

SOUTH CENTRAL



tennessee
tourism



ASSOCIATION

ORGANIZATIONAL STRATEGY

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THE TOURISM READY STRATEGY

The Tourism Ready Strategy is a comprehensive evaluation of how our organization can operate in the most efficient and effective way while also strategically aligning our efforts across the public and private sectors to support a collaborative mission. Our team is positioned to assist across various industry proficiencies that allow us to provide both expert advice and assist with practical strategic implementation of programming and maximizing economic impact.

Private Sector Engagement:

- **Focus Shift:** The strategy transitions SCTTA's mission from merely providing a tourism toolkit to ensuring partners actively use these tools.
- **Dedicated Outreach:** Our Associate Director of Operations will focus on outreach and visiting partners regularly. The entire staff will also participate in partner visits throughout the year.
- **Enhanced Support:** By increasing the number of partners, SCTTA will invest more in demonstrating the benefits of the toolkit and guiding partners through its use.
- **Economic Development:** The goal is to drive tourism economics by moving beyond simply providing tools to actively facilitating economic growth.

Destination Marketing Organizations (DMOs):

- **Tourism Readiness:** The strategy aims to make DMO partners and the communities they serve more "Tourism Ready" by providing fundamental tourism economic engagement tools.
- **Affordable Marketing Tools:** SCTTA will ensure local DMOs have access to affordable marketing tools, including websites, social media, print marketing, and local travel guides.
- **Strategic Planning:** In 2024-2025, SCTTA will collaborate with each DMO to develop a mission statement, tourism pillars, and a five-year strategy.

Government Funding for Tourism:

- **County Assessments:** SCTTA will conduct a county-by-county tourism readiness assessment, providing a scorecard on support, funding, and strategy. We will present this as a "Report Card."
- **Lodging Tax Evaluation:** This includes assessing lodging tax rates, revenue, retail sales tax rates, and lodging tax spending effectiveness.
- **Policy and Funding:** The strategy ensures that each municipality has a lodging tax and uses it appropriately. It also aims to shift SCTTA's long-term funding from dues-based to a percentage of lodging taxes collected, ensuring sustainable funding for both local DMOs and SCTTA.

Mission: The overarching mission of the Tourism Ready strategy is to enhance the tourism economy by ensuring effective use of resources, strategic planning, and sustainable funding, thereby transforming SCTTA into a proactive agent of tourism development in South Central Tennessee.

Experience Tennessee

AND THE SOUTH CENTRAL TN TOURISM ASSOCIATION



WHO WE ARE AND WHAT WE DO.

- SCTTA is the official state-designated, state-created, regional tourism organization for the 13 counties of South Central Tennessee.
- We drive and promote tourism in your county.
- We partner with local governments, chambers of commerce, and organizations like yours.
- We align our efforts with state tourism initiatives to maximize opportunities and attract tourists.
- Our goal is to market and attract tourists to your organization and community, while also assisting your organization with a strategy to maximize the impact tourism can have on your organization.

TENNTIP. .ORG

ExperienceTN.com

SCTTA. .ORG

HOW IS SCTTA FUNDED?



