

Sevierville

T E N N E S S E E

Where Smoky Mountain Fun Begins!®

Visit Sevierville.com

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MISSION STATEMENT

The Sevierville Chamber of Commerce is dedicated to the promotion of tourism, industry and economic growth while preserving our history and heritage in Sevierville and Sevier County.

MARKETING PLAN CONCEPT AND DEVELOPMENT BY:

Sevierville Chamber of Commerce
Brenda McCroskey - Chief Executive Officer
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Other Contributors
Sevierville Chamber of Commerce
Marketing Committee
Roland Langley - Graphic Design



LETTER FROM THE CHIEF EXECUTIVE OFFICER



Brenda McCroskey

Sevierville, Tennessee is the newest destination in the Great Smoky Mountains area. A recent boom in development has spurred tremendous growth for Sevierville's tourism product and positively impacted Sevierville's revenue despite the nation's sluggish economy. With ample room for new projects and solid interest from investors and developers,

Sevierville plans to continue its metamorphosis into the Smokies' newest destination. Growing hand in hand with Sevierville's destination status, new service facilities such as LeConte Medical Center and the King Family Public Library have increased Sevierville's ability to meet the needs of locals while the completion of well over 1,000 hotel rooms in 2008, the groundbreaking of new developments and almost five years of large events with tremendous economic impact at the Sevierville Events Center have given visitors new reasons to come to Sevierville.

This past year has continued to demonstrate the consistency of Sevierville's tourism industry. Following a year of tremendous development in 2008, and a year of increased lodging tax revenue due to the influx of new visitors in 2009, the city is now seeing a true picture of the state of tourism in Sevierville. Not only have new developments increased lodging tax overall by bringing new visitors to the area, the numbers have held relatively steady in 2010 and 2011 – a good sign that we're maintaining both the high level of visitation and average daily rates that began last year.

While Sevierville businesses certainly have felt the pinch of the current economic situation, by and large our economy has remained strong and grown. Lodging tax revenues, which saw a sharp increase in 2009 and held steady throughout 2010, continue to increase slightly. This shows that visitor counts are remaining steady and growing at a healthy rate. Not only did lodging tax revenues show staying power during the past

year, so did sales tax, which increased slightly overall. Several new restaurants have opened and major projects are nearing completion. This resiliency during tough economic times is due in part to Sevierville's convenient drive-to location, the natural beauty surrounding our city, the variety of activities in the area and the value that our visitors receive.

As we look forward to the future in Sevierville, it is easy to see the promise of continued growth and economic strength. With each passing day, Sevierville develops a stronger economic position as a tourism destination and becomes more dynamic in its ability to serve both visitors and locals. It is truly amazing to see how Sevierville's growth over the last decade has reinvented this Smoky Mountain town as the destination of choice among visitors and businesses alike.

One of the most recent large scale developments to be completed is Sevierville Events and Entertainment Destination, a multi-million dollar public / private project, featuring the 240,000 square foot Sevierville Events Center, which opened in September of 2007. This large facility regularly hosts multi-day events for thousands of out-of-town guests, making a positive impact on our economy. Wilderness Resort at the Smokies, a 702 unit luxury water park resort property, serves as the anchor lodging property. In addition, The Sevierville Golf Club, which is situated just outside the Sevierville Events Center, has just opened two 18-hole courses which are receiving rave reviews. The combination of these elements in one location allows Sevierville to better serve the trade and competitive arts show markets while also providing new entertainment options for our guests. Other recent development "hot spots" include the land surrounding Exit 407 on Interstate 40, which is the site of Bass Pro, Smokies Baseball and the forthcoming Dumplin Creek shopping complex.

Convenience for area visitors is a high priority for our organization. That is why the Sevierville Chamber of Commerce is extremely proud of the partnership with Friends of the Smokies and the Great Smoky Mountains National Park Association. These two organizations occupy the new expansion at the Sevierville Visitor Center on Highway 66.

Friends of the Smokies has its new national headquarters on site and the Great Smoky Mountains National Park Association opened its newest information center on the main level giving visitors up-to-date national park information and the opportunity to purchase park souvenirs.

In a further effort to provide convenience to area visitors, the City of Sevierville implemented a new trolley system in conjunction with Pigeon Forge to provide a simple and affordable (only 50 cents per passenger) way to travel throughout the area.

While Sevierville continues to expand its tourist appeal through new attractions and destinations, Sevierville's leadership, both state and local, continues to focus heavily on infrastructure improvements. Currently, Highway 66, which serves as the main access road for our area, is undergoing a widening project to ease traffic congestion. The first phase of this project is complete and has already alleviated some traffic congestion by offering an additional lane on both the north and southbound sides of the highway. Sevierville will continue to work with state and local officials to improve services and infrastructure for visitors and residents.

This is only the beginning of an exciting time for Sevierville and the Sevierville Chamber of Commerce looks forward to continued planned growth and improvements throughout the area.

