Welcome Centers

The Tennessee Department of Tourist Development (TDTD) operates 16 Welcome Centers across the state. All Welcome Centers have remained open through the COVID-19 pandemic to serve as essential rest breaks for travelers. Enhancements in safety, communication, and customer service include increased sanitization, plexiglass barriers around information counters, installation of 63 digital monitors, and transitioning to touch-less visitor satisfaction surveys, where centers average a rating of 4.9 out of 5 points.

4.9 out of 5 Visitor Satisfaction Rating

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Laura Munn
Northeast Regional Manager // 13, 14, 15, 16
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During the COVID-19 pandemic, staff participated in educational FAMs to learn about the destination’s amenities and COVID-19 safety precautions. FAM tours allow staff to experience destinations firsthand and better promote Tennessee to millions of travelers each year. All Welcome Center participants followed local health and safety guidelines during these trips.

State-of-the-Art Traffic Counters

All Welcome Centers installed new, state-of-the-art traffic counter devices in 2020 that use microwave sensors to count each vehicle as it passes and collect vehicle size and speed information. The addition of solar panels allows for continuous data collection. As a result, Welcome Centers may now review up-to-date traffic count information at any time.

Travel Safe Kits

As part of the department’s “For the Love of Tennessee, Travel Safe” campaign effort, urging residents and visitors to follow CDC guidance concerning COVID-19, Welcome Centers distributed over 150,000 “Travel Safe” Kits. These kits included branded masks, hand sanitizer, postcards, travel information and safety reminders that were given out on a first-come basis.
2020 Economic Impact of Travel on Tennessee

The data presented here is high-level information about travel within our state. For more local information, please contact our team or visit industry.tnvacation.com/industry/research.

Total Direct Economic Impact Includes Domestic and International Travel
Source: USTA, Tourism Economics // All percent change calculations are over 2019.

**$16.8B**  
Visitor Spending  
-31.6% DECREASE  
Outperformed the national decline of -42%

**$1.4B**  
State & Local Tax Revenue  
-30.4% DECREASE  
Outperformed the national decline of -31%

**$9.1B**  
Tourism GDP  
-26.1% DECREASE

149,800  
Employment  
-23.1% DECREASE  
Outperformed the national decline of -34%

**$5.5B**  
Labor Income  
-17.6% DECREASE  
Outperformed the national decline of -32%

Despite the COVID-19 pandemic, travel-generated tax revenue lowered the average Tennessee household's state and local tax burden by $550 annually.

International Travel Recovery
Source: Tourism Economics

International visitation declined by -78% in 2020. Tourism Economics forecasts international visitation will return to 2019 levels by 2024 and spending by 2025.

Visits from Top 5 Markets of Origin for Tennessee, 2010 to 2025

Spending from Top 5 Markets of Origin for Tennessee, 2010 to 2025

Leisure & Hospitality Employment, Percent Change Over 2019

Leisure & Hospitality Sales & Use Tax Collections, Difference Over 2019

Eating & Drinking Places  
Arts, Entertainment & Recreation  
Accommodation  
(P) = PRELIMINARY
**2020 Domestic Visitor Profile**

**75.86M**
Domestic Person - Stays
- 39.9% DECREASE

**$132**
Average Daily Expenditures per Traveler

**$398**
Average Trip Expenditures per Party

**2.44**
Days Average Length of Stay

**8.85/10**
Overall Leisure Visitor Satisfaction

**2.06**
People Average Traveling Party

**2020 Out-of-State Arrival Behavior**

Arrivalist distills mobile location data to provide always-on consumer insights and is the most widely accepted independent media measurement platform by the digital media industry. Arrivalist sources information from 120+ million monthly active users. 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.