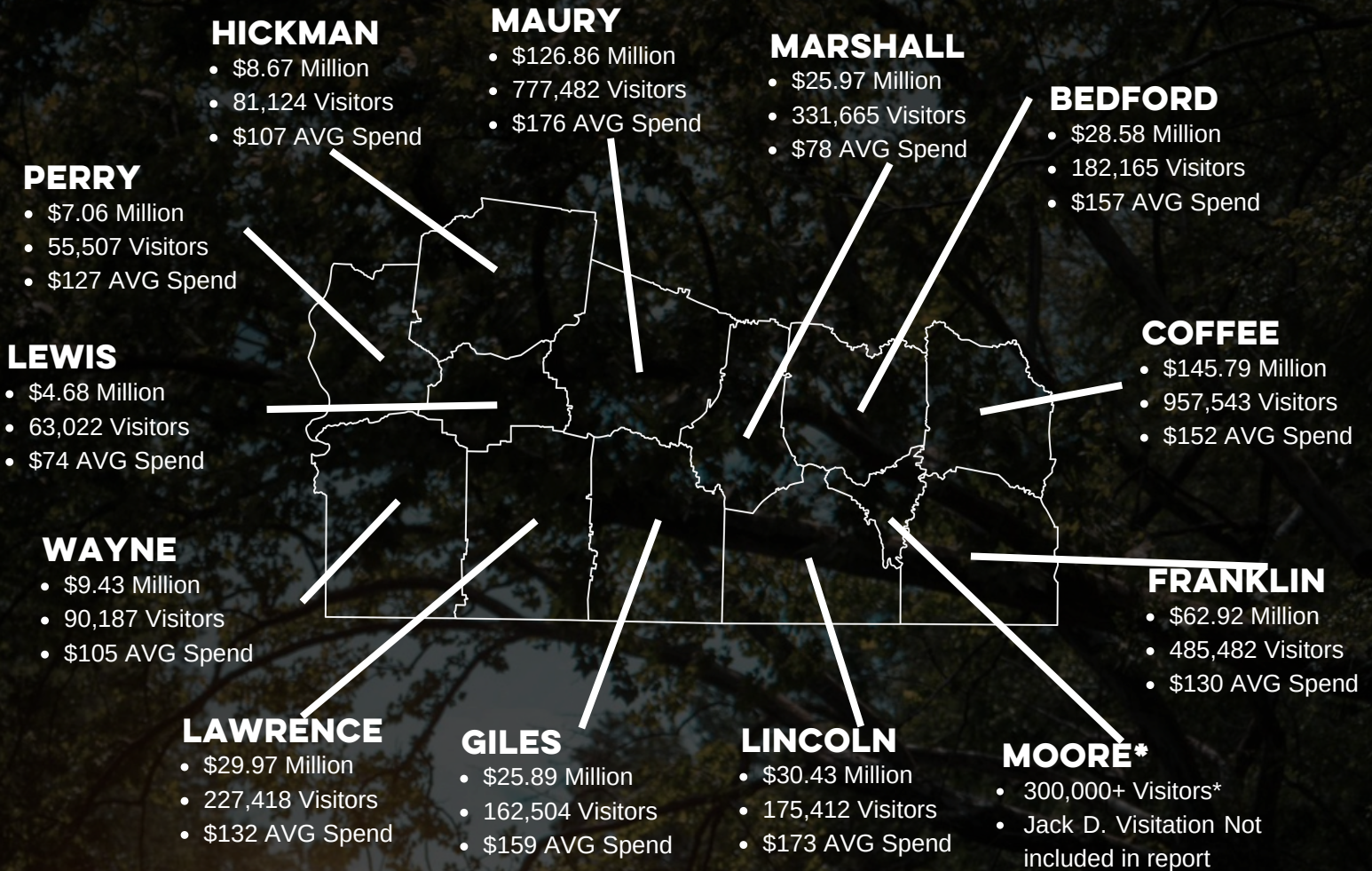
The primary funding mechanism for the South Central Tennessee Tourism Association (SCTTA) comes from the support of local municipal and county governments. These funds are then matched through the Tennessee Department of Tourist Development's "Regional Destination Management Organization Endowment Grant," specifically designed to support the state's nine regional tourism organizations.

Secondary funding sources include contributions from Private Sector Partners, Local DMO Tourism Services, and the TDTD's State Marketing Grant. Additionally, a third tier of funding is generated through sales at our regional Tennessee Whiskey Trailhead and Welcome Center, Federal Grants, Local Grant Administration, and ad sales from tourism publications that we produce and distribute.

As part of the Tourism Ready Strategy, we will begin encouraging local governments to allocate a portion of occupancy tax revenues to the South Central Tennessee Tourism Association.

“TOURISM IS REAL MONEY.”

-MARK EZELL, TDTD COMMISSIONER



source: 2022 Tennessee Department of Tourist Development Annual Economic Impact Report, compared and checked with data from the Tennessee Department of Revenue

Tennessee’s tourism industry reached unprecedented heights in 2023, generating a record \$30.6 billion in direct visitor spending and welcoming 144 million visitors to the state, according to newly released data from Tourism Economics and the Tennessee Department of Tourist Development.