The Sevierville Chamber of Commerce continues to welcome your interest in Sevierville and stands prepared to assist in any way possible . . . just let us know what we can do for you!

Brenda McCroskey

Brenda McCroskey

Chief Executive Officer

Sevierville Chamber of Commerce



ROLE OF THE MARKETING COMMITTEE

The Sevierville Chamber of Commerce has worked to market the City of Sevierville as a weekend getaway and vacation destination. The Chamber is the marketing arm of the City of Sevierville and therefore has the responsibility of not only providing benefits to its members and the community, but also continually increasing the number of visitors to Sevierville. The following is the marketing plan for the City of Sevierville and the Sevierville Chamber of Commerce. We hope you can use this as a reference guide to further understand what the Chamber does and how we can help your business.

ROLE OF THE MARKETING COMMITTEE

The Chamber receives guidance on the positioning and overall image of Sevierville from the Marketing Committee. Bi-monthly meetings allow the Chamber Marketing Committee to continually evaluate the goals and strategies set forth in the marketing plan. The

Marketing Committee also assists in the development of the Chamber's annual marketing plan, advertising campaigns, media placement and overall direction of special events. This committee is made up of selected and appointed Chamber members as listed below and reports to the Board of Directors about all marketing programs. Committee members are selected by the Chamber President from the following segments of the membership to serve one-year terms.

COMMITTEE MEMBERS

- Chairman-Must be a current Board Member
- President of the Board of Directors
- Two Board Members
- One representative appointed by the Sevierville Lodging Association
- One representative appointed by the City of Sevierville
- Two members appointed from membership divisions 1 and / or 2



The Chamber receives guidance from the Marketing Committee.

MARKETING, ADVERTISING & MEDIA

The Sevierville Chamber of Commerce plans an extensive advertising schedule based on visitor trends, research data and input from the marketing committee. Ad creative for each placement is customized to the type of media, demographics and editorial calendars of each advertising placement.

GOALS

- Use the strengths of Sevierville to bring more tourists to the city.
- Increase the number of inquiries received from each publication by 2 percent.
- Position Sevierville as the Smoky Mountains city with the newest and best lodging, shopping and attractions.
- Seek out new and untapped market segments for Sevierville.
- Update photography and advertising for 2011-2012.

STRATEGIES

- Continue to use Sevierville's strengths such as Dolly Parton, Shopping and Wilderness of the Smokies in Collateral and promotions.
- Try new publications to more closely target Sevierville's shifting visitor demographics.
- Increase frequency and sizes of ads in publications producing significant leads.
- Utilize social media to promote brand awareness and increase visitor loyalty to Sevierville.
- Work with the city to produce new signage to make clear when visitors are in Sevierville.
- Continue use of Billboard advertising to promote awareness of Sevierville and exit 407.
- Promote the close proximity of Sevierville to the Smokies.
- Continue to participate in co-op advertising with the State of Tennessee, Smoky Mountains Tourism & Development Council and major attractions.
- Co-Advertise with Sevierville's Public Building Authority (PBA).

- Work with our partners in market to promote the use of the word Sevierville and seek out innovative new ways to promote the Sevierville brand within the Smoky Mountain market.

- Emphasize the value associated with vacationing in Sevierville.

2011-2012 Media Flow Chart

PRINT ADVERTISING	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
AAA Go												
AAA Going Places												
AAA Home & Away												
AAA Journeys												
AAA Living												
ABV Midwest & Southwest												
American Road												
Americas Best Vacations												
Arthur Frommers												
Better Homes & Gardens												
Blue Ridge Country												
Bridal Guide												
Budget Travel												
Compass												
Escape to the Southeast												
Family Circle / Parents												
Family Travel												
Honeymoon Directory												
Ladies Home Journal												
Madden PrePrint												
Midwest Living												
Oprah												
Parade												
People												
Readers Digest												
Redbook												
Southern Living												
STS Budget Travel												
STS-Explore the SE-Madden												
TN Vacation Guide												
USA Travel Guide												
Womans Day												
TRADE ADVERTISING	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Bank Travel												
Govt/Medical/Religious												
SYTA												



WEB SITE GOALS

The World Wide Web is a productive marketplace for travel-related sales and an excellent alternative to traditional promotional materials. The Web is extremely effective because it allows the Chamber to communicate one to one with a targeted audience, it has world wide reach, it costs less than traditional media and the speed of delivery to the user is unparalleled. The Chamber has several purposes for its internet presence and caters to a wide range of audiences.

The Chamber creates and maintains its numerous web sites in-house and has launched a brand new look for both the tourism and membership services web sites. In unison with the redesign, a new internet marketing campaign has been implemented in order to increase Sevierville's web visits and search engine rankings. To measure campaign progress, the Chamber retains detailed web site traffic statistics that are also referenced to assist in making site improvements. The Chamber currently owns 17 individual domain names that are actively used to drive traffic to Sevierville related content.

