



## JEFFERSON COUNTY DEPARTMENT OF TOURISM

2024/2025 – Q3 REPORT

January, February, March

### TOURISM INDUSTRY NEWS & UPDATES

#### Tourism Advocacy and Legislative Update:

- **SB0384/HB0405:** Requires hotel operators to remit the hotel tax to the municipality rather than issuing a credit or refund to a person who has maintained occupancy for 30 continuous days. [Link to Bill](#)
- **SB0629/HB0627:** Caption bill that includes several provisions, such as: a definition of tourism promotion & development, a hotel/motel tax cap, changes to municipality reporting requirements, and an exception for short-term rental tax collections. [Link to Bill Details](#)

**Hurricane Helene Cleanup:** Staff continues to work closely with TVA and TWRA to monitor Douglas Lake conditions and coordinate safety efforts during fishing tournaments. Staff attended the TVA interagency open house at Jefferson County High School on February 24th. As of February, over 30,000 cubic yards of debris had been collected, and as of March 31, debris removal is approximately 70% complete. [More Info](#)

**TN Hospitality & Tourism Association (TNHTA):** Staff attended the first-quarter board meeting, held in Knoxville on January 21-22, and was appointed to the Defining Tourism Task Force for this legislative session.

**Middle East TN Tourism Council:** Staff attended the Annual METTC Legislator’s Luncheon, which highlighted the economic impact of projects across the 16-county region that utilized tourism funds such as occupancy tax and grant programs. Tourism Director Lauren Hurdle received the 2024 Chuck Davis Tourism Leader of the Year award.

**Float the Mossy Project:** Staff has been working with local non-profit organizations to develop a new tourism asset and attraction in the Jefferson City historic district to designate Mossy Creek as a blue way and paddling destination. Tourism staff has assisted with the development of marketing and branding elements, advertising strategies, implementation, and grant consulting. The project will officially open on May 28, 2025. For more information, visit [Float the Mossy](#).

#### Local Tourism Industry Partners:

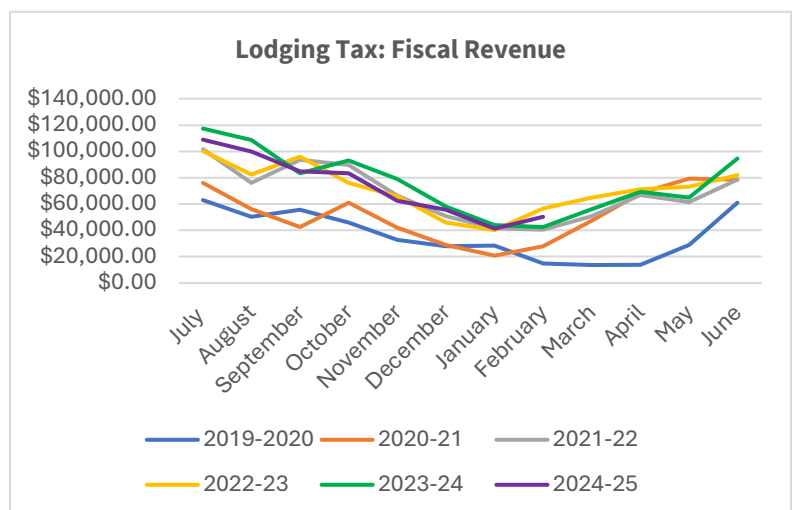
- **Mossback Distilling Co.:**  
Opened *Ghost and Grits*, a fine dining experience with renowned chef Sonar. Visit Jefferson County partnered with Mossback to feature the distillery as a destination on the Tennessee Whiskey Trail. [More Info](#)

#### LOCAL HOTEL OCCUPANCY TAX

(July 2024 – February 2025)

- **2024/25 YTD:** \$586,845.76
- **6.1% decrease over Fiscal YTD 2023/24**

The decreased revenue in the 2nd quarter is attributed to the impact from Hurricane Helene and the disruption of I-40 traffic from NC, SC, and GA. Inflation has also contributed to reduced lodging tax receipts nationwide.



