



JEFFERSON COUNTY DEPARTMENT OF TOURISM

2024-2025 – Q1 REPORT
July, August, September

TOURISM INDUSTRY NEWS & UPDATES

Hurricane Helene Disaster: Jefferson County Tourism is working with multiple agencies with the disaster relief and cleanup of Douglas Lake.

We are encouraging travel to our area through marketing and PR for the upcoming fall and winter seasons; however, we are advising visitors to use extreme caution if they are on Douglas Lake per the current advisory's by TDEC, TVA and TWRA.

We have been able to reschedule most of our fishing tournaments to Cherokee Lake out of the TVA Dam launch in Jefferson City.

2023 Economic Impact Numbers: TN Dept. of Tourism (TDTD) released the 2023 Tourism Economic Impact Report. Copies of the report are on file in the Tourism Office.

- Jefferson County ranks 27 out of 95 counties
- Direct tourism expenditures estimated \$78.6M
- Employed 479 hospitality positions
- Generated 3.3M in Local Taxes
- **8.66% Increase over 2022**
- *Source: Economic impact and visitation are modeled using data from Smith Travel Research, AirDNA, Arrivalist, TN Dept. of Revenue, TN Dept. of Tourist Development, US Bureau of Economic Analysis, US Bureau of Labor Statistics, US Census Bureau, Longwoods International, Visa Data Insights, and Tourism Economics.*

Grants: JCTD Staff wrote and assisted with multiple grant filings:

- Tourism Marketing Grant: JCTD received \$30,000 for projects including influencer marketing, social and digital media, and outdoor billboards.
- Tourism Enhancement Grant – Jefferson City Mossy Creek Station Park - \$200,000 Grant to reconfigure the park for ADA compliance and streetscaping. Unfortunately, this was a very competitive grant, and the project was not considered.
- ARPA: JCTD received the remaining funds of the Tourism APRA Grant program which will be used for data research.
- BCBS Healthy Places- Staff assisted the Town of Dandridge with their grant application narrative and supporting documents.
- East TN Crossing Byway- Jefferson County/White Pine received the TN Love Your Byways Grant to produce an informational Kiosk/Sign to be installed in White Pine.

TN State Fair Display: Staff coordinated with local tourism industry partners to set up a display at the TN State Fair in Wilson County, TN. Over 861,425 attendees visited the Made in TN displays.

Middle East TN Tourism Council – Staff attended the Q1 board meeting in Sweetwater. Upcoming regional projects were reviewed including collateral development and a new website for the 9 Lakes Region. METTC is a tourism, CVB and DMO advocacy group comprised of the 16 counties within the Middle East TN district.

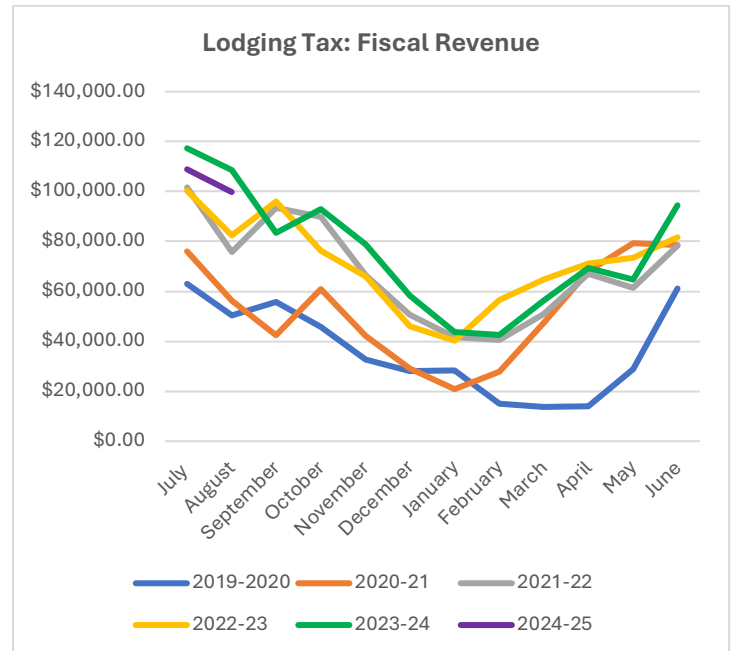
Governor’s Conference on Tourism – Staff attended the 2024 Governor’s Conference in Chattanooga, September 25-27.