Sevierville's tourism site, VisitSevierville.com, presents its visitors with pdf and video media, an online trip planner, itineraries, coupons, information request forms, multiple search engines, local weather, area gas prices, press releases, special events, a user-friendly navigational menu.

The tourism site also features a quarterly e-newsletter component. It contains exclusive lodging promotions and highlights Sevierville's newest activities and upcoming events. Each seasonal e-newsletter is associated with a unique web site counterpart that recipients can click into from the e-mail. The Chamber uses e-mail tracking software to gather statistics about how users interact with the e-newsletter web pages.

Sevierville's signature special event, Bloomin' Barbeque & Bluegrass, can be found on the web at BloominBBQ.com. This site offers various downloads for registration, archives past event winners and informs cooks, vendors, media and visitors of the upcoming event.

For Chamber members, SCOC.org has member-

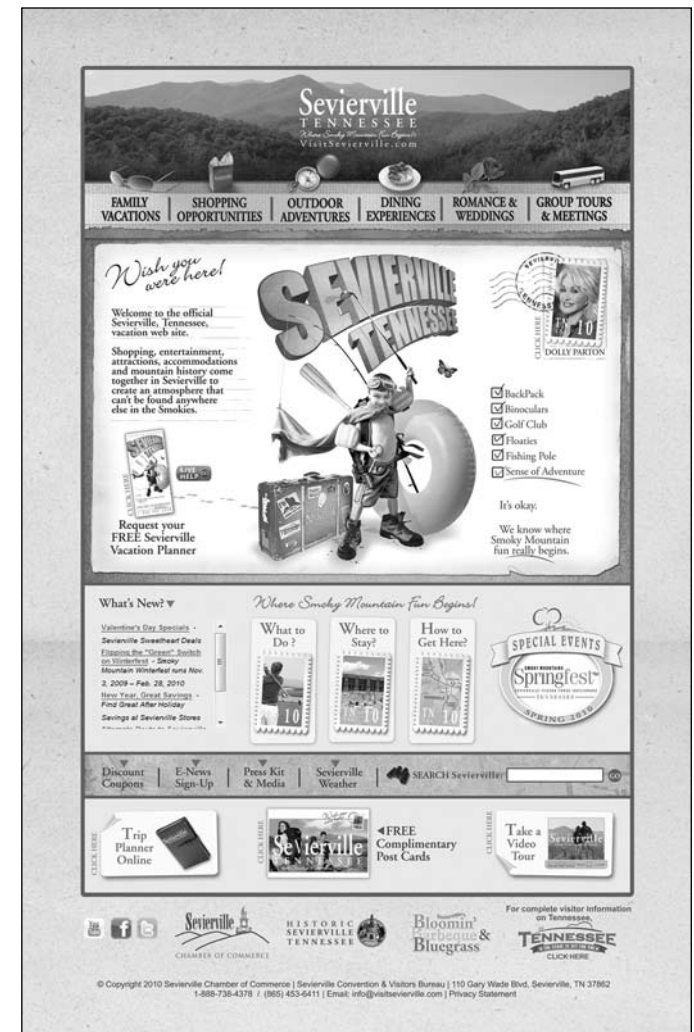
specific editing capabilities, a Membership Directory, monthly and quarterly newsletters, an activities calendar, member-to-member discounts and business and marketing resources.

GOALS:

- Increase the number of web site sessions and the requests for information online.
- Provide a professional online representation of the City of Sevierville, the Sevierville Chamber of Commerce and its members.
- Supply accurate content that is useful and appealing to vacationers, persons moving to our area, businesses that are relocating, potential Chamber members, current Chamber members, group tour coordinators, the media and our local community.
- Offer online support via e-mail and live chat for individuals needing personal attention with information pertaining to Sevierville.
- Increase the frequency of our tourism e-newsletter.

STRATEGIES:

- Include web site address prominently in all media with an emphasis on driving them to the web site by using contests and special promotions.
- Continue to improve our current internet presence by being mindful of internet trends and advances in technology.
- Maintain a well-trained and educated design / technical staff for our internet operations.
- Employ designs that are consistent with our current advertising campaigns and printed materials.
- Develop web features that are practical, functional and convenient.
- Continue building Sevierville's e-marketing database
- Incorporate advances in mobile technology by launching alternate versions of our web sites that are optimized for mobile devices.



- Deploy "texting" campaigns to drive traffic to our mobile sites and offer discounts to travelers.
- Use social networking and media sites like Facebook, Twitter and YouTube to increase awareness of Sevierville and boost visitation to our sites.
- Continue to launch targeted online ad campaigns that make use of animations, videos and contests to draw users to our sites.