This 6.2% increase in visitor spending marks another year of strong growth, following two consecutive years of double-digit gains. Tennessee’s continued success has propelled the state to a 125% recovery over 2019 pre-pandemic levels, reinforcing tourism’s vital role in economic development, job creation, and community impact statewide.

As visitors continue to flock to Tennessee for its world-class music, outdoor adventures, culinary scene, and rich history, the industry remains a key driver of economic prosperity. Strategic investments in new attractions, destination marketing, and infrastructure improvements have played a crucial role in sustaining this momentum.

With this record-breaking year, Tennessee solidifies its place as a top-tier travel destination, setting the stage for even greater success in the years ahead.

NAVIGATING THE ECONOMIC NETWORK OF TOURISM



GRANT ASSISTANCE

- WE WORK WITH LOCAL GOV TO ASSIST WITH TDTD GRANTS, TNECD GRANTS, USDA GRANTS, AND MORE.
- WE WORK TO MAXIMIZE THE SOCIAL & ECONOMIC IMPACT, AND DOLLARS INVESTED INTO THE SOUTH CENTRAL TN REGION

TENNESSEE
SOUNDS PERFECT

STATE GOVERNMENT

- REGIONAL ENDOWMENT GRANT
- MARKETING GRANTS
- CO-OP PROGRAMS
- INDUSTRY DATA & TRENDS



HospitalityTN SOUTHEAST
TOURISM SOCIETY

TOURISM INDUSTRY SUPPORT ORGANIZATIONS

- INDUSTRY ADVOCACY
- CONTINUING EDUCATION
- INDUSTRY DATA & TRENDS



COMMUNITY OUTREACH

- TOURISM READY PROGRAM
- WORKSHOPS & EDUCATION
- DATA & RESEARCH
- CO-OP REGIONAL & LOCAL COLLATERAL OPPORTUNITIES
- SIMPLIFIED INDUSTRY TOOLKIT



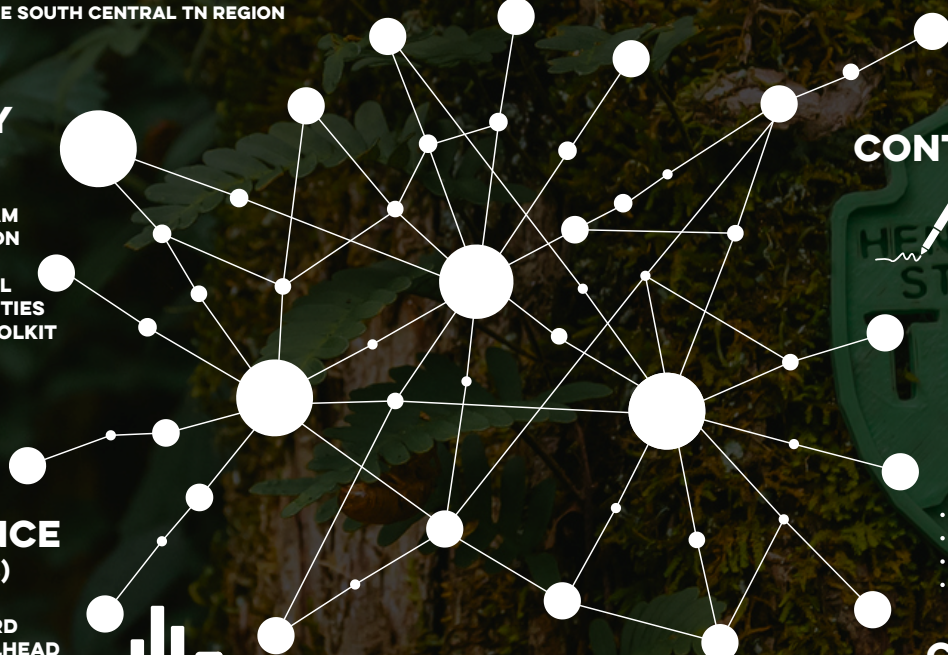
CONTENT CREATION

- WRITTEN ASSETS
- PHOTO ASSETS
- VIDEO ASSETS



DIGITAL PRESENCE (WEBSITES & SOCIALS)