**Media Target Markets**

<table>
<thead>
<tr>
<th>DMA Name</th>
<th>% of Total Arrivals</th>
<th>Average Time in Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta, GA</td>
<td>10.7%</td>
<td>1 Day, 18 Hours</td>
</tr>
<tr>
<td>Greenville, SC</td>
<td>4.8%</td>
<td>1 Day, 16 Hours</td>
</tr>
<tr>
<td>Birmingham, AL</td>
<td>3.7%</td>
<td>1 Day, 22 Hours</td>
</tr>
<tr>
<td>Charlotte, NC</td>
<td>3.1%</td>
<td>2 Days, 3 Hours</td>
</tr>
<tr>
<td>Cincinnati, OH</td>
<td>3.0%</td>
<td>2 Days, 18 Hours</td>
</tr>
<tr>
<td>Louisville, KY</td>
<td>3.0%</td>
<td>1 Day, 22 Hours</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>2.2%</td>
<td>3 Days, 3 Hours</td>
</tr>
<tr>
<td>Indianapolis, IN</td>
<td>2.1%</td>
<td>2 Days, 21 Hours</td>
</tr>
<tr>
<td>St. Louis, MO</td>
<td>1.4%</td>
<td>2 Days, 12 Hours</td>
</tr>
<tr>
<td>Little Rock, AK</td>
<td>1.3%</td>
<td>1 Day, 17 Hours</td>
</tr>
<tr>
<td>Tampa, FL</td>
<td>1.2%</td>
<td>4 Days, 1 Hour</td>
</tr>
<tr>
<td>Dallas, TX</td>
<td>0.9%</td>
<td>3 Days, 3 Hours</td>
</tr>
<tr>
<td>Jackson, MS</td>
<td>0.9%</td>
<td>2 Days, 11 Hours</td>
</tr>
</tbody>
</table>

**Top 20 Out-of-State Markets**

<table>
<thead>
<tr>
<th>DMA Name</th>
<th>% of Total Out-of-State Arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta, GA</td>
<td>17%</td>
</tr>
<tr>
<td>Greenville, SC</td>
<td>14%</td>
</tr>
<tr>
<td>Birmingham, AL</td>
<td>14%</td>
</tr>
<tr>
<td>Charlotte, NC</td>
<td>20%</td>
</tr>
<tr>
<td>Cincinnati, OH</td>
<td>18%</td>
</tr>
<tr>
<td>Louisville, KY</td>
<td>7%</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>2%</td>
</tr>
</tbody>
</table>

*The Travel Performance Monitor is a comprehensive study measuring the travel behavior of U.S. residents. An average of 50,000 distinct U.S. households are contacted monthly. For the 2020 Visitor Profile, D.K. Shifflet captured responses from 985 visitors to Tennessee. In 2019, the study captured 2,721 visitors and in 2018, the study captured 2,538 visitors.*
2020 OUT-OF-STATE ARRIVAL BEHAVIOR
Source: Arrivalist

ARRIVALS BY MONTH, MONTHLY ESTIMATED US ADULT TRIPS

2020 Total Estimated Trips

ARRIVALS BY DAY OF WEEK, PERCENT OF TOTAL TRIPS

<table>
<thead>
<tr>
<th>Day</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>11%</td>
<td>11%</td>
<td>10%</td>
<td>12%</td>
<td>15%</td>
<td>23%</td>
<td>18%</td>
</tr>
</tbody>
</table>

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

ARRIVAL REGION CROSS VISITATION

<table>
<thead>
<tr>
<th>Region</th>
<th>Greater Nashville</th>
<th>Smokies</th>
<th>Middle East</th>
<th>Southeast</th>
<th>Upper Cumberland</th>
<th>South Central</th>
<th>Memphis Delta</th>
<th>Northwest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater Nashville</td>
<td>12%</td>
<td>17%</td>
<td>14%</td>
<td>25%</td>
<td>18%</td>
<td>21%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Smokies</td>
<td>12%</td>
<td>67%</td>
<td>20%</td>
<td>18%</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
<td>14%</td>
</tr>
<tr>
<td>Middle East</td>
<td>18%</td>
<td>68%</td>
<td>27%</td>
<td>28%</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
<td>13%</td>
</tr>
<tr>
<td>Southeast</td>
<td>23%</td>
<td>33%</td>
<td>43%</td>
<td>11%</td>
<td>3%</td>
<td>16%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Upper Cumberland</td>
<td>54%</td>
<td>37%</td>
<td>58%</td>
<td>14%</td>
<td>11%</td>
<td>8%</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>South Central</td>
<td>25%</td>
<td>9%</td>
<td>13%</td>
<td>6%</td>
<td>16%</td>
<td>13%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Memphis Delta</td>
<td>27%</td>
<td>6%</td>
<td>8%</td>
<td>3%</td>
<td>10%</td>
<td>42%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Northwest</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Matrix of combinations shows the % of trips to one region that also make a trip to another region.

Analysis of Arrivalist data demonstrates visitors to primary destinations also visit additional counties during trips to Tennessee.