INQUIRIES/TRACKING

Inquiries/Tracking

The Chamber keeps track of all leads generated from advertising placed in publications / magazines. Reader responses are received on a weekly basis. Each response is sent to a mail fulfillment agency (The Thomas Group) for Vacation Planner distribution. An on-going report is generated to keep track of monthly lead reports for each publication. The Thomas Group guarantees that each brochure request is fulfilled within 48 hours. Each person requesting Sevierville information will receive a packet filled with the Sevierville Vacation Planner and the brochures or rack cards of individual properties. To participate in the mail program contact The Thomas Group at (865) 453-3978.

This year, the Chamber will mail about 100,000 Vacation Planners. While the number of Vacation Planner requests through magazines remains relatively flat, the number of requests via the web continues to rise. This is due to the abundance of information instantly available on the Chamber's website: www.VisitSevierville.com

- Visitors can download a pdf of the Sevierville Vacation Planner, Smoky Mountain Wedding Planner, Group Tour Planner and Coupon Book.



2010-2011 Inquiries													
PUBLICATION	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
AAA Living	0	0	0	0	0	0	0	0	14	127	72	4	217
AAA Journeys									66	71	8	323	468
American Road	0	0	0	0	0	0	0	0	0	0	2,516	0	2,516
Arthur Frommers Budget Travel	10	0	0	0	0	0	0	0	0	820	259	142	1,231
Better Homes & Gardens	5	60	1,362	495	176	29	4	77	613	1,005	0	0	3,826
Blue Ridge Country	0	0	0	0	0	0	0	0	210	45	7	3	265
Bridal Guide	312	720	553	539	182	193	489	578	534	365	321	236	5,022
Country Living	0	85	55	6	7	10	46	27	19	18	1	0	274
Family Circle	0	0	0	0	0	0	0	0	0	26	0	0	26
Family Fun	0	0	0	0	0	0	0	0	0	0	0	0	0
Home & Away	0	0	238	18	4	0	0	0	232	317	18	16	843
Family Travel Insert - Leisure South	180	81	1,402	497	180	0	0	0	0	303	141	0	2,784
Family Travel Insert - Compass	1,013	453	117	10	16	10	9	347	166	67	8,046	17	10,271
Escape to Southeast	0	605	0	23	0	9	843	0	0	0	0	0	1,480
LHJ	0	0	0	0	0	0	0	363	426	95	0	0	884
Midwest Insert	141	82	14	0	0	0	0	0	1	0	0	0	238
Oprah	0	244	345	1,035	765	727	0	0	0	992	536	1,059	5,703
Parade	324	2,449	0	367	1,399	340	345	100	0	341	1,591	1,290	8,546
Parents	21	0	0	0	0	0	0	2	24	19	0	0	66
People	0	0	0	0	0	0	0	0	0	0	1,541	459	2,000
RedBook				2,000	0	0	0	0	174	1,826	0	0	4,000
Southern Living (Sept, Oct, Nov, Apr)	169	64	786	539	603	139	105	80	1,127	1,082	274	130	5,098
STS Insert	904	168	0	719	570	1,119	741	157	0	3,207	1,565	1,135	10,285
Guest Quest (quarterly)	86	47	47	15	55	137	104	0		277	54	0	822
Taste of the South	1	1	1	0	0	0	0	0	0	0	1	1	5
Tennessee Vacation Guide	212	0	222	214	122	75	102	0	0	678	238	209	2,072
Woman's Day (Sept, Apr)	64	22	57	585	137	70	48	759	565	2,022	946	609	5,884
Valassis Insert - America's Best (Oct, Apr)	633	0	0	1,031	999	0	0	0	0	0	2,885	216	5,764
Group	27	5	19	0	0	21	0	0	0	0	0	0	72
Golf Show Leads		0	0	0	0	0	0	0	3,831	0	0	0	3,831
AAA Going Places												5	5
MMSI		0	1,303	513	0	0	0	0	1	440	1,446	0	3,703
CMT		0	0	0	1,849	0	0	0	0	0	0	1,723	3,572
TOTAL	4,102	5,086	6,521	8,606	7,064	2,879	2,836	2,490	8,003	14,143	22,466	7,574	91,773

Social Media Plan

Social Media allows us another opportunity to reach potential visitors and interact with them to build brand awareness and brand loyalty. Currently, Sevierville maintains a Facebook fan page, a Twitter account and a YouTube channel.

FACEBOOK

GOALS:

- Build brand awareness and loyalty
- Generate additional vacation planner requests
- Generate additional visits to VisitSevierville.com

STRATEGIES:

- Update wall posts daily
- Utilize Facebook as a platform for contests
- Create a page for vacation planner requests
- Continue to promote our fan page with ads
- Measure progress monthly of engaged users, lifetime likes
- Track impressions and response rates on posts to discover trends in fan preferences
- Add Facebook icon and url to email signature, marketing materials and electronic communications

TWITTER

GOALS:

- Build brand awareness and loyalty
- Generate additional visits to VisitSevierville.com

STRATEGIES:

- Tweet at least once daily
- Cross promote through Facebook page
- Follow relevant groups or individuals
- Track mentions about Sevierville and repost relevant comments
- Provide relevant content like tips, event info, etc.
- Engage with followers
- Measure progress monthly – followers, interactions and mentions



