



**JEFFERSON COUNTY DEPARTMENT OF TOURISM**

2024-2025 – Q2 REPORT

October, November, December

**TOURISM INDUSTRY NEWS & UPDATES**

**Hurricane Helene & Cleanup-** Cleanup, current conditions, TVA, TDEC, fishing and water recreation for spring/summer outlook.

**TN Hospitality & Tourism Association (TNHTA):** Staff attended the fourth quarter board meeting, held in Sevierville and was reappointed to the TNHTA Board of directors and will serve a second 3-year term.

**Middle East TN Tourism Council** – Staff attended the Q2 board meeting. METTC is a tourism, CVB and DMO advocacy group comprised of the 16 counties within the Middle East TN district.

**Tourism Asset Development:** Staff has been working with local non-profit organizations to develop a new tourism asset and attraction in the Jefferson City historic district. The project will be revealed in March 2025.

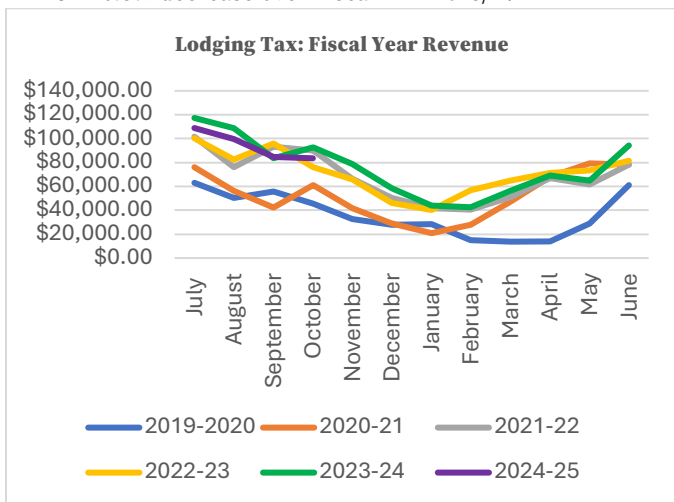
**Tourism Industry Partners:**

- Mossback Distilling Co.: Was selected by New Line Cinemas and Warner Bros. to be the official Distillery for the Lord of the Rings Franchise.
- Designed and produced rack cards for three local tourism businesses as a part of our Industry Partner Support Program.

**East TN Crossing By-way:** Staff worked with an Architectural and Historic Preservation firm in Knoxville to produce a large kiosk sign that is to be installed in the City of White Pine in proximity to 25E. The research, design and production were paid through the TDOT Love Your By-ways Grant Program.

**HOTEL OCCUPANCY TAX** (July 2024 – October 2024)

- o 2024/24 YTD: \$376,981.56
- o 6.3% decrease over Fiscal YTD 2023/24



**PUBLIC RELATIONS & MARKETING**

**FAM Tour:** Visit Jefferson participated in a Familiarity Tour of over 30 TN Visitor and Welcome Center Operators from across the State. The group toured Glenmore Mansion and the Historic Jefferson City District.

**Photoshoot:** Staff partnered with G. Gonzalez Photography to host a 2-day photoshoot of fall lake and family holiday activities on Douglas Lake.

**Trademark:** The “Lakeside of the Smokies” has been officially trademarked by the Jefferson County Tourism Department.

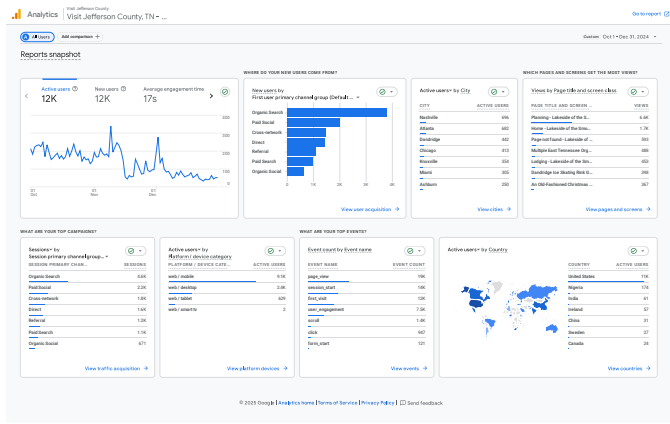
**Blogs and Articles Published:**

- [East Tennessee Distillery Tapped to Create The Lord of the Rings and Mortal Combat Collectible Spirits](#)
- [NPFL Announces Partial Schedule for 2025](#)
- [Cozy Retreats for Fall and Winter in East Tennessee](#)
- [Spirit of Nations Powwow to Receive Arts Grant](#)
- [Multiple East Tennessee Organizations Partner to Kickstart Clean Up Efforts on Douglas Lake](#)
- [Deck the Halls in Jefferson County](#)
- [Volunteer Clean-up Removes Over 7,000 Pounds of Litter from Douglas Lake Headwaters](#)
- [Shop Local in Jefferson County this Holiday Season](#)
- [Douglas and Cherokee Lakes Winter Fishing Report with Skylar Hamilton](#)
- [Your 2025 Guide to Visiting the Lakeside of the Smokies](#)