Tourism Industry Partners News:

- Mossback Distilling Co.: Received Whiskey University Award for Southern United States Top Tourist and Distillery location for this decade.
- Old City Hall: The Lodge at Old City Hall Opened

HOTEL OCCUPANCY TAX (July 2023 – June 2024)

- o 2023-24: \$910.6K
- o Fiscal YTD: \$208.7K
- o 7.6% decrease over Fiscal YTD 2023/24



LEGISLATIVE INSIGHTS

SB1676/HB2240 (Briggs, Bowling, Powers): Requires a municipality levying the hotel-motel tax under general law to submit a report annually detailing the amount of revenue spent by the municipality, and its subordinate contractors, and how those expenditures have been designated and used for tourism and tourism development. Download the full bill here: https://assets-002.noviams.com/novi-file-uploads/htn/Hotel_Occupancy_Tax_Report_Bill-e4583569.pdf

PUBLIC RELATIONS & MARKETING

In the News:

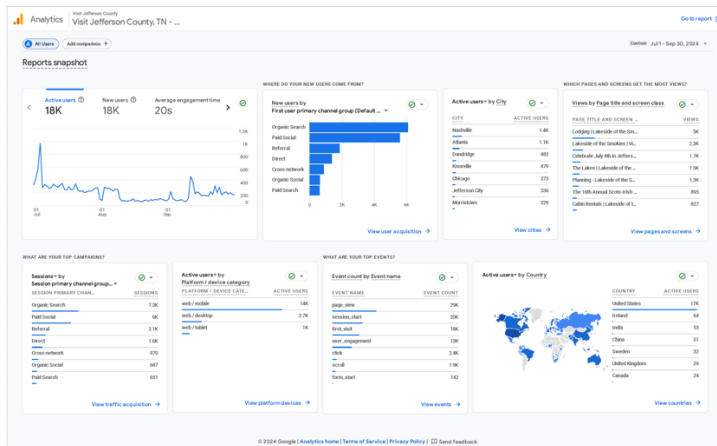
MLF-BFL Regional Championship: <https://majorleaguefishing.com/press-releases/mlf-announces-expanded-2025-phoenix-bass-fishing-league-schedule/>

Cherokee Lake to Host 2024 BFL Wild Card: <https://majorleaguefishing.com/press-releases/cherokee-lake-named-host-for-2024-phoenix-bass-fishing-league-wild-card-tournament/>

Blogs & Articles Published:

- [Visit Douglas Lake in East TN](#)
- [Cherokee Bay: A Lakeside Oasis](#)
- [All About the Lakes: Cherokee Lake](#)
- [Fall Events in the Lakeside of the Smokies](#)
- [East Tennessee Disc Golf Courses](#)
- [Fall in Jefferson County, Tennessee: A Symphony of Colors, Cozy Activities, and Small Town Charm](#)
- [The 16th Annual Scots-Irish Festival Returns to Historic Dandridge, Tennessee](#)
- [Bass Fishing Report: Cherokee and Douglas Lakes in Jefferson County, TN](#)

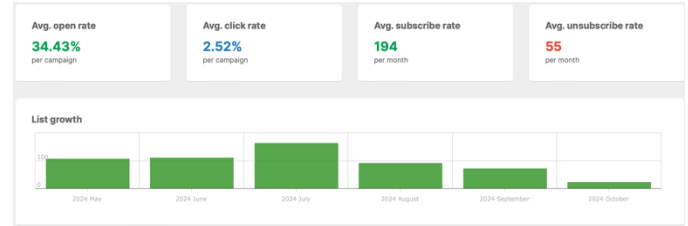
Website Analytics: VisitJeffersonCountyTN.com



Monthly Newsletter and Automated Email Campaigns:

August – <https://app.mailerlite.com/emails/sent?simple=1>

September – <https://preview.mailerlite.com/g4j4l7s4c1>



Social Media Reach (Facebook & Instagram):



PAID ADVERTISING

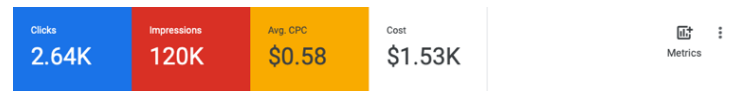
Print & Digital Ads Published: Copies of publications are available in the Tourism Department office. Ad leads generated are from current and previously published print media, i.e. TN Vacation, Outdoor Magazine, etc.

- Advertising Leads (April-June): 933

Advertising & Media:

- o Outside Magazine – [Newsletter Feature](#)

Pay Per Click – Google Ads: YTD-FY24



Meta Ads (Facebook & Instagram): YTD-FY24

Fall Ad Preview: <https://fb.me/28xre95sboWmF41>

Campaign name	Ad creative	Delivery	Result + ts	Reach	Impressions	Frequency	Link clicks	CTR (all)
Spring/Summer 2024	All	Completed Campaign	5,945 Link clicks	120,058	228,664	1.90	5,345	3.88%
Post: 'Douglas Lake...	All	Completed Campaign	1,341 Link clicks	35,332	55,452	1.57	1,341	6.03%
[9/12/2024] Prom...	Douglas Lake ... Douglas Lake L...	Inactive Ad	1,341 in Link clicks	35,332	55,452	1.57	1,341	6.03%
[9/12/2024] Prom...	All	Active Campaign	635 Link clicks	47,552	79,801	1.68	635	1.39%
[9/12/2024] Prom...	Plan your Fall ... Experience the...	Inactive Ad	635 in Link clicks	47,552	79,801	1.68	635	1.39%
[9/12/2024] Prom...	All	Active Campaign	363 Link clicks	10,583	16,512	1.56	363	2.43%
[9/12/2024] Prom...	Plan your Fall ... Experience the...	Active Ad	363 in Link clicks	10,583	16,512	1.56	363	2.43%
Total results	7 / 7 rows displayed		7,684 Link clicks	202,576 Accounts Center ac...	385,429 Total	1.88 Per Accounts Center ...	7,684 Total	3.61% Per Impressions