COLLATERAL

COLLATERAL

Promotional pieces are essential to bringing visitors to Sevierville. Each year, the Sevierville Chamber of Commerce receives more than 100,000 phone calls, emails and requests through publications for vacation planning as well as group and relocation information. To meet this growing demand, the Chamber has developed several promotional pieces to build the city's image as a destination. Here is a sampling of what the Sevierville Chamber of Commerce has to offer:

SEVIERVILLE MAIL FULFILLMENT

Once the inquiry is received, a Sevierville Promotional Packet is sent to the inquirer. This packet includes the Sevierville Vacation Planner and a sampling of brochures on area attractions, entertainment venues and accommodations. For more information please contact Daniel Norwood at The Thomas Group 865-453-3978.

SEVIERVILLE VACATION PLANNER

The most requested piece of collateral and the centerpiece to the Sevierville marketing portfolio is the Sevierville Vacation Planner. This glossy, four-color brochure is rich with detail on Sevierville's attractions, incredible scenery, outdoor activities, shops, festivals and special events. The brochure is updated annually and includes maps of the area along with information about accommodations, restaurants and services. The 400,000 Vacation Planners printed each year are sent to individuals requesting vacation information on Sevierville and are distributed throughout area businesses and state welcome centers. The Planner has proven to be a huge success and provides an excellent advertising vehicle for Sevierville Chamber of Commerce members.

GROUP COLLATERAL PROMOTIONAL DVD

The Chamber's promotional video includes attractions, shopping, restaurants and lodging in a fast-paced, entertaining 18-minute DVD. This DVD also serves as a promotional piece for media as well as tour companies and allows them to pull print quality images directly from the DVD.

GROUP TOUR PLANNING GUIDE

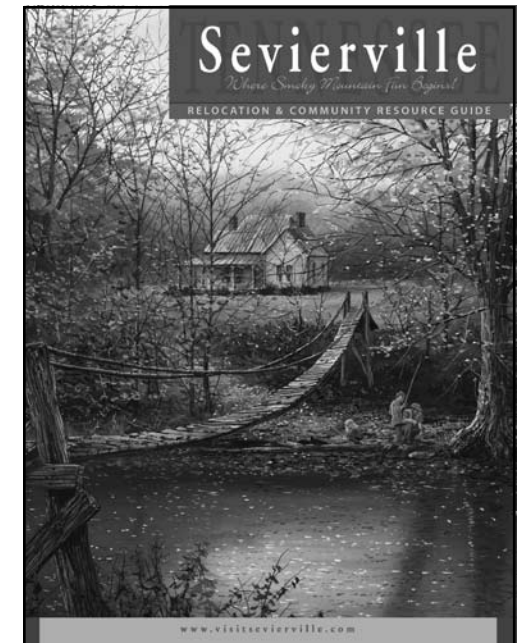
This handy, four-color planning guide has just about every bit of information a group tour planner needs to know about Sevierville. From lodging tax rates to average annual temperatures, this guide provides a grid of detailed information about Sevierville's restaurants, accommodations, attractions and services...including restaurant seating capacities, minimum number of guests required for group rates and more.

SEVIERVILLE COUPON BOOK

This has become one of the most popular pieces of collateral the Chamber offers area visitors by allowing member businesses to target tourists with money saving coupons. The coupon books are distributed at area visitor centers.

SEVIERVILLE RELOCATION GUIDE

The Sevierville Relocation Guide, a magazine style publication, provides much needed information to the many people inquiring about relocating to the Sevierville / Smoky Mountains area. The guide includes information on local schools, churches, tourism, police, fire, area tax information and more. Ten thousand of these guides are printed every two years.



SEVIERVILLE VISITOR CENTER GOALS

The Sevierville Visitor Center is located on Highway 66 / Winfield Dunn Parkway and is the first opportunity for visitors to get official city information when entering the Smoky Mountains area. Sevierville Chamber members are allowed to display approved brochures promoting their business in the Sevierville Visitor Center.

In addition, the Sevierville Chamber has partnered with Friends of the Smokies and The Great Smoky Mountains Association to provide visitors with official national park information and park merchandise at the Sevierville Visitor Center.

Goals:

- Maintain knowledgeable information specialists.
- Maintain an enjoyable environment for visitors.
- Work closely with the travel industry to better communicate the tourism and hospitality opportunities available to the visitor.
- Continually increase the number of first-time visits to the Visitor Center.
- Continually increase the number of repeat visits to the Visitor Center.
- Work with the Great Smoky Mountains Association to continue to drive visitors to the Visitor Center.

Strategies:

- Train information specialists in the areas of communication, sales and general knowledge of the area by conducting area FAM tours to local attractions, hotels, motels, condos and cabins.