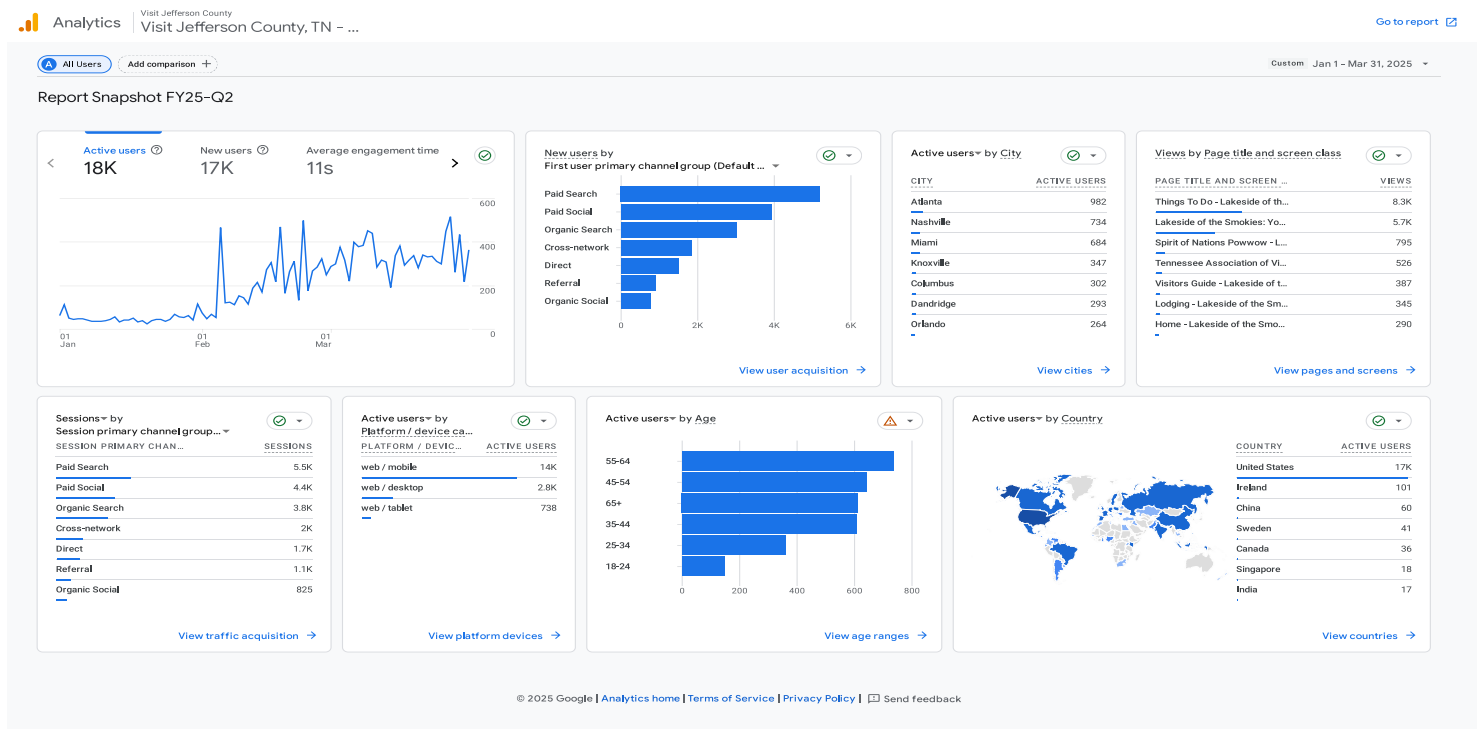
## PUBLIC RELATIONS & MARKETING

**Winter Photoshoot:** Staff partnered with PR Angler Photography for a 2-day photoshoot capturing winter activities in Jefferson County, which will be used for upcoming promotions in 2025/26, including winter cabin stays, eateries, fishing, and more.

### Blogs and Articles Published:

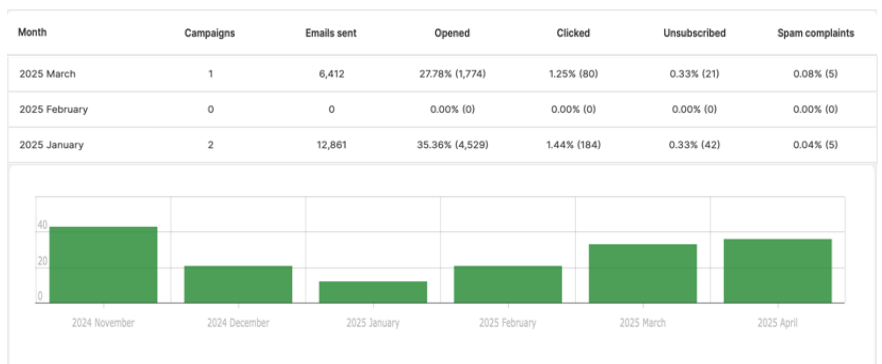
- [Unwind and Explore: A Guide to Staying in the Lakeside of the Smokies](#)
- [A Guide to Valentine's Day in Lakeside of the Smokies](#)
- [Winter to Spring – Fishing Report for Douglas and Cherokee Lakes](#)
- [Spirit of Nations Powwow to Bark Encampment](#)
- [Fun Beyond Fishing: Making the Most of your Visit to the Lakeside of the Smokies](#)
- [Fishing for Beginners](#)
- [Wampanoag Nation Singers and Dancers to Perform at Spirit of Nations Powwow](#)
- [Top Ten Things to Do in the Lakeside of the Smokies](#)
- [Tennessee Association of Vintage Base Ball Brings 1860s Game to Dandridge's Field of Dreams](#)