2020 ARRIVAL COUNTY CROSS VISITATION

PRIMARY COUNTY ARRIVAL

DAVIDSON COUNTY

2 DAYS, 4 HOURS Average Length of Stay in Tennessee
25.8% WILLIAMSON
11.1% RUTHERFORD
9.5% WILSON
8.3% SUMMER
4.0% SHELBY

1 DAY, 6 HOURS Average Length of Stay in County

HAMILTON COUNTY

1 DAY, 23 HOURS Average Length of Stay in Tennessee
14.7% BRADLEY
12.2% MARION
11.0% DAVIDSON
9.6% KNOX
5.9% POLK

1 DAY, 5 HOURS Average Length of Stay in County

KNOW COUNTY

2 DAYS, 3 HOURS Average Length of Stay in Tennessee
26.7% SEVIER
18.7% BLAINE
6.7% ANDERSON
5.2% LOUDON
5.2% DAVIDSON

23 HOURS Average Length of Stay in County

SEVIER COUNTY

2 DAYS, 22 HOURS Average Length of Stay in Tennessee
29.1% BLAINE
19.8% KNOX
11.5% COCKE
6.5% HAMILTON
6.1% DAVIDSON

2 DAYS, 10 HOURS Average Length of Stay in County

SHELBY COUNTY

1 DAY, 17 HOURS Average Length of Stay in Tennessee
15.5% DAVIDSON
15.1% MADISON
13.5% FAYETTE
7.8% TIPTON
3.4% KNOX

1 DAY, 8 HOURS Average Length of Stay in County

2020 TOTAL ESTIMATED TRIPS

45.6M

-15.6% DECREASE
**TENNESSEE TOURISM RESPONDS TO COVID-19 PANDEMIC**

Following a decade of record-breaking growth, Tennessee tourism was on track for a milestone 2020 until COVID-19 halted nearly all travel. The single largest crisis to hit the industry, the pandemic represented $303 million in lost state revenue between March and December 2020.

As tens of thousands of Tennesseans lost their jobs, leisure and hospitality was hit the hardest and struggled to rebound. The challenges were most acute in our big cities, which felt the loss of large events, conventions, music and business travel. Tennessee experienced gains in rural areas, on waterways, mountains and in our parks.

$303M
In Lost State Revenue
(March-Dec. 2020)

**TENNESSEE PLEDGE**

As the pandemic forced business closures in April 2020, Gov. Bill Lee appointed Tourist Development Commissioner Mark Ezell as Director of the state’s Economic Recovery Group (ERG). The ERG created the Tennessee Pledge with input from health experts, state and local partners, industry leaders and businesses representing over 2.5 million Tennesseans. The Tennessee Pledge led the nation in a careful reopening plan, enabling business in 89 counties to resume safely without the burden of heavy mandates.

In addition to administering grants to support communities statewide, TDTD launched “For the Love of Tennessee, Travel Safe.” The campaign ran statewide and in drive markets on television, billboards, in print publications and digital channels. Ads highlighted safe activities such as outdoor recreation and demonstrated safe travel practices.

All 16 Welcome Centers remained open during the pandemic to serve as an essential rest break for travelers. Safety, communication, and customer service enhancements included the installation of 63 digital monitors, plexiglass barriers around information counters, digital comment cards and distribution of 150,000 free “travel safe” kits.

**CARES ACT TOURISM MARKETING GRANT**

As the COVID-19 crisis unfolded, TDTD worked alongside the Office of the Governor and Financial Stimulus Accountability Group to develop a relief program to directly support tourism through the federal Coronavirus Relief Fund (CRF). To aid the industry’s recovery, TDTD received $25 million in CARES Act funding to rebuild consumer confidence and communicate safe travel practices.

Did you know? TDTD received the largest CRF tourism grant in the United States!

$15 million in grants provided much-needed support for 113 Destination Marketing Organizations (DMOs) in all 95 counties. The 100% reimbursable grants covered expenses related to health and safety precautions and marketing the safe resumption of tourism and hospitality activities incurred between Mar. 1 and Dec. 30, 2020.

$25M in Funds to Rebuild Consumer Confidence Allocated to:
- $15M for Destination Marketing Organizations
- TDTD-Managed Marketing Campaign
- Welcome Center Communication Enhancements
- Tennessee State Parks
- Regional Tourism Offices
- Tennessee Wildlife Resources Agency

**AVERAGE % CHANGE IN CONSUMER SPENDING**
(Source: Opportunity Insights Economic Tracker, April 13, 2020-January 17, 2021)

<table>
<thead>
<tr>
<th>State</th>
<th>Average % Change in Consumer Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arkansas</td>
<td>5.1%</td>
</tr>
<tr>
<td>Hawaii</td>
<td>3.7%</td>
</tr>
<tr>
<td>West Virginia</td>
<td>3.2%</td>
</tr>
<tr>
<td>Connecticut</td>
<td>1.9%</td>
</tr>
<tr>
<td>Idaho</td>
<td>1.2%</td>
</tr>
<tr>
<td>Louisiana</td>
<td>1.0%</td>
</tr>
<tr>
<td>Tennessee</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

Tennessee was one of only seven states to see an increase in consumer spending in 2020.
**FOR THE LOVE OF TENNESSEE, TRAVEL SAFE**

For the Love of Tennessee, Travel Safe: Songwriters Drew & Ellie Holcomb embarked on a 1,600-mile trip across Tennessee with their three children and filmed a six-episode video series showcasing beautiful parks, outdoor activities and how to travel safe in their native state.