- Exhibit attractive exterior and interior seasonal displays to attract visitors to the Visitor Center (photo opportunities).
- Provide photo opportunities inside and outside the Visitor Center.
- Provide a variety of current tourist information to visitors including accommodations, restaurants, attractions, events and activities.
- Maintain information about the visitor center on the Chamber web site, VisitSevierville.com.
- Create a positive experience for each visitor by meeting all their needs and then encouraging them to stop at the Visitor Center upon each visit to Sevierville to obtain new and updated information on the area.
- Work with area receptive companies to entice motor coach groups to stop by the visitor center on their way into and out of town.

Make sure we answer,
“Why should we stay in Sevierville,”
before the question is asked.



*The Visitor Center Hours of Operation:
Monday thru Saturday 8:30am to 5:30pm
Sunday from 9:00am to 6:00pm
Extended hours in the high traffic seasons*

SEVIERVILLE SPECIAL EVENTS

The Sevierville Chamber of Commerce hosts several special events each year, each with a different goal. Some are community events, intended to promote civic pride and participation, while tourist events are intended to bring overnight guests into Sevierville. Most events are part of larger overall promotional events, such as Winterfest, Springfest and Harvest Fest. Advertising for special events is generally placed within a 50 mile radius. The following is a break down of each event and the specific goals and strategies for each.

Event: Harvest Fest

Date: October 2011

Location: Throughout Sevierville

Attendance: 4,000,000

Type of Event: Visitor

Description: A month-long promotion focused on fall foliage and heritage and includes privately held events such as Robert Tino's Smoky Mountain Homecoming.

Event: Winterfest

Date: Monday, November 7, 2011 - Monday, February 29, 2012

Location: Throughout Sevierville

Attendance: 2,000,000 +

Type of Event: Visitor

Description: Winterfest is a four month promotional period featuring LED light displays throughout Sevierville as well as privately held events like Shadrack's Christmas Wonderland at Smokies Stadium. The City of Sevierville installs and maintains these displays while the Sevierville Chamber of Commerce is responsible for the promotion and advertising of the event.

Event: Music, Lights & Magic (Winterfest Kick-Off)

Date: Monday, November 7, 2011

Location: Municipal Complex

Attendance: 7,000

Type of Event: Community

Description: A community focused event during which Sevierville's Winterfest lights are ceremonially turned on. Music, Lights & Magic also features entertainment, kids' games, food and fireworks.

Goals:

- Increase community involvement.
- Continue to increase attendance each year.
- Make the program more exciting.

Strategies:

- Form a committee to help with ideas about the program.
- Get the schools involved.
- Seek more involvement from local dance and baton twirling groups.

Event: 49th Annual Sevierville Christmas Parade

Date: Saturday, December 3, 2011

Location: Downtown Sevierville

Attendance: 3,000

Type of Event: Community

Description: The Sevierville Christmas Parade is a 49 year tradition featuring traditional parade elements.

Goals:

- Increase community involvement.
- Continue to increase attendance.

Strategies:

- Choose entries for maximum appeal since route limits entry number.
- Encourage participants to decorate floats in keeping with a Christmas/Holiday/Winterfest celebration.

Event: Rose Glen Literary Festival

Date: Saturday, February 25, 2012

Location: Walters State Community College

Attendance: 300

Type of Event: Community

Description: Local and regional authors provide lectures and book signings

Goals:

- Create another Winterfest event.
- Create an event focused on our area's heritage and culture.
- Generate local and regional media coverage for Sevierville.

Strategies:

- Schedule the Rose Glen Literary festival during Winterfest.
- Invite local authors and those who have written about Sevier County and successful regional authors.
- Inform local media about press opportunities associated with the event.

Event: Springfest

Date: Mid-March - Mid-June, 2012

Location: Throughout Sevierville

Attendance: 3,000,000

Type of Event: Tourist

Description: Springfest is a four month promotional period featuring special events such as Bloomin' BBQ & Bluegrass.

Event: 8th Annual Bloomin' Barbeque & Bluegrass

Date: Fri. & Sat., May 18-19, 2012

Location: Downtown Sevierville

Attendance: 37,000

Type of Event: Tourist

Description: Sevierville brings the festive atmosphere of spring and good old-fashioned fun to town with a TN State Championship barbeque cook off, the Mountain Soul Vocal Competition (honoring the songwriting of hometown girl, Dolly Parton), star-studded entertainment, hand-made crafts and fun kids' games at this exciting event.

Goals:

- Media coverage for Sevierville.
- Generate additional overnight stays for Sevierville
- Create a signature event for Sevierville.

Strategies:

- Sign media and corporate sponsors for the event.
- Inform local, regional and national media about press opportunities associated with the event.
- Promote the event through local, regional and national media outlets.
- Continue to incorporate new elements to keep the event fresh.

