TENNESSEE
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Tennessee Department of Tourist Development
Rural Itinerary Program

The Tennessee Department of Tourist Development is pleased to announce the launch of the Rural Itinerary Program. Helping sculpt a visitor's experience can be challenging, and TDTD has continuously heard that there is a need for such assistance services in rural areas. We want to simplify the process as much as possible by providing visitors with an easy-to-follow itinerary of your destination's top attractions, restaurants and other points of interest that will be accentuated by high-quality imagery.

In partnership with Odinn Media, TDTD will provide writing and photography to DMOs as a part of our new Rural Itinerary Program. One key goal of the program will be the integration of regional travel and a non-competitive approach to promoting tourism to your destination.

About the Program

When: The program will launch in mid-fall 2023 and continue through late-spring 2025

Value: $7,500

What is included:

The following deliverables will be fulfilled within the Program:

- 1 SEO-optimized itinerary for your destination that can be used for your website, visitors' guide and other marketing purposes
- 20 retouched still photographs for each DMO
- Guidelines and follow-up assistance on how to maximize marketing use of the itinerary and photography
- Full licensing rights for writing and photographs by TDTD and DMO

The process:

- Once DMO has been selected for participation, Odinn Media will send a brief questionnaire for DMO to fill out.
- Odinn Media and your DM will schedule an initial virtual discovery call.
- Odinn Media will plan a visit to your destination, then complete the work.

Itinerary Production Schedule

Participating counties announced   Week of Nov. 20th, 2023
Shoot and research days   TBD, rolling basis

WHO IS ELIGIBLE?

1. To be eligible for the Rural Itinerary Program, your DMO must be in a county designated as distressed or at-risk per the current or previous three FYs Appalachian Regional Commission guidelines.
2. TDTD has the discretion to select when counties will start based off location and mapping.

THINGS TO CONSIDER BEFORE APPLYING:

- In order to complete this program, it is imperative that you adhere to all timeline deadlines.
- DMO contact will provide assistance to Odinn Media by connecting the team to key attractions for organizing photography and research.
- DMO contact will commit businesses or locations selected by Odinn Media for photography to be ready to stage scenes and set up their assets outside of normal business hours, as necessary.
- DMO contact will be the primary liaison with selected businesses or destinations and ensure Program has all information and access as requested by Odinn Media.
- DMO contact will coordinate having "talent/people" available, if necessary.
- TDTD has hired a team of professionals to bring your destination into the digital age. Suggestions for inclusion in the itineraries are necessary from DMOs to Odinn Media but are not guaranteed to be included in the final products.

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Rural Itinerary Asset Program

APPLICATION PROCESS:

Please return the typed application via email by Nov. 17, 2023, to:

Email: Silas.Stoddart@tn.gov

Subject Line: [Partner Name] Rural Itinerary Program

If you have any questions about your application, contact Silas.Stoddart@tn.gov

NOTIFICATION: *Notifications will be made on a rolling basis starting the week of Nov. 20th, 2023.*

County Name:

Municipalities:

ARC Economic Designation:

Contact Person

First Name:

Last Name:

Title:

Organization:

Email:

Office Phone:

Cell Phone:

By applying to this Technical Assistance Program I commit to providing the following:

Commit to filling out a brief questionnaire about your destination.

Participate in a discovery call with Odinn Media and division manager.

Connect Odinn Media team to business owners, community leaders, and/or attraction managers as requested.

Ensure partners will open and assist with staging photography during research visit regardless of normal operating hours for those partners.

Name:

Signature:

If you have any questions about your application, contact Silas.Stoddart@tn.gov