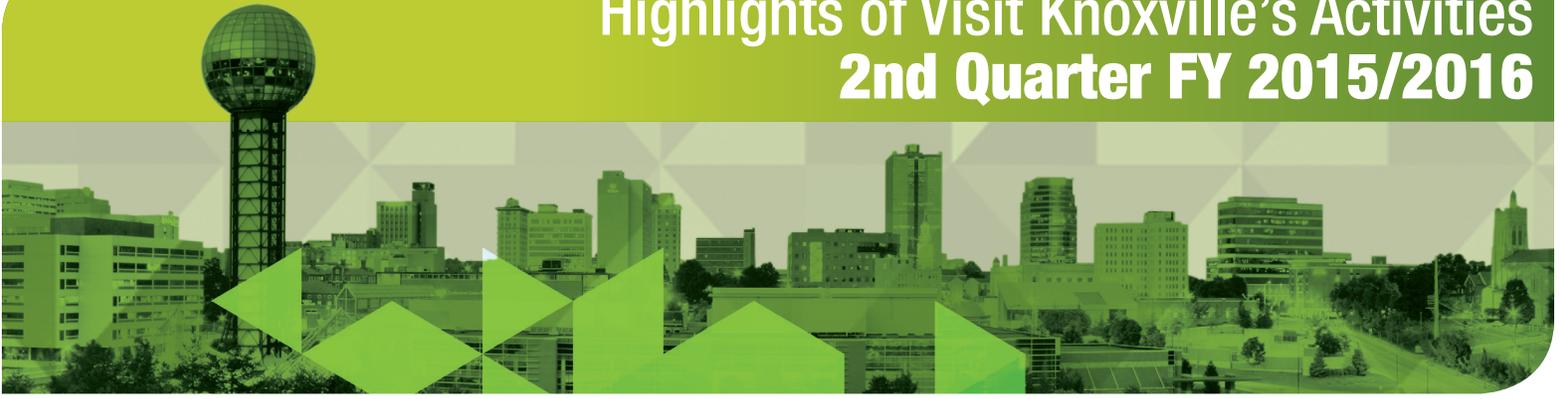


Highlights of Visit Knoxville's Activities 2nd Quarter FY 2015/2016



Sales & Services

HIGHLIGHTS

- Exceeded the quarterly sales definite booking goal with a total of 35 bookings equating to 58,646 delegate days.
- Hosted 15 site visits for potential booking opportunities. To date, 2Q site visits have produced four definite bookings.
- Attended three trade shows. More than 100 meeting planners, association professionals, and industry partners were reached during the three trade shows.
- Completed two sales blitzes to Nashville and Washington, DC markets.
- Hosted the Reunion Friendly Network, an organization comprised of military reunion meeting planners, for the 2Q FAM Tour. More than 20 reunion planners and their spouses, representing 16 military organizations, attended the two day FAM, which was conducted in conjunction with the two day RFN Conference and Trade Show.
- Created and distributed a customized sales e-blast piece promoting Chilhowee Park and Knoxville Civic Coliseum & Auditorium. The sales piece was distributed to target markets for those facilities including Hobby, Trade, and Religious and included incentives for bookings within the 2016 or 2017 calendar year to qualifying groups.
- Attended the Destination Marketing Association International (DMAI) Convention Sales Summit which brings together top DMO sales professionals to solve common sales challenges through collaboration and to strengthen industry relationships.
- Supported 41 events and meetings. Local festivals supported included the Scruffy City Comedy Festival and Knoxville Brewers Jam. The Convention Services team also collaborated with the Sales Team and provided logistical support in hosting the Reunion Friendly Network FAM.

Marketing & Communications

HIGHLIGHTS

Visit Knoxville was pleased to be an integral part in the Final Push to Propel Knoxville to claim the title of Blue Ridge Outdoors Magazine's 2015 Best City. Visit Knoxville placed a two-page ad spread in the Best Cities issue. Blue Ridge Outdoors is the largest outdoor lifestyle magazine in the region, with a total circulation of 110,000. Readership is 358,580.

To read the article, go to:

<http://www.blueridgeoutdoors.com/magazine/november-2015/top-towns-2015/3/>

Marketing & Communications HIGHLIGHTS *(Continued...)*

This quarter, Visit Knoxville met with a number of tourism and community stakeholders to discuss the results of the Conversion Study and Awareness & Sentiment Study completed in 1Q. Tombras led the stakeholders in brainstorming sessions that yielded additional information that was used to help produce the final positioning statement. This statement and accompanying manifesto provide the foundation for a new marketing campaign that is now in development:

Positioning Statement – For the traveler seeking a destination that will deliver “wow, I had no idea” experiences, Knoxville offers a surprisingly real, truly accessible and unexpectedly sophisticated mix of culture, adventure and cuisine rooted in history and genuine Southern hospitality.

Manifesto – A hidden gem. A secret you can’t wait to share. A rare find in the record store. A new path in the woods. A place where everything comes together. Where mountains meet music...art meets adventure...and culture meets cuisine. Where just around the corner takes on an exciting new meaning. America, concentrated in one breathtakingly beautiful spot. Knoxville will surprise you.