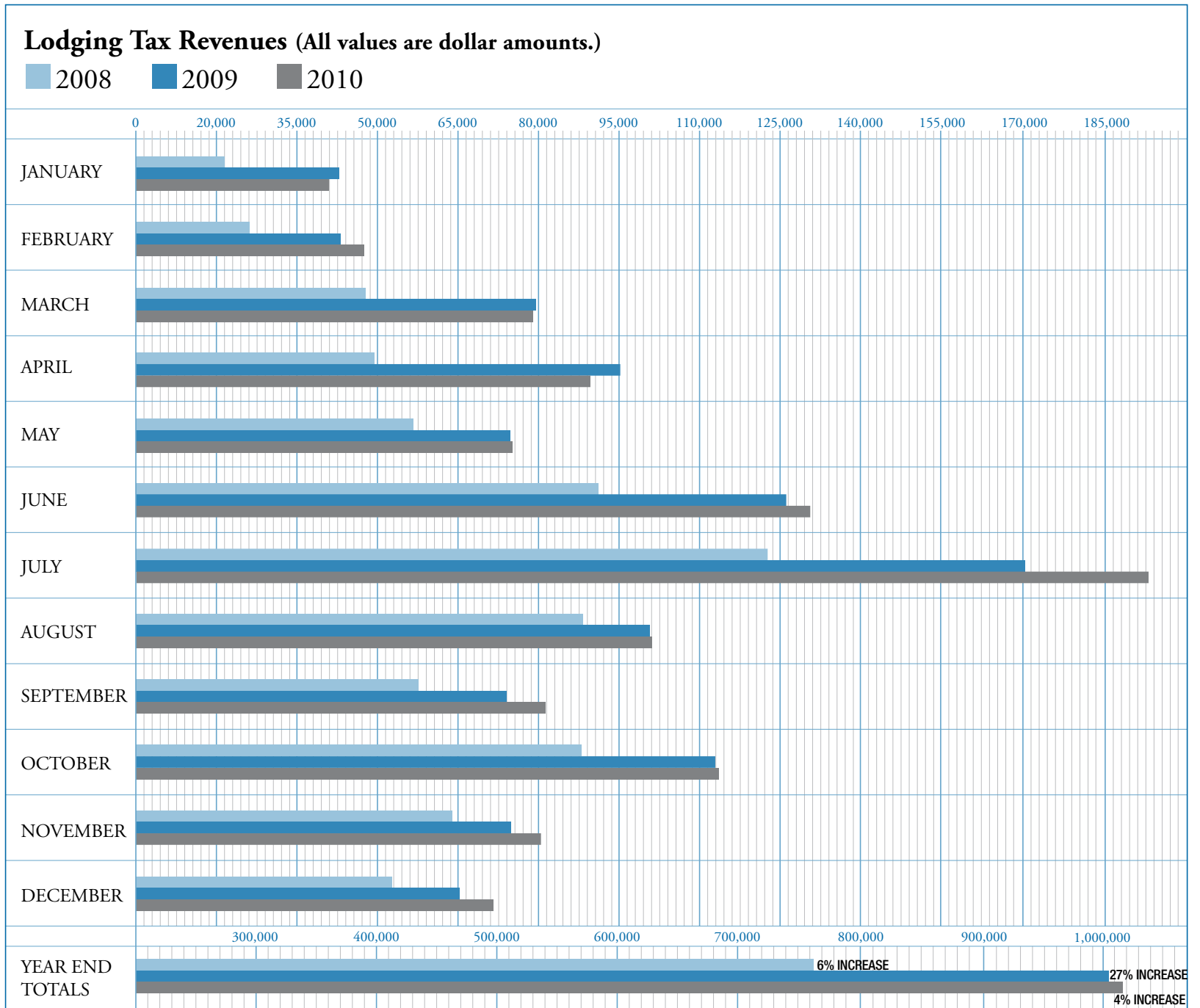


ECONOMIC IMPACT

Each year, Sevierville experiences new growth! The economic impact in Sevierville can be related to the success of the restaurants, outlet malls, retail chains, attractions and lodging located there. During 2009, Sevierville experienced its first full year with an additional 1,300 hotel rooms in the city's overall inventory. Comfort Suites Interstate, Hampton Inn Interstate, LaQuinta Inn, Wilderness of the Smokies, Fairfield Inn & Suites by Marriott and Holiday Inn Express all opened within the past year. With all of these venues in place, the lodging tax revenue has been on a steady incline. Sevierville expects to see continued increase in lodging tax revenue again next year.

Top 7 Activities of Smoky Mountain Visitors

1. Dining Out (83%)
2. Shopping (74%)
3. Driving / Sightseeing (37%)
4. Visit Great Smoky Mountains National Park (27%)
5. Drive Blue Ridge Parkway (20%)
6. Attend a performance / show (19%)
7. Outdoor Recreation (14%)



TOP MARKETS AND RESEARCH

The following data is a result of the 2010 Sevierville Chamber of Commerce Conversion Study performed by Randall Travel Marketing.