### OCTOBER–DECEMBER FLIGHT DATES

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Completed Video Views</th>
<th>Clicks to Site, CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>275,514,997</td>
<td>61,951,844</td>
<td>567,163, 0.21%</td>
</tr>
</tbody>
</table>

### “COME PLAY” MARCH – MAY FLIGHT DATES

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Completed Video Views</th>
<th>Clicks to Site, CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>38,220,641</td>
<td>9,995,641</td>
<td>154,042, 0.40%</td>
</tr>
</tbody>
</table>

**KID REVIEWED**

Kid Reviewed: A campaign featuring family attractions, which launched in Spring 2019, resumed alongside our “Now Playing” campaign. The innovative “laugh trackers” and website featuring reviews from kids provided ROI, based on results measured using Adara tracking software.

### MAY–JULY, 2021 FLIGHT DATES

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Completed Video Views (includes broadcast), CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>31,071,110</td>
<td>14,601,986, 39%</td>
</tr>
<tr>
<td>10,629,875</td>
<td>39,416, 0.22%</td>
</tr>
</tbody>
</table>
Now Playing in Tennessee: As vaccines became widely available, capacity restrictions waned and events resumed, TDTD launched the “Now Playing in Tennessee” campaign in May 2021. CARES Act Funding and a grant from the Department of Economic & Community Development provided TDTD with a budget that allowed for expansion into new test markets. This expansion increased potential reach by population from 41.8 million to 74.3 million.

MAY-JULY, 2021 FLIGHT DATES

<table>
<thead>
<tr>
<th>Market</th>
<th>Impressions</th>
<th>Video Views (includes broadcast)</th>
<th>Clicks to Site, CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Huntsville</td>
<td>159,594,639</td>
<td>76,528,633</td>
<td>101.29%</td>
</tr>
<tr>
<td>Lexington</td>
<td>287,733</td>
<td>42,515,900</td>
<td>101.29%</td>
</tr>
<tr>
<td>Raleigh-Durham</td>
<td>101.29%</td>
<td>101.29%</td>
<td>$121K</td>
</tr>
<tr>
<td>Washington D.C.</td>
<td>101.29%</td>
<td>101.29%</td>
<td>$266K</td>
</tr>
</tbody>
</table>
| *Test market includes television*

*Huntsville, Lexington, and Raleigh-Durham include broadcast and digital, budget by market determined based on market population, Kentucky total does not include Louisville or Lexington, Missouri total does not include Saint Louis, Ohio does not include Cincinnati.
The Kid Reviewed campaign’s innovative Laugh Tracker technology, a wearable that measures laughs and excitement levels, was honored throughout the industry. Laugh Tracker won awards like the Gold Lion and Super Reggie, beating out companies such as IBM, IKEA and Frito Lay.

**CANNES LIONS: INTERNATIONAL FESTIVAL OF CREATIVITY AWARDS**
- Laugh Tracker | Gold | Creative Data: Data Enhanced Creativity
- Shortlist | Creative Data: Data Storytelling
- Shortlist | Creative Data: Data Technology

**REGGIE AWARDS**
- Laugh Tracker | Gold + SUPER Reggie | Creative & Innovation Campaigns

**U.S. TRAVEL ASSOCIATION’S ESTO AWARDS**
- Laugh Tracker | Mercury | Special Projects

**AME AWARDS**
- Laugh Tracker | Gold | Best Use of Discipline/Creative Use of Tech

**NORTH AMERICAN EFFIE AWARDS**
- Laugh Tracker | Bronze | Media Innovation-Emerging & New Channel
- Bronze | David vs. Goliath

**TDTD DIGITAL MARKETING TACTICS**

**CONNECTED TV (CTV)**
Spots running within full-episode content on a smart TV or streaming through a connected device.

**TDTD Tip**
Utilize CTV to increase TV reach since audiences are moving to this format.

**Example**
TDTD ran :30 second Drew Holcomb spots on Hulu, creating a story within a story. Programmatic vendor placements efficiently targeted travel specific audiences.