### Website Analytics: Visit JeffersonCountyTN.com: [Report Link](#)



### Monthly Newsletter and Automated Email Campaigns:

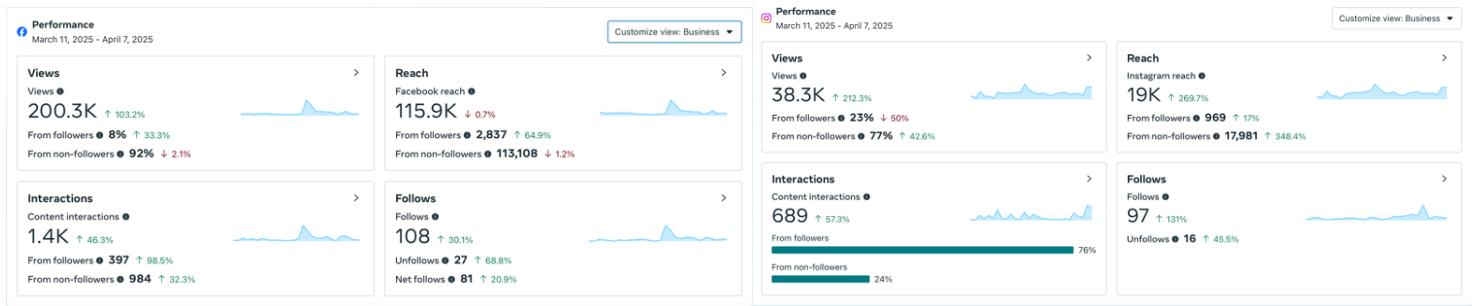
- January: <https://preview.mailerlite.com/s8d0j3v5o8>
- February: <https://preview.mailerlite.com/u0y0k8u4s9>
- March: <https://preview.mailerlite.com/z4k0d1f8n3>



## Social Media Reach (Facebook & Instagram):

<https://www.facebook.com/visitjefferson>

[https://www.instagram.com/visitjeffersonco\\_tn/](https://www.instagram.com/visitjeffersonco_tn/)