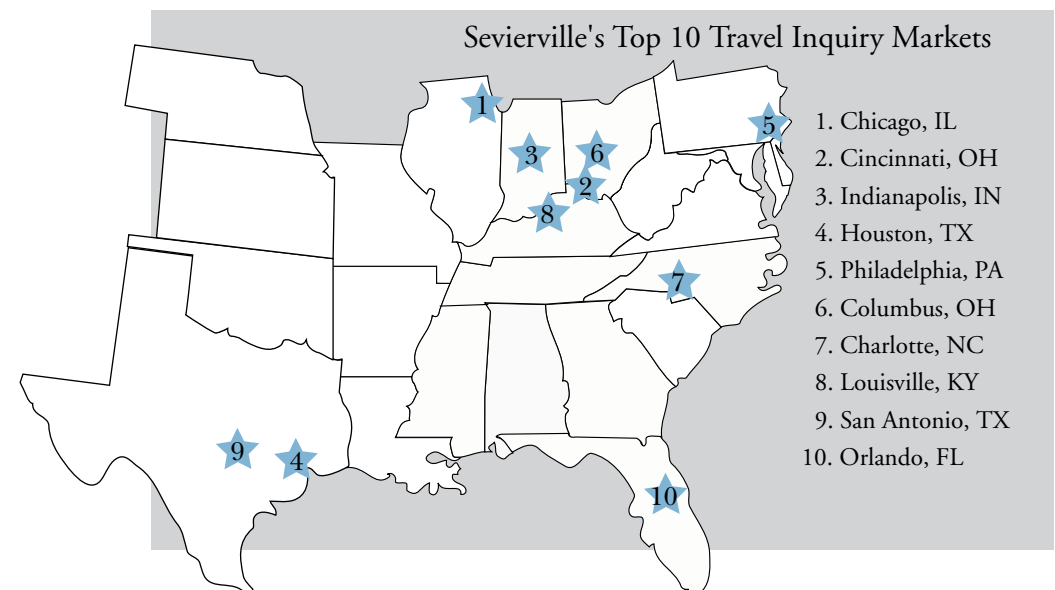
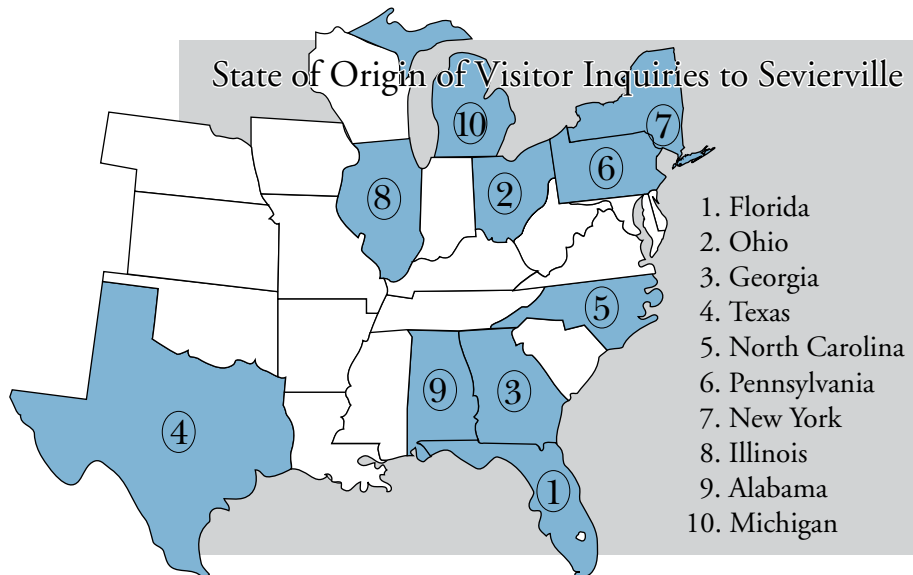
Sevierville's Visitor Profile

Average Age: 49-66
Gender: 30.12% Male, 60.88% Female
Top Points of Origin: TN, NC, GA
Traveling with Children: 40.18%
Average Number of Children in Party: 1.45
Average Number of Adults in Party: 2.13
Trip Purpose: Vacation/Getaway 83.3%
Number of Visits to Sevierville in Lifetime:
0: 15.32%
1: 19.65%
2: 9.23%
3: 7.07%
4: 6.09%
5: 7.47%
6+: 35.17%
Average Number of Lifetime Visits: 8.67
Average Length of Stay: 2.83 nights
First Time Visitors: 61.72%

2010-11 Inquiries by month for Sevierville

July = 4,102	Jan = 2,836
Aug = 5,086	Feb = 2,490
Sept = 6,521	Mar = 8,003
Oct = 8,606	Apr = 14,143
Nov = 7,064	May = 22,466
Dec = 2,879	June = 6,121

The following markets are based on 2010-11 Sevierville inquiries, not actual visitors. Source: The Thomas Group/Sevierville Inquiry Program.



Sevierville Chamber of Commerce
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