**PRE-ROLL VIDEO**
Videos running prior to video content on publisher sites and content sharing sites.

**TDTD Tip**
Pre-roll delivers video at scale to audiences across sites where they are already spending time for a lower cost per view (CPV).

**Statistic**
The industry benchmark for Video Completion Rate (VCR) is 70%. This is much higher engagement than the industry standard for display Click Thru Rates (CTR) of 0.11%.

**DISPLAY ADS**
Animated, rich media, native or static imagery delivered alongside or in-feed with website content.

**TDTD Tip**
Display campaigns often serve as a second touch point to ‘remind’ consumers and keep Tennessee top of mind or urge consumers to ‘book now’ after inspiration.

**Example**
Display campaigns range from brand banners to rich media carousels that highlight multiple interests across the state with the goal of pushing traffic to tnvacation.com.

**SOCIAL-ADS (VIDEO / STATIC)**
An ad that runs alongside User Generated Content (UGC) within feed on social media platforms.

**TDTD Tip**
Social continues to be a growing inspiration source for travel. Ads on these platforms keep Tennessee top of mind in environments where audiences spend time.

**Example**
Static social content links to itineraries that drive trip planning utility. Shorter videos are more successful across social platforms.
MEDIA IMPRESSIONS

TDTD’s Communications team elevates Tennessee destinations through strategic outreach to domestic and international media. Tactics include small group and individual FAM trips and curated, on-trend content to bring Tennessee stories to life. Additionally, the department oversees industry communications, building awareness for the industry and its impact through advocacy.

5.5B
Domestic Media Impressions

916M
International Media Impressions

21
Journalists Hosted Across Tennessee

39
Tennessee Counties Visited by Media

105
Virtual Media Appointments
IMM USA, Visit the USA UK and media presentations to the Canadian, German, Austrian and Switzerland markets.

220+
Pitches to Media

45
Press Releases Distributed

MEDIA OPPORTUNITIES

• Domestic and international media FAM tours:
  • Knoxville, Jonesborough and Greeneville FAM tour (Oct. 6-10, 2021)
  • Chattanooga + Southeast Tennessee (Oct. 11-15, 2021)
• IPW Media Marketplace (Sept. 18-22, 2021)
• Travel South International Showcase (Nov. 28-Dec. 3, 2021)
• TravMedia’s IMM USA (Jan. 26-27, 2022)
• STS Domestic Showcase (Feb. 13-15, 2022)
• Quarterly “What’s New” releases and *NEW* monthly themed press releases

Explore TDTD’s editorial calendar for submission ideas and deadlines at industry.tnvacation.com.

For industry updates and breaking news, subscribe to our eNewsletter at industry.tnvacation.com.

SHARE YOUR NEWS & PHOTOS!

• Share tourism-related news at press.tnvacation.com
• Submit photos via our Photo Release Form on industry.tnvacation.com

CONNECT WITH US

For information about TDTD marketing campaigns, research, industry news and those in the industry making an impact in their communities, please visit:

Website: industry.tnvacation.com
Twitter: @TNTTravelNews
Facebook: TTDIIndustry
LinkedIn: company/TTDIIndustry

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Tennessee’s landscapes are filled with vivid greens, fiery reds, warm oranges and bright yellows. But not everyone can fully experience its beauty. So, the first-ever Colorblind Viewfinder, outfitted with innovative EnChroma® lenses that alleviate red-green colorblindness, was created. The lenses allow those with colorblindness to see a broader range of clear, vibrant colors. There are 12 colorblind viewfinders installed across the state. Learn more at tnfallcolor.com.

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. Discover the trails for yourself at tntrailsandbyways.com.

Fish Tennessee inspires anglers from around the world to experience the many unique fishing experiences that only Tennessee can offer. Visitors can experience angling adventures such as reeling in a trophy trout on the South Holston River or giant catfish from the Tennessee River, legendary smallmouth bass on Dale Hollow Lake or largemouth bass on Lake Chickamauga. Fish Tennessee helps cultivate an angling community in our lakeside towns that encourages generational visitation and drives economic impact. For more information, please contact Dennis.Tumlin@tn.gov or visit fishtn.com.

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 more information, contact Zach.Ledbetter@tn.gov or visit retiretennessee.org.

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. Learn about the program at cw.tnvacation.com.

The Tennessee Music Pathways initiative connects visitors to the people, places, and genres significant to music history. Tourism partners are encouraged to submit local music history and related assets that meet the criteria to be considered for inclusion. Explore tnmusicpathways.com.