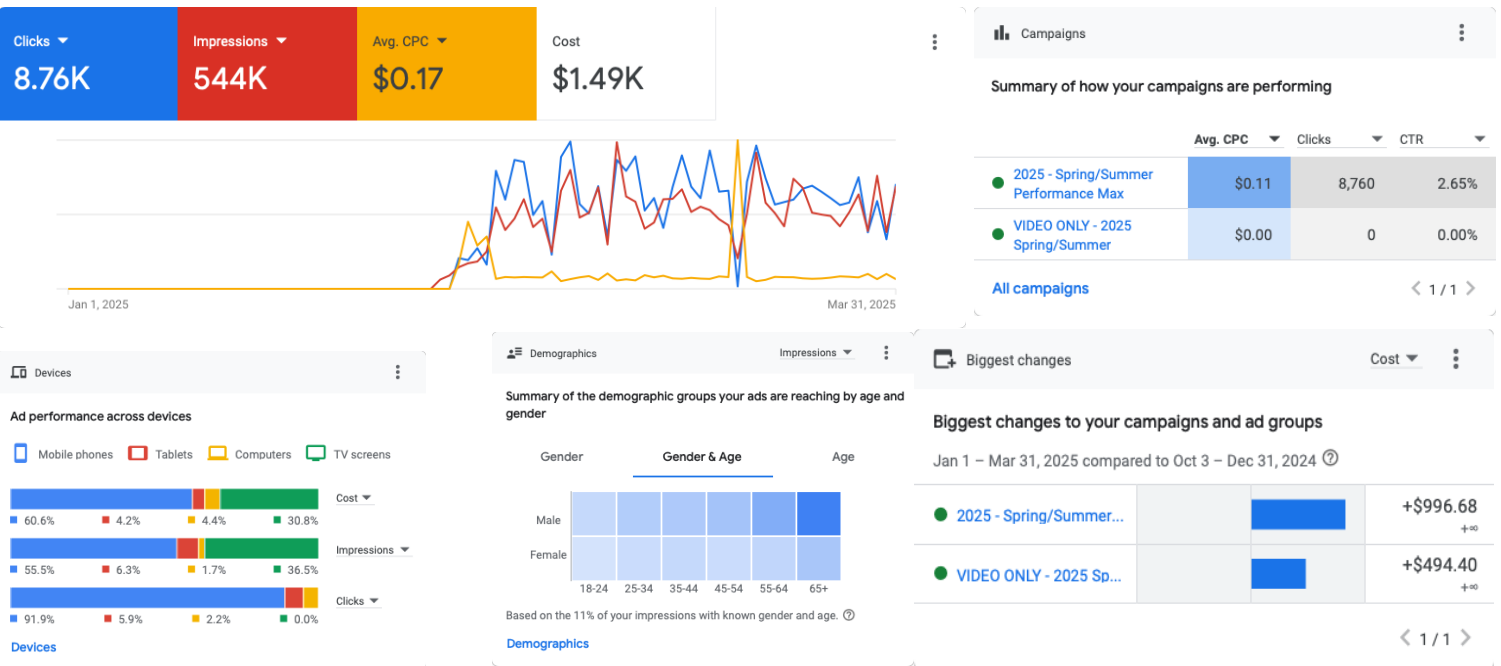


## PAID MEDIA & ADVERTISING

- **TNVacation.com:** [Explore Lakeside Smokies](#)
- **TN Farm + Home:** [Travel Section](#)
- **Outside Magazine - National Park Trips:**
  - o January Newsletter: [LINK](#)
  - o Facebook Feature: [LINK](#)
- **TN Accommodations, Attractions & Dining Guide:** [LINK](#)
- **Kerry Murphy, Mainstreet & Backroads - Content Creator:**
  - [Instagram REEL](#)
  - [Blog Post](#)
  - [Instagram Story Set](#)
  - [Highlight](#)



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

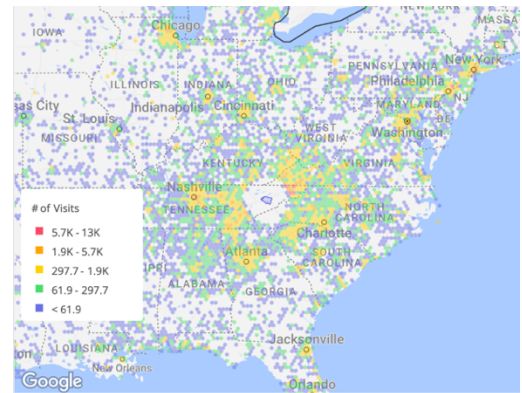


# Meta Ads (Facebook & Instagram): YTD-FY24

Spring Summer Ad Preview: <https://fb.me/1Kbl6WMLLICdHpg>

Campaign name	Ad Set Name	Reach	Impressions	Frequenc y	Results	Amount spent	Cost per result
2025 Spring/Sum...	Web Traffic/Brand Awareness	38,583	74,701	1.94	6,329 Link clicks	\$801.06	\$0.13 Link Click
TEST - 2025 Spri...	Web Traffic/Brand Awareness	91,381	150,383	1.65	2,550 Link clicks	\$802.06	\$0.31 Link Click
<b>Total results</b> 2 / 2 rows displayed		128,829 Accounts Center accou...	225,084 Total	1.75 Per Accounts Center ...	<b>8,879</b> Link clicks	<b>\$1,603.12</b> Total spent	<b>\$0.18</b> Link Click