- EXPERIENCE TENNESSEE
- NASHVILLE'S BIG BACK YARD
- TENNESSEE WHISKEY TRAILHEAD
- SEVERAL LOCAL SITES & SOCIALS



DIRECT MARKETING

- COLLATERAL DISTRIBUTION
- GOOGLE AD CAMPAIGNS
- SOCIAL MEDIA CAMPAIGNS
- INFLUENCERS & AMBASSADORS
- MEDIA TOURS



LOCAL GOV. DMO & ORG. OUTREACH

- CO-OP PROGRAMS
- BRANDING & MARKETING ASST.
- LOCAL STRATEGY ASST.
- POLICY DEVELOPMENT

COLLATERAL DEVELOPMENT



- TRAVEL GUIDE
- AFTER JACK GUIDE
- BROCHURE PROGRAM
- VIRTUAL BROCHURE RACKS

TENNESSEE
WHISKEY TRAIL
THE TRAILHEAD
TRAILHEAD & WELCOME CENTER

- LOCATED ON JACK DANIEL DISTILLERY CAMPUS
- TRAINED TRAVEL GUIDES
- REGIONAL STRATEGY
- 300,000+ POTENTIAL GUESTS

The tourism industry encompasses a broad network, and from an organizational perspective, it's our duty to streamline these efforts into a coherent and manageable strategy that can be implemented by entities ranging from small businesses to major attractions. Developing robust lines of communication with both our government and industry partners is crucial. Our outreach teams are dedicated to gathering and conveying messages that are intentional, actionable, and consistent, ensuring that every piece of communication advances our collective goals effectively.



DRIVING ECONOMIC IMPACT WHILE HELPING LOCAL BUSINESSES

We have created the "Tourism Ready Toolkit" to assist our industry partners in leveraging the substantial impact tourism can have in the region. This toolkit provides resources to evaluate and refine marketing efforts, with a focus on tourism-specific areas identified by the South Central Tennessee Tourism Association. It also includes direct consulting services from our team of tourism industry experts, who are equipped to help tailor marketing strategies starting from the local level.

By partnering with SCTTA, your business will be strategically positioned within a framework crafted by a seasoned team. Our experts are readily available and committed to supporting your growth. Ultimately, the success of our organization is gauged by the positive impact our industry has on your community.

WE PROVIDE A TOOLKIT TO LOCAL BUSINESSES THAT HELP ATTRACT & MAXIMIZE THE IMPACT OF VISITORS

- Publish 150,000 Experience Tennessee Travel Guides annually and place them in State Welcome Centers on the Interstates, The Tennessee Whiskey Trailhead, Regional Welcome Centers, Chambers of Commerce, and other high profile locations. The guide is both informative and entertaining.
- Publish over 100,000 After Jack Travelers Guides listing things to do, along with places to eat, shop, and stay at along alternative routes to Nashville, Memphis, Chattanooga, North Alabama, and the Smokey Mountains. The Tennessee Whiskey Trailhead, Regional Welcome Centers, Chambers of Commerce, and other high profile locations
- Publish and distribute a virtual brochure rack (VBR) poster with scannable access to over 30 online brochures with detailed travel breakdowns by category.
- Google Ad and social media campaigns, along with influencers, ambassadors, and media tours throughout the year.
- All print material is featured on ExperienceTN.com creating a comprehensive travel resource with over 90,000 downloads and 450,000 visits in 2023.
- The print material and social media campaigns are designed to enhance and extend our visitors' experience in South Central TN.
- Continuing education with monthly "Best Practices" ideas, data, trends, and workshops.
- Ad in placed in over 250,000 printed guides between the Travel Guide and After Jack Guide.
- Dedicated outreach director to assist implementing local business tourism strategies.
- Promoted across all appropriate Experience Tennessee printed guides and digital resources.
- Experience Tennessee Journalists assigned to write about local communities & organizations.
- SEO driver pages with "Places" pages on ExperienceTN.com, Partner page on TNVacation.com, and listing page on the TRVA website TennesseeRiverValleyGeoTourism.org.
- Branding support attractive to tourists
- Regional Influencers and Ambassadors Program
- Assist with content creation with access to written articles, and photo and video assets.