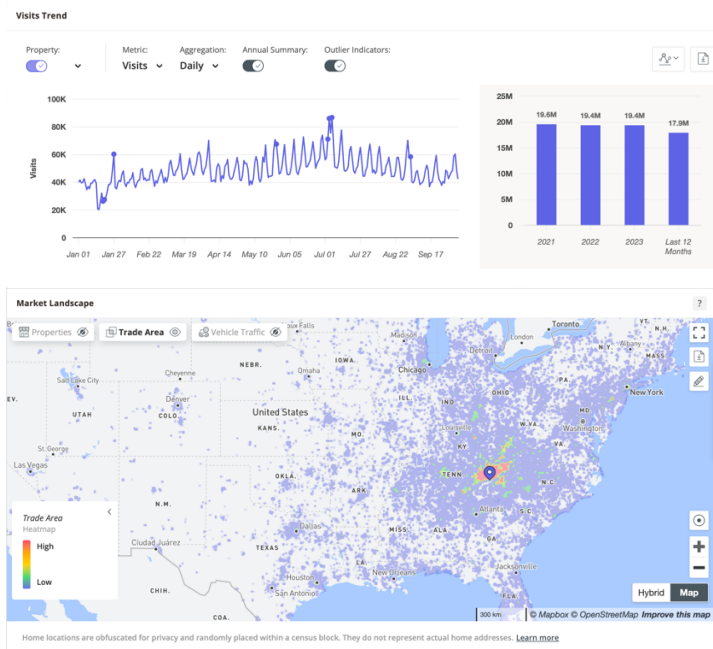
TRAVEL AND VISITOR DATA (PLACER.AI)

Placer.ai is a location intelligence platform that provides insights into foot traffic patterns and consumer behavior using mobile location data. By analyzing aggregated and anonymized data from mobile devices, Placer.ai helps businesses, real estate professionals, and city planners understand trends in customer visits, identify popular locations, and make data-driven decisions for site selection, marketing strategies, and urban planning. The platform offers tools for visualizing data on maps and generating reports to aid in strategic planning

JCTD is using this data to assess attendance at our events and tournaments, the length of stay of our visitor's, travel distance, and visitor spending and key demographics for effective targeted marketing strategies.

Below is a capture of the visits to Jefferson County in 2024. View the complete interactive report here:

<https://plcr.ai/yc3pbstd>



- Over 13.8M YTD visits to Jefferson County and 2.4M visitors.
- 5.5M visits traveled 60 miles or greater (1.9M total visitors total)
- Top visitor states are Kentucky, West Virginia, North Carolina, Florida, and Georgia.
- Douglas Lake has had over 2.3M visits and 570.9K unique visitors (not including residents) in 2024. July fourth was the highest attendance day with over 34K people on the lake or immediate lake properties.

EVENTS & TOURNAMENTS

JCTD sponsored and hosted 5 events overall from July 1 – September 30, 2024 (*Not Reporting). Two events were cancelled due to the flooding caused by Hurricane Helene.

- Music on the Town, Dandridge – August – October (six concerts)
- TN Pro Mini Golf Open – August 24
- Senior Olympics Cycling, New Market – September 14
- Pine Fest, White Pine – September 21
- CANCELED Day Of: Scots Irish Festival, Dandridge – September 28
- CANCELLED: MLF/BFL, Cherokee Lake – September 28-29

2024 Event Economic Impact Overview (ROI and Impact Reports are produced from surveys, registration lists, tickets sold, etc. by event and tournament organizers. Data is adjusted with Daily Average Rates (ADR) which is based on average of market surveys)

NEW DATA REPORTING METRICS: JCTD is utilizing data from Placer AI to enhance event reporting in conjunction with our other metrics.

2024 Events Estimated Impact

- Total Number of Events 14
- EST. Overnight Stays 2,527
- AVG. Number of Nights Stayed 1.16
- Total Number of Boats 1,434
- Total Food Expenditures \$1,004,503.13
- Total Misc. Expenditures \$1,004,503.13
- Total Gas Expenditures (boats only) \$138,278.57
- Total Lodging Revenue \$226,765.00
- **Total Impact \$2,374,000**

Upcoming Events

- Lick Skillet Scramble, New Market – October 5
- BFL Wild Card, Cherokee Lake – October 25-26
- Balloonfest, Dandridge – October 26-27
- HS Bass Pro Shops, Cherokee Lake – November 2
- White Pine Marine, Cherokee Lake – November 8-9
- TN Team Trail, Cherokee Lake – November 16-17
- TN Bass Nation HS, Cherokee Lake – November 23