**In the News:**

- MLF announces expanded 2025 Phoenix Bass Fishing League Schedule - <https://majorleaguefishing.com/press-releases/mlf-announces-expanded-2025-phoenix-bass-fishing-league-schedule/>
- NPFL Announces 2025 Schedule. Tourism Director provided a quote for the article.: <https://thenationalprofessionalanglingleague.com/2024/10/18/npfl-announces-partial-schedule-for-2025/>
- Staff was interviewed by WVLT for coverage of the Douglas Lake Cleanup held on November 15<sup>th</sup>.: <https://www.youtube.com/watch?v=P6Bxt3xMh1I>

## Website Analytics: VisitJeffersonCountyTN.com



## Monthly Newsletter and Automated Email Campaigns:

October:

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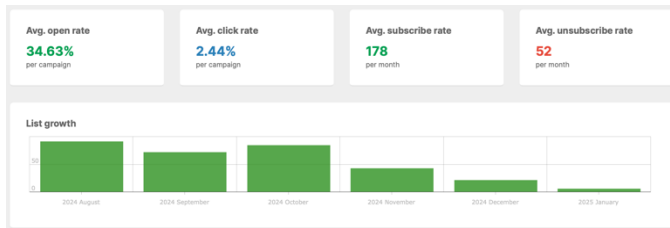
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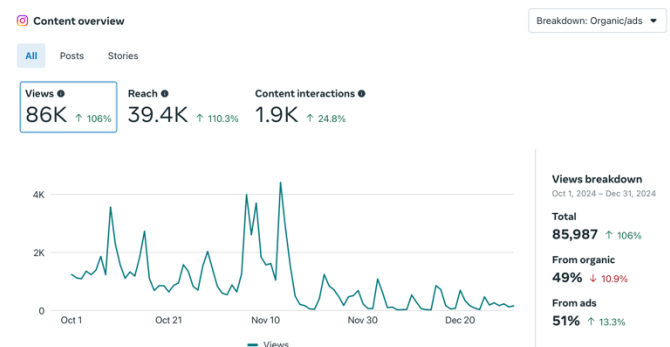
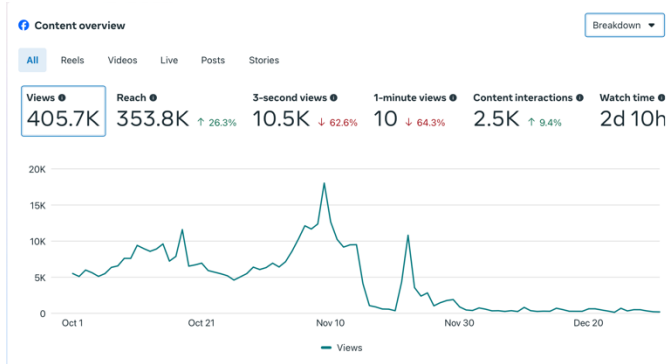
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December:

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## Social Media Reach (Facebook & Instagram):



## PAID ADVERTISING

### Advertising & Paid Media:

- Outside Magazine – [Newsletter Feature](#)
- Major League Fishing 2025 Calendar – October

### Pay Per Click – Google & YouTube Ads: -FY25-Q2



**Campaigns**

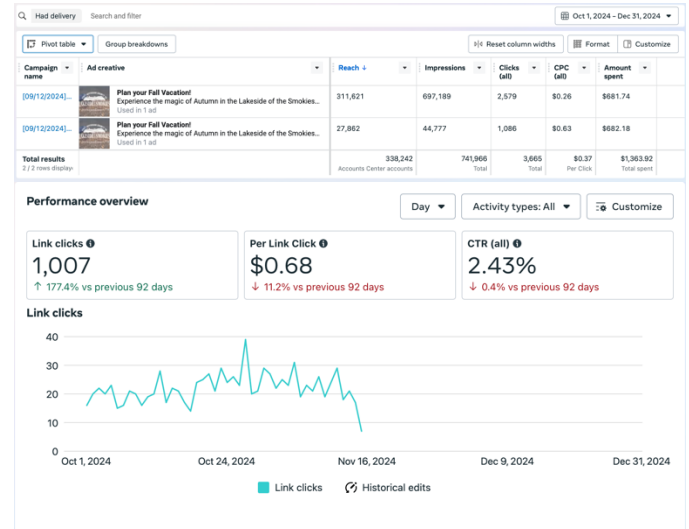
Summary of how your campaigns are performing