HOW SCTTA LEVERAGES THE TENNESSEE WHISKEY TRAILHEAD & WELCOME CENTER TO DRIVE REGIONAL TOURISM

Lynchburg, Tennessee, may be home to one of the most famous whiskey brands in the world, but the South Central Tennessee Tourism Association (SCTTA) sees the nearly 400,000 annual visitors to the Jack Daniel's Distillery as an opportunity far beyond just one town. By strategically utilizing the Tennessee Whiskey Trailhead & Welcome Center, SCTTA is driving tourism throughout the region—helping travelers explore beyond Lynchburg and into the many vibrant small towns, locally owned businesses, and scenic landscapes of South Central Tennessee.

Located in the heart of Lynchburg, the Tennessee Whiskey Trailhead & Welcome Center serves as more than just a visitor information stop—it's a launching pad for discovering all that the region has to offer. While many visitors arrive with only Jack Daniel's on their itinerary, SCTTA ensures they leave with an expanded plan that includes nearby destinations, attractions, and experiences.

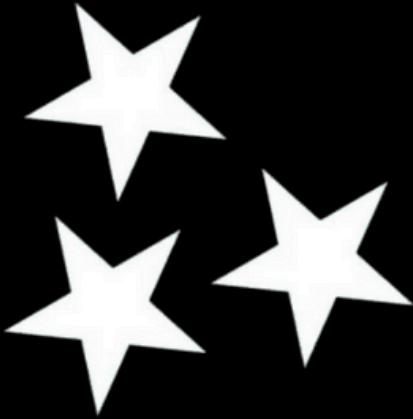
SCTTA's dedicated team at the Trailhead & Welcome Center does more than just hand out brochures. Trained tourism specialists engage with visitors to understand their interests—whether it's history, outdoor adventure, music, or, of course, whiskey. By crafting tailored recommendations, they guide travelers to hidden gems in surrounding counties, encouraging them to explore charming downtowns, scenic byways, and unique local attractions that they might have otherwise missed.

One of SCTTA's most innovative programs to extend visitor stays in the region is the After Jack Guide—a curated collection of scenic routes that lead travelers off the interstates and main highways, showcasing the small towns and locally owned businesses that make Tennessee unique.

By promoting these routes, SCTTA ensures that the economic benefits of tourism extend beyond Lynchburg, helping small businesses and communities thrive.

The Tennessee Whiskey Trailhead & Welcome Center has become an essential tool for spreading tourism dollars throughout South Central Tennessee. By proactively engaging visitors and offering curated travel experiences, SCTTA is turning day-trippers into multi-day explorers—boosting local economies, filling hotel rooms, and strengthening the tourism industry in the region. With the continued success of programs like the After Jack Guide and the dedication of the Trailhead's expert staff, SCTTA is proving that while Lynchburg may be the starting point for many visitors, it's just the beginning of an unforgettable Tennessee experience.







DMO & PARTNER ORGANIZATIONS

DMO BENEFIT OVERVIEW



ASSIGNED CONTACT



MONTHLY CHECK-IN



TOURISM READY COMMUNITY



ASSOCIATION REPRESENTATION



WORKSHOPS



MEMBER/PARTNER EXCHANGE

COUNTY DMO ASSIGNMENTS & CHECK-IN'S

ASSIGNED CONTACT BY COUNTY



- *Each DMO will have a scheduled monthly meeting with their SCTTA representative. In-person meetings will take place every other month, with Google Meetings every other month.*
- *SCTTA Executive Director will schedule quarterly visits with each DMO*
- *Associate Directors will also hold a quarterly Google Meetings for non-DMO organizations like Main Streets, Downtowns, and Art Guilds.*
- *These meetings will cover several topics, but more specifically will cover upcoming events, grant progress, project progress, and upcoming opportunities.*

ASSOCIATION REPRESENTATION



SCTTA works with the Board of Directors to establish a list of association memberships that SCTTA will maintain. Each membership will be assigned to a SCTTA team member for participating in and providing a report to the org.