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. For more information on how to get involved, please contact Jill.Kilgore@tn.gov or visit tnsongwritersweek.com.

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. For more information, please contact bradwillistshf@gmail.com or read more about the 2021 class at tshf.net.

The Tennessee portion of the U.S. Civil Rights Trail inspires travel from visitors seeking to learn the stories of brave Americans who fought for racial equality by visiting sites in Memphis, Nashville and Clinton. Applications can be downloaded at industry.tnvacation.com or explore tncivilrightstrail.com.
Every tourism partner is eligible for one or more FREE Partner pages on tnvacation.com. This complimentary web page is the building block of your exposure on Tennessee’s official tourism website. Partners are encouraged to include restaurants, adventure outfitters, nature centers, historic landmarks, music venues, unique shops and upcoming events to tnvacation.com.

If you have multiple tourism businesses, such as a restaurant, winery and bed-and-breakfast, you are encouraged to have a Partner page for each. These can be linked together using the Related Partners field. Each Partner page is linked to the landing page for its region, subregion and city. It’s also linked in relevant Experience pages, tourism categories and sub-categories.

Top 3 Most Visited Pages

- Travel Safe (tnvacation.com/travel-safe)
- Vacation Guide (tnvacation.com/guide)
- Homepage (tnvacation.com)

COVID-19 Response

TDTD launched the Travel Safe page, which became the most visited page for FY2020-21 accounting for 8.62% of all page views to tnvacation.com.

Partner Page Support

Visit industry.tnvacation.com for more resources.

OFFICIAL TENNESSEE VACATION GUIDE

Designed to inspire travel, the magazine-style 2021 Tennessee Vacation Guide featured 146 pages of Tennessee’s music, scenic beauty, creative spirit, culinary excellence and history. Stunning photography and noted writers profiled the places, people and events that attract more than 119 million visitors to Tennessee each year. NEW! Come to the Table Giveaway - those who requested or downloaded the guide could enter to win a six-night trip through Tennessee’s culinary scene.
The brand promise of Tennessee — the birthplace 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.

BRAND GUIDELINES

The brand promise of Tennessee — the birthplace 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.

LOGO USAGE

Use of the brand logo must be pre-approved by the TDTD marketing team. To ensure proper usage, partners should submit materials via email to their assigned Division Manager.

WRITTEN WORD

To help us 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, both digitally or in print. If italics are not available, quotation marks should be placed around the phrase. This also applies to Made in Tennessee.

BRAND FONTS

Looking for web-safe fonts? Partners can find free, web-safe typography online! Fonts including: Oswald Medium,Roboto Slab, and Roboto are free Google Fonts that we recommend using to ensure fonts display the same for all users. These fonts do not require special licensing and may be downloaded at no cost on fonts.google.com.

Explore brand guidelines at: industry.tnvacation.com/industry/resources/branding
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. Sales efforts include participating in travel trade shows, sales missions, FAMs, special event sponsorships and marketing investments.

Due to the pandemic, events moved away from in-person, making virtual meetings the standard.

586
Engagements with Operators
(virtual and in-person)

2,776
Agent Trainings
(virtual and in-person)

70
Attendees at Special Virtual Events

OUTREACH & ENGAGEMENT

In the past two years, the Outreach team has grown, adding four additional staff members to allow for even more touchpoints with tourism partners. 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 to tourism partners.

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Dennis Tumlin
Chief Customer Officer
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615-532-4132

Division Managers

In addition, each grand division has a Division Manager. They are critical to keeping Tennessee tourism partners informed on the programs and resources provided by TDTD and ensuring the department has knowledge of new or expanded destination offerings.

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OUTREACH RESPONSE TO COVID-19 PANDEMIC

In 2020, communication and engagement increased virtually due to COVID-19. Early on, there were multiple live industry Q&A sessions with Commissioner Ezell to keep everyone informed of the ever-changing effects to our industry and economic recovery plans during the pandemic. The CARES Act allocation to DMOs in August 2020 allowed TDTD to work even closer with partners. Outreach team members were assigned to assist each DMO with CARES Act needs. In addition, weekly Industry Connect Live webinars were offered to answer questions, encourage and keep partners informed. TDTD has continued to host virtual events to efficiently share department information industry wide.

As the state reopened and safe travel could resume, the outreach team has been back in the field for in-person meetings with partners, presentations and attending events.

RURAL TOURISM

Rural communities have seen an increase in visitation as travelers seek safe experiences in less-populated areas. We have a real opportunity to make a big impact through tourism. Additional investments in these communities will generate revenue and a sustainable return on investment.