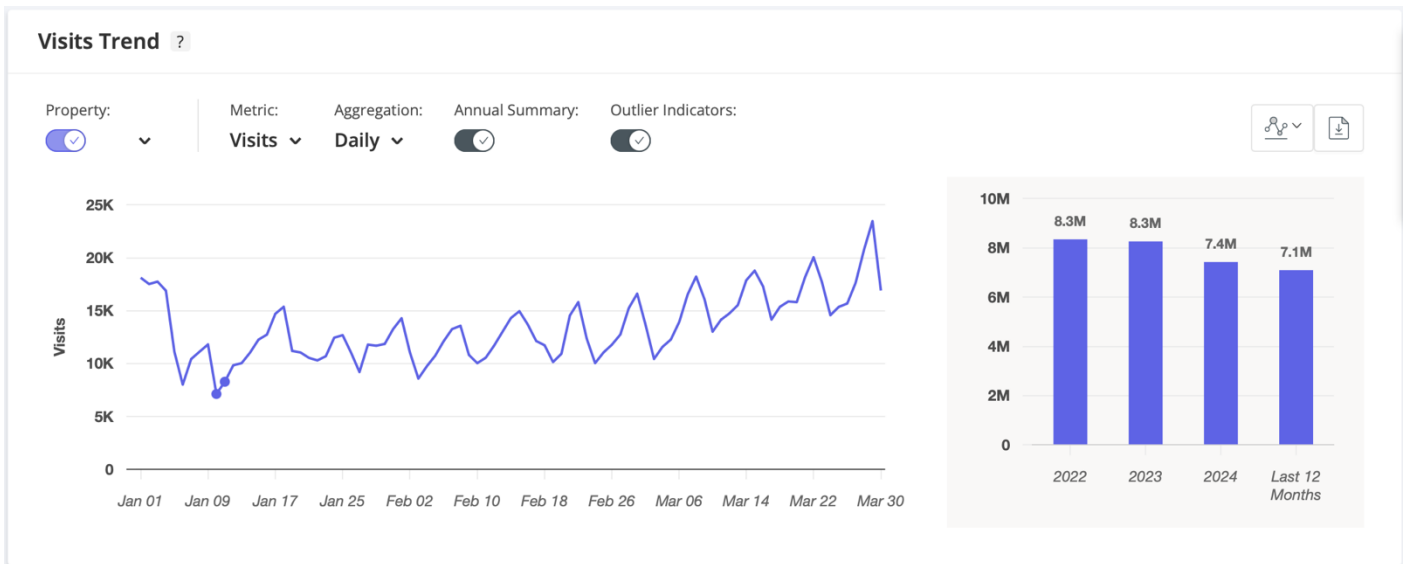
**TRAVEL AND VISITOR DATA (PLACER.AI)** Placer.AI is a location intelligence platform that provides insights into foot traffic patterns and consumer behavior using mobile location data. JCTD uses this data to assess attendance at our events and tournaments, the length of stay of our visitors, travel distance, visitor spending, and key demographics for effective targeted marketing strategies. JCTD only calculates “Visitor” traffic with a filter showing only visitations from persons who live 50 miles away or greater and stayed 30 minutes or more.



Jefferson County, TN / Hebron Church Road, Grants Chapel, TN 37760 | Based on Home Location, by Visits | Min. Visits: 1 | Jan 1st 2025 to Mar 30th 2025 | Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses. Data provided by Placer Labs Inc. (www.placer.ai)

## 2025 Year-to-Date Visitation Report

- Overview Report: <https://plcr.ai/2p8xydde>
- Trade Area Report: <https://plcr.ai/2p8tamdm>



## EVENTS & TOURNAMENTS

JCTD sponsored and hosted 2 events from January 1 – March 31, 2024

- **March 7-9 – Big Bass Tour, Douglas Lake**
  - Rescheduled due to Hurricane Helene Flooding
  - Over 630 Anglers participated in the three-day tournament
  - Anglers traveled from 13 different states, as far as Michigan and New Jersey
  - The big fish was a 5.2lb largemouth bass
- **March 29 – Spirit of Nations Powwow, Jefferson County High School**
  - This longstanding event brought over 1,500 attendees
  - 288 people travelled from out of state
  - A total of 23% travelled greater than 75 miles.

### 2025 Event Economic Impact Overview (YTD)

(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 averages from market surveys)

Total Number of Events	2
EST. Overall Attendance	2,211
EST. Overnight Stays	623
AVG. Number of Nights Stayed	1.05
Total Number of Boats	265
Total Food Expenditures	\$110,550.00
Total Misc. Expenditures	\$110,550.00
Total Gas Expenditures (boats only)	\$29,812.50
Total Lodging Revenue	\$39,249.00
Total Impact	\$290,161.50
<b>ROI</b>	<b>7.69%</b>

### 2025 Upcoming Events: [View All Upcoming Events](#)

- April 12-13 - Bill Dance Giant Bass Open, Douglas
- April 26 - Ride the Plains, New Market
- May 10-11 – Volunteer & Mountain Div. BFL, Cherokee
- May 18-24 – National Professional Fish League, Douglas
- July 7-10 – Bassmaster College Series National Championship, Cherokee



Visit: <https://visitjeffersoncountyttn.com/jctd-reports/> to access links to additional reports, insights, and information.