

GOALS

- [1]** Secure recurring funding to increase tax revenue generation
- [2]** Increase direct visitor spending to grow state and local tourism economies
- [3]** Increase depth and reach of marketing, communications, and sales efforts to increase visitation and visitor spending throughout Tennessee
- [4]** Strengthen Partner Engagement and Support to Grow Industry Revenue
- [5]** Expand Rural Tourism Outreach offerings to increase Tax Revenue and Economic Development, ultimately reducing the number of Tennessee’s distressed and at-risk counties
- [6]** Improve communication, advocacy, research practices and staff development
- [7]** Welcome Center expansion, remodel, and enhanced customer experience
- [8]** Grow tourism economy through the promotion and development of outdoor recreation

CORE VALUES

INTEGRITY

CREATIVITY

ACCOUNTABILITY

COLLABORATION

CREATIVITY

EXCELLENCE

KNOWLEDGE DRIVEN

SERVICE

ADVOCACY

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 build, promote and grow Tennessee’s tourism assets and brands. To become the global destination of choice by featuring: our world-class music, live entertainment, family experiences, charming communities, innovative and traditional culinary creations, renowned scenic beauty and outdoor adventure – all centered at the crossroads of rich history and unrivaled hospitality where memories are made.