In July, the rural tourism budget went into effect. The legislature passed a new $2.1 million recurring budget for rural tourism. Recurring funds enable us to take a multi-year approach, allowing time for transformation. This will be key in building a sustainable program with educational, financial, and developmental offerings to Tennessee’s distressed and at-risk counties.

In the past year, TDTD has worked to:

- Assist rural counties with CARES Act
- Create a steering committee for guidance as we build a curriculum and toolkit for partners
- Increase the Tourism Marketing Grant budget to offer a lower match for distressed counties
- Explore tourism educational offerings through partnerships with Tennessee’s universities
- Expand the budget for scholarships
- Roll out of the new Google Destination Optimization Program for distressed counties

What’s to come:

- Roll-out of multi-faceted, industry specific educational tools and resources
- Strategic planning and develop goals within each county
- Further assess needs and expand grant offerings
- Creation of a mentorship program
- Google Destination Optimization Program expanded to at-risk counties
- Develop marketing strategy for rural Tennessee
- Continue to work closely with other state agencies to align efforts

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Rural Tourism Program Manager
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615-879-2197

Not sure if your county is distressed or at-risk? Visit tned.com/research-and-data/publications
TOURISM GRANTS

Traditional grants issued last year were limited due to a minimal budget. However, TDTD provided more CARES Act funding to DMOs than any state in the form of 100% reimbursable pass-through grants. Partners were able to encourage safe travel through strategic messaging. We are thrilled to continue grant programs for Tourism DMOs, communities and marinas this year.

<table>
<thead>
<tr>
<th>GRANTS</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tennessee Tourism &amp; Hospitality Recovery Fund</td>
<td>Designed to expedite recovery in the tourism and hospitality industry across the state. The reimbursable grant will offset budget losses and fund tourism marketing and development initiatives for DMOs to generate revenue increasing economic impact through tourism.</td>
</tr>
<tr>
<td>Tourism Marketing Grant</td>
<td>This grant provides tourism organizations such as CVBs, chambers of commerce and regional tourism organizations a way to expand their marketing message. This grant is a reimbursable matching grant for marketing projects. The grant opens each July.</td>
</tr>
<tr>
<td>Tourism Enhancement Grant</td>
<td>Historically, a joint effort of TNECD and TDTD, it 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.</td>
</tr>
<tr>
<td>Waterways Accessibility for Tennessee Recreation (WATR) Grant</td>
<td>Tennessee water recreation has a significant economic impact on both local and state economies. The legislature provided $500,000 in FY 2022 for grants to marinas to help promote tourism and enhance the visitor experience.</td>
</tr>
</tbody>
</table>

For more information, visit [www.tn.gov/tourism/statewide-partners/grants-initiatives](http://www.tn.gov/tourism/statewide-partners/grants-initiatives).

Andi Grindley
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The annual Advertising Co-Op program provides all tourism partners the opportunity to leverage TTD media investments to receive discounted advertising rates on select vendors. Collective efforts between the state, DMOs and attractions results in greater media presence for Tennessee in target markets. Visit [industry.tnvacation.com](http://industry.tnvacation.com) for up-to-date opportunities.

EDUCATION

Trainings and industry meetings were different in 2020-21. The good news is we were able to offer more virtually than ever before. Expanding our education offerings is a priority this year. Whether it is an opportunity to host a presentation, attend workshops through the department or educational conferences, it provides those working in the Tennessee tourism industry a chance to learn from and network with industry leaders and experts.

We asked and you answered. An educational survey sent out last spring invited you to voice how you would like to interact with TTD in educational settings and what offerings you preferred.

Here are some of the hot topics:

- Showing the Value of Tourism
- Partnering with TTD
- Marketing Trends
- Social Media
- Photography
- Customer Service

Have a workshop or webinar idea for TTD? Send ideas to [Tourism.Outreach@tn.gov](mailto:Tourism.Outreach@tn.gov).