TOURISM READY COMMUNITY TOOLS



- **Tourism Ready Text Alerts** - free service for businesses to sign up for text alerts for relevant tourism activity in the area. SCTTA and DMOs will coordinate to provide information in a timely manner.
- **SCTTA Events Program** - a Wrapped Experience Tennessee Trailer and Mobile Welcome Center will be available for official event partners.
- **Regional Vendor List** - SCTTA will develop a regional list of vendors to provide to event partners. We will also communicate with vendors about opportunities.
- **Businesses and organizations** will now be able to sign up for our Tourism Ready Monthly Newsletter, regardless of partnership status.



TOURISM READY WORKSHOPS



- *Two annual workshops per community, scheduled through DMOs.*
- *Workshop Choices Include:*
 - *Economic Impact of Tourism Workshop*
 - *Social Media Workshop*
 - *Community Lodging Workshop*
 - *Visitor Customer Service Workshop*
 - *Community Readiness Workshop*

September - December

- *Economic Impact of Tourism Workshop*
- *Community Readiness Workshop*

January - March

- *Social Media for Tourism Workshop*
- *Community Lodging Workshop*

April - June

- *Visitor Customer Service Workshop*
- *Community Lodging Workshop*

MEMBERSHIP EXCHANGE



Chambers, Community Organizations, Downtown Associations, and other membership or partnership based organizations will no longer have to pay partnerships dues. Instead, a “Membership/Partnership Exchange” will occur making SCTTA a member of their organization, and them a partner of SCTTA.





PRIVATE SECTOR FOCUS

AD'S INCLUDED IN PARTNERSHIP



- *Ads included in ALL Partnership Levels*
- *100k+ Printed Annually*
- *Distributed at 5 State Welcome Centers*
- *Showcased at TN Whiskey Trailhead*
- *Stocked at Regional & Local Info Centers*
- *Featured on Virtual Brochure Racks*
- *Interactive Online Version*

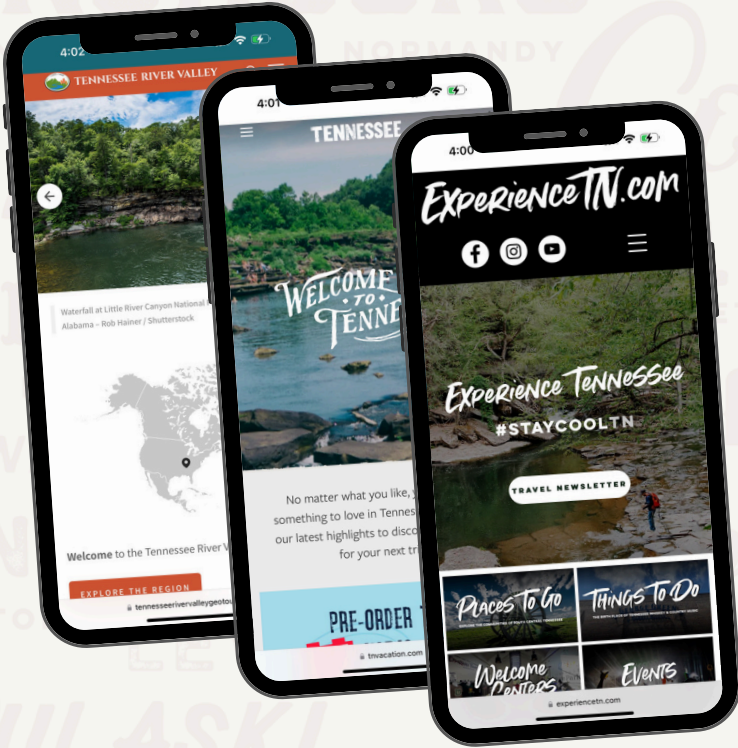
Advertising Discounts



- *10% Discount on All Additional Advertising*
- *Themed Brochures Program (30 Print and Digital)*
- *Become a Tennessean Livability Publication*
- *Virtual Brochure Rack Posters*
- *Local Visitor Guides & Specialty Guide Ads*
- *Dollar for Dollar Social Ads - 0% Markup!*