ADDITIONAL HIGHLIGHTS

- Soft launched the new VK website. The site will be officially announced in conjunction with the 2016 Visitors & Relocation Guide at the launch party on January 28th.
- Produced the 2016 Knoxville Visitors & Relocation Guide. The guide, again produced in conjunction with the Knoxville Chamber, has a print distribution of 225,000 and will be available in digital form on the Visit Knoxville website.
- Promoted Knoxville to an International Audience with The Inspiration Guide produced by Miles Media in conjunction with Brand USA and The TN International Guides produced by Lofthouse via a partnership with the State.
- Approved concepts for Knoxville Beats and Eats presented by Visit Knoxville and Scripps Networks Interactive. Digital promotion for this umbrella branding of spring festivals will launch mid February.
- Partnered with the University of Tennessee Office of Admissions to feature the VK logo on the buses owned and operated by the UT Visitors Center.
- Collaborated with Tombras to promote local partners in eblasts to our marketing database. Themes of this quarter’s eblasts included Knoxville Holiday Events and Historic Homes.
- Executed an online Sweetheart Sweepstakes with local partners including Five, Holiday Inn World’s Fair Park, Knoxville Chocolate Company, Pretentious Glass, and the Bijou Theatre.
- Worked with Visitor Services to produce a four-card set of “KNOX” rack cards and a Visitors Guide rack card which will be utilized in racks too small for standard Visitors Guides.
- The TN Media (Gannett) Two for the Shows sweepstakes that ran during this quarter in partnership with the Tennessee Theatre and The Oliver produced an impressive total of 1,055 entries (aka email opt-ins for Visit Knoxville and the Tennessee Theatre).
- VKTV went live at the Crowne Plaza, Hilton Downtown and Holiday Inn World’s Fair Park.
- VKNetwork was added to the lobby of the Best Western Cedar Bluff (2 screens) and the Market House Café.
- VK’s Social Media audience and engagement continued to gain momentum.
 - Facebook Fans: 107,099 (down from 107,114 last quarter)*
 - Twitter Followers: 21,900 (up from 20,342 last quarter)
 - Instagram Followers: 12,000 (up from 8,809 last quarter)
 - Pinterest Followers: 899 (up from 834 last quarter)

**Facebook continues to make automatic adjustments to fan pages and followers.*

Marketing & Communications

HIGHLIGHTS *(Continued...)*

- The Chicago journalist we hosted in 1Q produced two blog posts for Knoxville. Both were huge social media hits.
<http://www.theworkingmomstravels.com/11-fun-things-to-do-with-kids-in-knoxville-tennessee/>
<http://www.theworkingmomstravels.com/where-to-eat-and-drink-in-knoxville-tennessee/>
- Gloria Ballard from The Tennessean wrote an overall travel piece than ran in conjunction with the Two for the Shows Sweepstakes
<http://www.tennessean.com/story/life/2015/11/22/scruffy-knoxville-taps-youthful-energy/75977170/>
- Stories from the 1Q FAM with the state tourism office are beginning to come out. Here's one of the first, 9 Destinations Food Lovers Must Visit This Fall:
<http://www.cheatsheet.com/culture/9-destinations-food-lovers-must-visit-this-fall.html/?a=viewall>
- Kristin Luna also wrote this piece about Football in the South:
<http://www.nashvillelifestyles.com/entertainment/college-town-tour-knoxville-tn>

Visitor Services

HIGHLIGHTS

- The Tourism Manager provided two Step-On tours in 2Q; one for the Maryland National Capital Park retiree anniversary group as well as one for a retiree group through Abbott Trailways.
- Gotta Know Knoxville produced 47 new ambassadors.
- Visit Knoxville Volunteers were utilized in six groups/events, during which a total of 68.25 man hours were provided as a no-cost, service-added benefit to VK's clients and local partners.
- Members from our Visitor Services, Film Office, Communications, and Marketing staff participated in a blitz, which included stops to many of downtown Knoxville's most visitor-friendly restaurants, shops, and attractions.
- The Sr. Dir. of Visitor Services conducted some detailed work on the trolley routes, in relation to tourism specifically. This work also included all departments at Visit Knoxville and the collected information was presented to Knox Area Transit for review and evaluation during their planning stages of adjusting their routes.
- Visitors Guide Distribution included 3,649 individual requests, requests from 33 local groups totaling 1,009 visitors guides picked up, and 7,350 copies shipped in bulk.
- The Visitors Center greeted 5,536 walk-in visitors and assisted 452 callers regarding Knoxville information.

Visitors Guide Requests – Requests are received from around the world. The Top 10 states requesting guides during 2Q were:

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

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

- | | | | | |
|--------------|-------------------|---------------------------|-----------------|--------------|
| 1. Tennessee | 3. South Carolina | 5. Georgia/North Carolina | 7. Illinois | 9. Michigan |
| 2. Florida | 4. California | 6. Ohio | 8. Pennsylvania | 10. New York |

For more information on any of the above, please contact Lisa Coulter, VK Marketing & Communications Coordinator at lcoulter@knoxville.org.