TOURISM EDUCATIONAL OPPORTUNITIES

- [Hospitality TN Governor’s Conference on Tourism and Blizzard](http://hospitalitytn.com) - Tennessee’s hospitality and tourism businesses
- [Alabama-Mississippi-Tennessee Rural Tourism Conference](http://almstruraltourism.com) - An emphasis on tourism in rural areas
- [Southeast Tourism Society Connections and STS Marketing College®](http://southeasttourism.org) - Provides a unique education program for the travel and tourism industry
- [ESTO // US Travel Association](http://estoustravel.org) - Educational seminar for tourism organizations
- [Destinations International](http://destinationsinternational.org) - Serving destination marketing and management professionals
- [American Association of Retirement Communities](http://the-aarc.org) - Trends and best practices on retiree recruitment

For more information, visit [www.tn.gov/tourism/statewide-partners/grants-initiatives](http://www.tn.gov/tourism/statewide-partners/grants-initiatives).
## EVENT CALENDAR

<table>
<thead>
<tr>
<th>FOCUS</th>
<th>EVENT</th>
<th>DATES</th>
<th>LOCATION</th>
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<tr>
<td>Travel Trade</td>
<td>U.S. Travel’s IPW</td>
<td>Sept. 18-22, 2021</td>
<td>Las Vegas, NV</td>
</tr>
<tr>
<td>Public Relations</td>
<td>IPW Media Marketplace</td>
<td>Sept. 18-22, 2021</td>
<td>Las Vegas, NV</td>
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<tr>
<td>Industry Wide</td>
<td>STS Connections</td>
<td>Sept. 28-30, 2021</td>
<td>Spartanburg, SC</td>
</tr>
<tr>
<td>Industry Wide</td>
<td>TEAMS Sports</td>
<td>Sept. 28-30, 2021</td>
<td>Atlantic City, NJ</td>
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<tr>
<td>Public Relations</td>
<td>Small Group Media FAM</td>
<td>Oct. 6-10, 2021</td>
<td>Knoxville, TN</td>
</tr>
<tr>
<td>Public Relations</td>
<td>Small Group Media FAM</td>
<td>Oct. 6-10, 2021</td>
<td>Jonesborough, TN</td>
</tr>
<tr>
<td>Public Relations</td>
<td>Small Group Media FAM</td>
<td>Oct. 6-10, 2021</td>
<td>Greenville, TN</td>
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<tr>
<td>Outreach</td>
<td>Governor’s Rural Summit, West Tennessee</td>
<td>Oct. 7, 2021</td>
<td>West Tennessee</td>
</tr>
<tr>
<td>Public Relations</td>
<td>Small Group Media FAM</td>
<td>Oct. 11-15, 2021</td>
<td>Chattanooga, TN</td>
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<tr>
<td>Travel Trade</td>
<td>Brand USA Travel Week</td>
<td>Oct. 25-29, 2021</td>
<td>London, England</td>
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<tr>
<td>Industry Wide</td>
<td>SOAR Summit</td>
<td>Oct. 13-14, 2021</td>
<td>Corbin, KY</td>
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<tr>
<td>Outreach</td>
<td>AL-MS-TN Rural Tourism Conference</td>
<td>Oct. 18-20, 2021</td>
<td>Sweetwater, TN</td>
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<tr>
<td>Industry Wide</td>
<td>Sports ETA Symposium</td>
<td>Oct. 25-28, 2021</td>
<td>Birmingham, AL</td>
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<tr>
<td>Travel Trade</td>
<td>OMCA</td>
<td>Oct. 31 - Nov. 3, 2021</td>
<td>Virtual Conference</td>
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<tr>
<td>Travel Trade</td>
<td>NTA Travel Exchange</td>
<td>Nov. 14-17, 2021</td>
<td>Cleveland, OH</td>
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<tr>
<td>Outreach</td>
<td>Governor’s Rural Summit, East Tennessee</td>
<td>Nov. 19, 2021</td>
<td>East Tennessee</td>
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<tr>
<td>Travel Trade</td>
<td>Travel South International Showcase</td>
<td>Nov. 28 - Dec. 3, 2021</td>
<td>New Orleans, LA</td>
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<tr>
<td>Travel Trade</td>
<td>ABA Marketplace</td>
<td>Jan. 8-11, 2022</td>
<td>Grapevine, TX</td>
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<tr>
<td>Industry Wide</td>
<td>2022 Tennessee Vacation Guide Launch</td>
<td>Jan. 11, 2022</td>
<td>Statewide</td>
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<tr>
<td>Travel Trade</td>
<td>Tennessee Motor Coach Association</td>
<td>Jan. 15-17, 2022</td>
<td>Franklin, TN</td>
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<tr>
<td>Public Relations</td>
<td>National Plan for Vacation Day</td>
<td>Jan. 25, 2022</td>
<td>Nationwide</td>
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<tr>
<td>Public Relations</td>
<td>International Media Marketplace USA</td>
<td>Jan. 26-28, 2022</td>
<td>New York City, NY</td>
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</tbody>
</table>

For industry updates, resources, and the latest events — please visit [industry.tnvacation.com](http://industry.tnvacation.com).
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Phone</th>
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