

GROUP SALES, SERVICES & SPORTS

Highlights of Visit Knoxville's Activities
1st Quarter FY 2017/2018

Met the quarterly sales definite booking goal with a total of 22 bookings equating to 38,414 delegate days

Exceeded quarterly leads goal and generated 78 leads equating to 542,655 delegate days

Attended seven trade shows/conventions during the first quarter. Trade shows included American Society of Association Executives Annual Meeting & Expo, Connect Marketplace (Sports and Meetings), S.P.O.R.T.S. Conference, and the Professional Fraternity Association Annual Convention.

Hosted 11 site visits for potential booking opportunities during first quarter including Conference of Southern Graduate Schools, Handweavers Guild of America, International Doctors in Alcoholics Anonymous, National Association of Sports Commissions, Southeast Theatre Conference, Tennessee Stormwater Association, and National Agricultural Aviation Association. These groups, along with several other site visits, represent potential business for the Knoxville Convention Center (KCC), the Knoxville Civic Auditorium & Coliseum (KCAC), and multiple hotel properties. VKSC also hosted pre-planning site visits for Dock Dogs World Championships (Oct 2017) and USA Cycling (June 2018).

The VKSC conducted one scouting trip during first quarter. The VKSC attended the 2017 BMX World Championships in Rock Hill, South Carolina as a scouting trip in partnership with Knox County Parks and Recreation. The purpose of this trip was to see how the World Championship operates and to utilize this information with the proposed BMX facility on schedule.

The Convention Services Team supported 37 events/meetings and seven festivals in first quarter. Featured groups included National Society of Sons of the American Revolution Annual National Congress, Priscilla Shirer Live, AME Zion Annual Summer Convention, Showdown at the Sunsphere, Innov865 Week, and Wound Ostomy & Continence Nurses Society Annual Fall Southeast Regional Meeting. Additionally, the team supported local festivals including Festival on the Fourth, Scruffy City Film & Music Festival, Eighth of August Jubilee, Knox Asian Festival, Smoky Mountain Burlesque Festival, HoLa Festival, and Happy Hollerpalooza.



Promoted Knoxville via the HGTV Urban Oasis® 2017 Giveaway. As part of the partnership, VK receives both online and broadcast advertising placement directing viewers to visitknoxville.com.

Teamed up with Tennessee Department of Tourist Development and Travel Mindset/iExplore to bring two top-tiered influencers to Knoxville for four days of adventure, fun, and exploring. The iExplore posts had 22K+ pageviews and 2.5k shares each and the e-newsletter Feature Story on August 1, 2017 had VK's highest article clicks to-date.

Worked with SMG and Bruce McCamish Photography to create window graphics for the KCAC

Created a welcome video announcing Knoxville as the site of Wing Ding 2018. The video can be viewed at visitknoxville.com/wing-ding.

Partnered with SMG and the City of Knoxville on the rebranding of the Knoxville Convention and Exhibition Center to World's Fair Exhibition Hall

Announced partnership with the City of Knoxville and Legacy Parks Foundation to serve as the Marketing Partner for the Zagster bike share program

Partnered with Knox History Project and the Knoxville Museum of Art on the Downtown Art Wraps

Approved final production on a video designed for the Convention Sales Market. The video can be viewed at meetings.visitknoxville.com.

Promoted stories by journalists VK has hosted in the past, including: "15 Charming Southern Towns You May Have Overlooked" on CNNTravel.com, "12 Best New Restaurants in America" on Eater.com (JC Holdway) and "Five Surprising Southern Food Towns" in Garden and Gun. In addition, GQ.com posted The "Knoxville-Blackberry Farm" Travel Guide that included The Oliver Hotel, JC Holdway, OliBea, Yassin's Falafel House, and Cruze Farm Dairy.

The VK Film Office assisted several projects from local and out-of-town production companies on projects that air on various networks such as Oxygen and Investigation Discovery. The VK Film Office also assisted with locations and permits on the independent feature film, 3 Days 3 Nights, produced by B4 Entertainment out of Nashville. B4 Entertainment filmed a small portion of their film on Market Square. The VK Film Office also worked with Regal Entertainment and Nadeem Siddiqui, producer of the feature film The Tiger Hunter, starring Danny Pudi and Jon Heder, on bringing the film premiere to Knoxville.

MARKETING, COMMUNICATIONS & FILM



VISITORS SERVICES

Highlights of Visit Knoxville's Activities
1st Quarter FY 2017/2018

Greeted 9,091 walk-in visitors (including 3,438 out of region) for the WDVX live shows. Live shows include: Blue Plate Special, First Friday and Kidstuff

Trained a total of 160 Knoxville Ambassadors through three regularly scheduled Gotta Know Knoxville (GKK) classes and four private classes for the following groups: 21st Mortgage, Knoxville Police Department recruits, Tellico Village residents, and the University of Tennessee Haslam College of Business.

Created baskets for donation for many organizations, including The Cerebral Palsy Center, Friends of TN Babies with Special Needs, Goodwill Industries, the Knox County Public Library Reading Passport Program, Sertoma Center, Smoky Mountain Burlesque, and Beardsley Community Farm, to name a few.

Visit Knoxville Volunteers serviced six groups/events this quarter, totaling 42.5 man hours as a no-cost, service-added benefit. VK Vols also participated in development training.

The Downtown Knoxville Gift Shop brought in a total of 16 new items from either current or new vendors

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

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

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

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

The results of the lists above reflect Visit Knoxville's ad agency's digital ad placements.

