Fay.Hicks@tn.gov or call 615-741-2159.



2019 Bulk Order Request Form

Name*

First Name

Last Name

Organization / Agency*

Address: United States

City

State

ZIP Code

International bulk requests, please continue for shipping information.

Email Address*

Confirm Email Address*

Phone

Vacation Guides—Number of Cases Requested

There are 26 guides per case.

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EVENT CALENDAR

FOCUS	EVENT	DATES	LOCATION
Industry Wide	TnHTA Governor's Conference	Sept. 4 - 6, 2019	Nashville, TN
Industry Wide	Appalachian Regional Summit	Sept. 4 - 6, 2019	Asheville, NC
Public Relations	"Country Music" Premieres on PBS	Sept. 15, 2019	Nationwide
Travel Trade	Active America China Receptive	Sept. 17 - 18, 2019	San Gabriel, CA
Travel Trade	NCMA-VMA-MCASC Regional Meeting	Sept. 18 - 22, 2019	Winston-Salem, NC
Retire TN	Ideal Living Resort & Retirement Expo	Sept. 21 - 22, 2019	Parsippany, NJ
Retire TN	Ideal Living Resort & Retirement Expo	Sept. 28 - 29, 2019	McLean, VA
Travel Trade	German Sales Mission (limited)	Oct. 7 - 11, 2019	Germany
Industry Wide	AL-MS-TN Rural Tourism Conference	Oct. 21 - 23, 2019	Natchez, MS
Travel Trade	RTO Summit Florida	Oct. 23 - 24, 2019	Champions Gate, FL
Travel Trade	BiG (Boomers in Groups)	Oct. 25 - 27, 2019	Franklin, TN
Travel Trade	Bienvenue Quebec	Oct. 28 - 30, 2019	Quebec City, QC
Travel Trade	OMCA	Nov. 3 - 6, 2019	Ottawa, ON
Retire TN	AARC Conference	Nov. 6 - 8, 2019	Chattanooga, TN
Public Relations	Fall Travel Writer FAM	Nov. 3 - 8, 2019	Great Smoky Mountains
Travel Trade	WTM	Nov. 4 - 6, 2019	London, UK
Travel Trade	North Carolina Music Educators	Nov. 9 - 12, 2019	Winston-Salem, NC
Travel Trade	Travel South International	Dec. 2 - 5, 2019	St. Louis, MO
Travel Trade	NTA	Dec. 8 - 12, 2019	Fort Worth, TX
Travel Trade	Midwest Band Clinic	Dec. 18 - 21, 2019	Chicago, IL
Travel Trade	Florida Music Educators	Jan. 8 - 11, 2020	Tampa, FL
Travel Trade	ABA	Jan. 10 - 14, 2020	Omaha, NE
Retire TN	Ideal Living Resort & Retirement Expo	Jan. 11 - 12, 2020	Long Island, NY
Travel Trade	Tennessee Event at ABA 2019	Jan. 12, 2020	Omaha, NE
Retire TN	Ideal Living Resort & Retirement Expo	Jan. 18 - 19, 2020	Schaumburg, IL
Travel Trade	Georgia Music Educators	Jan. 23 - 25, 2020	Athens, GA
Retire TN	Ideal Living Resort & Retirement Expo	Jan. 25 - 26, 2020	Rochester, MI
Travel Trade	Tennessee Motor Coach Association	Jan. 27 - 29, 2020	Florence, AL
Public Relations	National Plan for Vacation Day	Jan. 28, 2020	Nationwide
Industry Wide	TnHTA Blizzard Conference	Jan. 29 - 30, 2020	To Be Determined



Property near Dale Hollow Lake, Byrdstown

FOCUS	EVENT	DATES	LOCATION
Travel Trade	IITA	Feb. 2 - 5, 2020	St. Pete/Clearwater, FL
Travel Trade	Educational Travel Consortium	Feb. 3 - 6, 2020	Chattanooga, TN
Travel Trade	Kentucky Music Educators	Feb. 5 - 8, 2020	Louisville, KY
Retire TN	Ideal Living Resort & Retirement Expo	Feb. 8 - 9, 2020	Parsippany, NJ
Industry Wide	Southeast Tourism Society Connections	Feb. 10 - 12, 2020	Little Rock, AR
Retire TN	Ideal Living Resort & Retirement Expo	Feb. 15 - 16, 2020	Stamford, CT
Travel Trade	Connect Travel	Feb. 19 - 21, 2020	Kissimmee, FL
Industry Wide	Pick TN Conference	Feb. 20 - 22, 2020	Franklin, TN
Public Relations	Tennessee Songwriters Week	Feb. 23 - 29, 2020	Statewide
Travel Trade	RTO Summit West	Feb. 25 - 26, 2020	Marina del Rey, CA
Retire TN	Ideal Living Resort & Retirement Expo	Feb. 29 - Mar. 1, 2020	McLean, VA
Travel Trade	ITB Berlin	Mar. 4 - 8, 2020	Berlin, Germany
Travel Trade	Travel South Domestic	Mar. 8 - 11, 2020	Baton Rouge, LA
Retire TN	Milwaukee Golf Expo	Mar. 13 - 15, 2020	Milwaukee, WI
Travel Trade	Active America China	Mar. 31 - Apr. 2, 2020	San Diego, CA
Travel Trade	RTO Summit East	April 15 - 16, 2020	New York, NY
Public Relations	National Travel & Tourism Week	May 3 - 9, 2020	Nationwide
Industry Wide	Southeast Tourism Society Marketing College®	May 10 - 15, 2020	Dahlonega, GA
Travel Trade	U.S. Travel's IPW	May 30 - Jun. 3, 2020	Las Vegas, NV
Travel Trade	TAP Dance (by invitation only)	Jun. 14 - 18, 2020	Branson, MO
Travel Trade	Spotlight on the Southeast	Jul. 13 - 15, 2020	Morgan City, LA
Travel Trade	SCMA-GMOA-AMA Regional Meeting	Jul. 19 - 23, 2020	Biloxi, MS
Travel Trade	Oklahoma Bandmasters	Jul. 20 - 23, 2020	Tulsa, OK
Travel Trade	Southwest Music Summer Exhibition	Jul. 23 - 25, 2020	San Antonio, TX
Travel Trade	SYTA	Aug. 14 - 18, 2020	Winnipeg, MB
Travel Trade	VMA-MCASC-NCMA Regional Meeting	Aug. 26 - 30, 2020	Harrisonburg, VA
Industry Wide	TnHTA Governor's Conference	Sept. 16 - 18, 2020	Murfreesboro, TN



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