

THE SOUNDTRACK *of* AMERICA
• MADE IN •

TENNESSEE®



WHO'S YOUR DATA??

INTRODUCTION

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AGENDA

Looking Back

Looking Around

Looking Ahead



LOOKING BACK

Advocacy

- Citizen Dashboard (one-pager)
 - <https://www.tn.gov/transparenttn.html>
 - Governor's Priorities -> Jobs & Rural Economic Development -> Tourist Development
- OpenMaps (interactive dashboard)
 - <https://openmaps.tn.gov/>
 - Search "tourism"

QUESTIONS



LOOKING AROUND

Marketing

- Industry research
 - <https://industry.tnvacation.com/industry/research>
 - Weekly travel research updates
 - Economic reports
- Arrivalist
 - On request
 - County arrival breakdown/cross visitation

QUESTIONS



LOOKING AHEAD

In Development

- State Parks & Arrivallist Dashboard
- Welcome Center Traffic Counters
- Department of Transportation Travel Statistics

**QUESTIONS
COMMENTS
IDEAS**



THANK YOU!