	Avg. CPC	Clicks	CTR
Fall 2024 YouTube	\$0.77	890	0.85%
Fall 2024	\$0.39	2,944	1.55%
Spring/Summer 2024	\$0.00	0	0.00%

All campaigns < 1 / 1 >

### Meta Ads (Facebook & Instagram): YTD-FY24

Fall Ad Preview: <https://fb.me/1K4ktObZXlQ6yua>



**TRAVEL AND VISITOR DATA (PLACER.AI)**

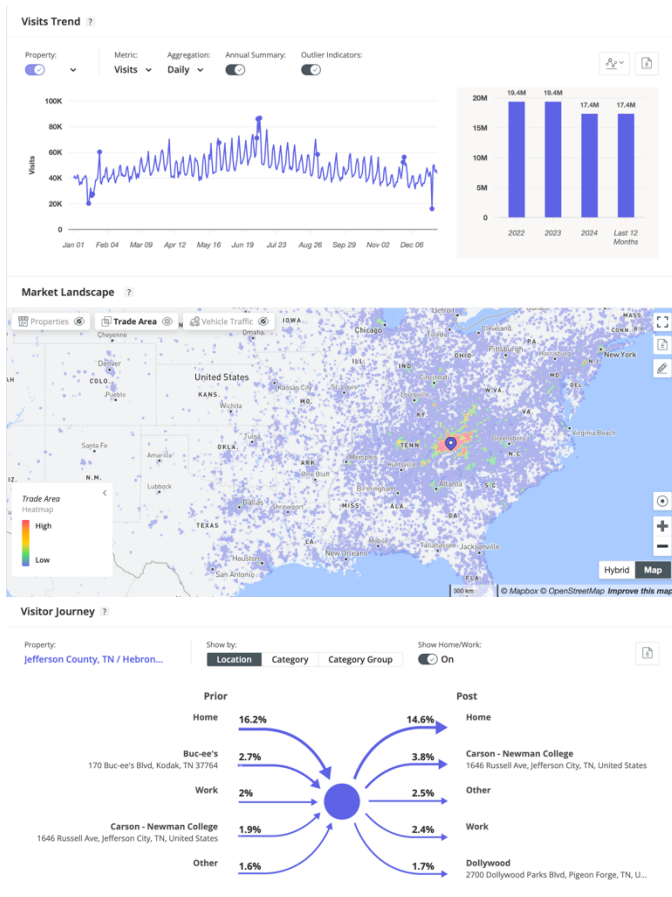
Placer.ai is a location intelligence platform that provides insights into foot traffic patterns and consumer behavior using mobile location data. By analyzing aggregated and anonymized data from mobile devices, Placer.ai helps businesses, real estate professionals, and city planners understand trends 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/922544wa>



- Over 17.4M YTD visits to Jefferson County and 2.8M visitors.
- 6.7 M visits traveled 60 miles or greater (2.1 M total visitors total)
- Top visitor states are Kentucky, West Virginia, North Carolina, Florida, and Georgia.

**EVENTS & TOURNAMENTS**

JCTD sponsored and hosted 5 events overall from October 1 – December 30, 2024 (\*Not Reporting). Four events were cancelled or postponed due to the flooding caused by Hurricane Helene including Big Bass Tour, Scots-Irish Festival,

- o Music on the Town, Dandridge – August – October (six concerts)
- o RESCHEDULED to March 2025 Big Bass Tour – October 3-5, 2024:
- o Lick Skillet Scramble Cycling Race, New Market – October 5
- o CANCELLED Morristown Marine, Douglas Lake: October 26-27, 2024
- o BFL Wild Card, Cherokee Lake – October 26-27, 2024
- o Lakeside of the Smokies Balloon Fest – October 27-27, 2024
- o White Pine Marine Classic, Cherokee Lake – November 8-9, 2024
- o TN Bass Nation High School & Youth, Cherokee Lake – November 23, 2024

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 23
- EST. Overall Attendance 31,237
- EST. Overnight Stays 3,843
- AVG. Number of Nights Stayed 1.22
- Total Number of Boats 1,674
- Total Food Expenditures \$1.421K
- Total Misc. Expenditures \$1.421K
- Total Gas Expenditures (boats only) \$154K
- Total Lodging Revenue \$363K
- **Total Impact \$3.360 Million**
- **ROI 3.57%**

**Upcoming Events**

- o March 7-9 – Big Bass Tour (Rescheduled Date)
- o March 22 - White Pine Marine, Douglas
- o March 29 - Spirit of Nations Powwow, High School
- o April 12-13 - Bill Dance Giant Bass OpenO, Douglas
- o April 26 - Ride the Plains, New Market
- o May 10 - VOL BFL, Cherokee
- o May 11 - Mountain BFL, Cherokee
- o May 17 - White Pine Marine, Douglas
- o May 18-24 – National Professional Fish League, Douglas