

## GOALS

- [1] Grow tax revenue with increased funding
- [2] Increase domestic visitation
- [3] Increase international visitation
- [4] Improve rural tourism outreach to increase local tax revenue and economic development
- [5] Strengthen partner engagement and support to grow industry revenue

## VISION

To be the global music destination of choice; a diverse American experience offering family fun, outdoor adventure, live entertainment, sporting events, festivals and a showcase of craftsmanship at the crossroads of rich history, local cuisine and renowned scenic beauty.

## MISSION

To increase the state's economic viability and support the growth of tourism in all 95 counties by inspiring travel, developing programs and enhancing industry partnerships which drive job creation, tax revenue and new investments, thereby enriching the quality of life for every Tennessean.

## CORE VALUES

INTEGRITY

KNOWLEDGE-DRIVEN

CREATIVITY

ACCOUNTABILITY

EXCELLENCE

COLLABORATION

SERVICE

INNOVATION