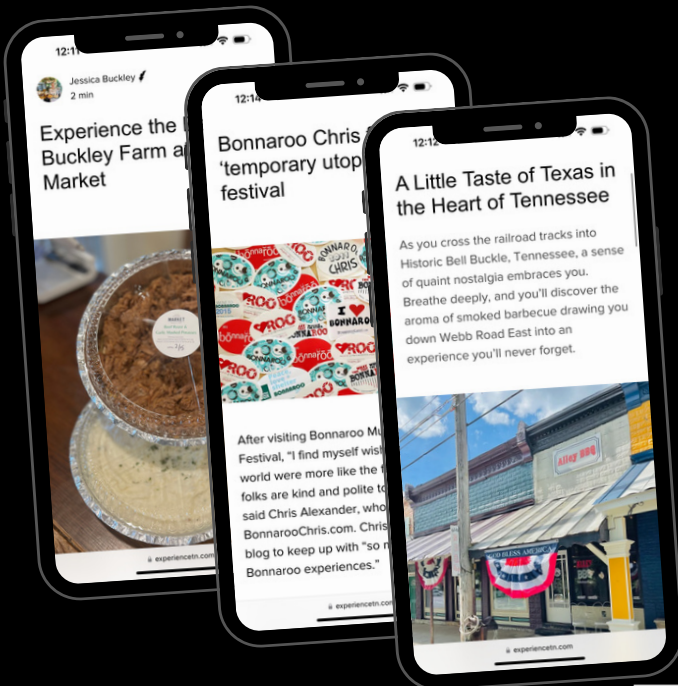
TOURISM INDUSTRY PAGES



Our team will build out or assist in building three SEO generating powerhouse tourism industry website landing pages.

- *State of Tennessee Website*
- *South Central Regional Website*
- *Tennessee River Valley Regional Website*

Experience Tennessee Blog



Partners can submit a blog or blog outline at least once per month! Our team will finalize the blog and publish it on ExperienceTN.com

- *Some blogs will be picked up for Press Releases*
- *Some blogs will be used for social media posts*
- *Some blogs will have paid media placed on them*
- *All blogs are eligible for dollar for dollar social media buys*



TRAILHEAD & REGIONAL WELCOME CENTER

SCTTA operates the Tennessee Whiskey Trailhead & Welcome Center in Lynchburg. Located on the campus of the Jack Daniel Distillery, we are able to help 200k+ annual visitors navigate their visit to the South Central Region.

- *Submit information to staff for training and to keep up with current events.*
- *Submit a video for the video board.*
- *Submit a brochure or rack card for stocking.*
- *Staff FAMS for your team and for ours!*

TOURISM READY 3-STAR PROGRAM

The Tourism Ready 3-Star Program includes a monthly Tourism Ready Industry Newsletter, the Tourism 3-Star Certification, and being eligible for annual regional awards under the Tourism Ready 3-Star Awards.

- *Door clings for Tourism Ready 3-Star Certified Businesses*
- *Annual Press Release & Campaign for Certified Businesses*
- *Annual Awards announced in July of each year*
- *Regional Winners Nominated by SCTTA for Purple Iris Awards*



ENHANCED PRESENCE ACROSS ALL MEDIA EFFORTS



Ambassadors & Influencers

- Individual Calls
- Arranged Tours
- Itinerary Preferences



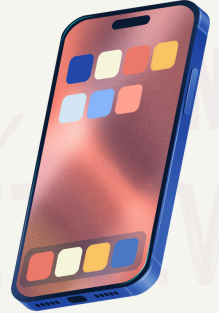
Social Media Preferences

- Preference for partners through Experience TN & Org's Socials.
- Ability to Schedule Shares
- Dollar for Dollar Ad buys
- Preferences on Events Posts



Traditional Media Preferences

- Media Tour Preferences
- Itinerary Preferences for Journalist Visits
- Partner Preferences for traditional media buys and regional campaigns



Digital Placements

- Enhanced placement on App
- Enhanced Listing on website
- Enhanced listing on all digital media tools

TOURISM READY BENEFITS APP



SCTTA will now offer all partners access to a tourism-ready mobile app and web-based platform, allowing them to manage all the benefits of their partnerships.