

# Highlights of Visit Knoxville's Activities 4th Quarter FY 2015/2016



## Sales & Services

# HIGHLIGHTS

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- **Exceeded the quarterly sales definite booking goal** with a total of 32 bookings equating to 42,137 delegate days
- **Exceeded the quarterly leads goal** and generated 70 leads equating to 397,595 delegate days
- **Hosted 10 site visits** for potential booking opportunities, including Ruritan National, Southeast Tourism Society, Amateur Athletic Union, and Bassmaster and Cirrus Aircraft. These groups, along with several other site visits, represent potential business for the Knoxville Convention Center and multiple hotel properties.
- **Attended three trade shows**, including ASAE Springtime Expo, National Association of Sports Commissions Symposium and the Reunion Friendly Network Military Reunion Educational Summit
- **Hosted 12 travel agents** representing the German market in partnership with **Brand USA** and the **Tennessee Department for Tourist Development**. The FAM included an extensive guided bus tour and visits to the WDVX Blue Plate Special, East Tennessee History Center and Market Square.
- **Performed two scouting trips as VK Sports Commission** including the AAU JamOnIt Memorial Day Basketball Tournament in Reno, the largest basketball tournament in the country, and attending the NCAA Championship Hosting Symposium. The Symposium detailed the process and selection criteria for cities interested in pursuing NCAA Championships for the next three years.
- **Supported 69 events/meetings and 19 festivals**, including Women in Municipal Government, Annual Street Rod Nationals South, Southern Food Writing Conference, Revolution 3 Triathlon, Destination Imagination, Bike Boat Brew & Bark, Assemblies of the Lord Jesus Christ, and United States Trampoline & Tumbling National Championships.

## Marketing & Communications

# HIGHLIGHTS

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- **Produced two Visit Knoxville commercials that will begin with digital use in 1Q**
- **Promoted Knoxville in Chicago (and beyond)** in a three day concert series produced in cooperation with Tennessee Department of Tourist Development
- **Wrapped up the #whyknox Instagram contest** with a total of nearly 80,000 clicks, at least 66 hours of video views, 13,000 “likes” and 468 comments. We reached upwards of one-half million people via Instagram, helping us engage even more prospective visitors to the Knoxville area.
- **Launched Bike Boat Brew & Bark**, a new, year-long initiative that provides visitors and locals the opportunity to learn more about how to navigate, enjoy, and engage with Knoxville’s waterfront and surrounding area. The launch event June 4-5 featured the Knoxville Powerboat Classic. Multiple broadcasts of this race will generate an estimated \$18,000 of bonus airtime.
- **Printed and Distributed 100,000 copies of the 2016 UT Visitors Guide** in partnership with the UT Office of Undergraduate Admissions
- **Worked with the team at WLOS-TV out of Asheville, NC to film seven advertising stories with local partners** including Zoo Knoxville, Knox Whiskey Works, JC Holdway, Knox Mason, WDVX, Pretentious Glass, and Navitat, as well as the Visit Knoxville Film Office. The stories were featured on the WLOS morning show the last week of June and will continue into July.
- **Updated the Cradle of Country Music Walking Tour and Signage**
- **Coordinated installation of the Walnut Street Garage Photo Banners.** We are now in the design process for plaques featuring images and information on the locations as they stand today. The plaques will be installed on the wrought iron fencing on Union Avenue facing the garage.
- **Created two Knoxville videos for pre-promotes and sales presentations, including one specifically for the military reunions market**
- **Created and installed new signage in the lobby of the Knoxville Civic Auditorium-Coliseum**
- **Assisted Legacy Parks with the publication and distribution of Get Out and Play!**, a special edition newspaper printed by the *Knoxville Mercury*
- **Achieved an economic impact of more than \$700,000 with the Dog Years filming. The production also invested more than \$600,000 in the community**

# Visitor Services HIGHLIGHTS

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*Visit Knoxville was awarded the Community Organization of the Year at the 2016 East Tennessee Volunteer Recognition Ceremony hosted by Volunteer Knoxville at Cherokee Country Club.*

## ADDITIONAL HIGHLIGHTS

- **Implemented three new Visit Knoxville Visitor Information Centers** including the Pinnacle at Turkey Creek, the Knoxville Convention and the Knoxville Museum of Art
- **Visited eight TN State Welcome Centers** in celebration of National Travel and Tourism Week
- **Greeted 6,009 walk-in visitors, assisted 619 callers, and distributed 13,157 brochures** regarding Knoxville information within the downtown visitors center.
- **Worked with six new vendors to bring in 15 new items** to the downtown visitors center's gift shop.
- **Utilized volunteers with 16 groups/events, totaling 300 man hours** as a no-cost, service-added benefit to Visit Knoxville's groups and local events
- **Hosted the Brand USA Familiarization tour**, which included 12 qualified group travel planners and operators from Germany
- **Distributed 31,652 Visitors Guides** (9,963 individual requests; 53 local groups, totaling 31,652; and 15,050 copies in shipped in bulk)

**Visitors Guide Requests** – Requests are received from around the world. The Top 10 states requesting guides during 4Q were:

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|-------------|--------------|-------------|-------------------|-----------------|
| 1. Texas    | 2. Florida   | 3. Illinois | 4. Ohio           | 5. Pennsylvania |
| 6. New York | 7. Tennessee | 8. Missouri | 9. North Carolina | 10. Indiana     |

**Visitors Center Traffic** – The Top 10 states of visitors checking into the Visitors Center were:

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|--------------|-------------|----------|-------------------|---------------|
| 1. Tennessee | 2. Florida  | 3. Texas | 4. North Carolina | 5. California |
| 6. Georgia   | 7. Virginia | 8. Ohio  | 9. Illinois       | 10. Michigan  |