

SEVIERVILLE

YOUR SMOKIES START HERE

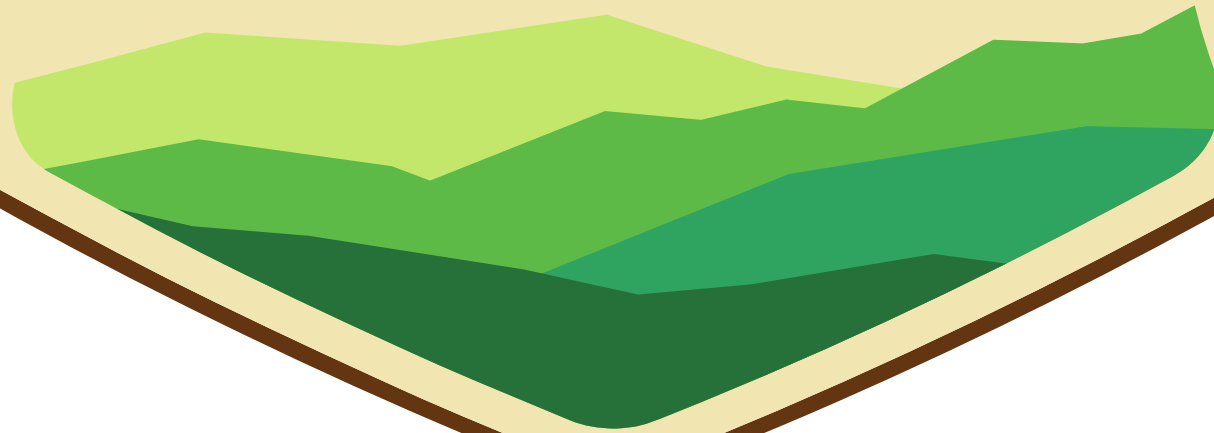


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MISSION STATEMENT

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
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Sevierville Chamber of Commerce
Marketing Committee
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LETTER FROM THE CHIEF EXECUTIVE OFFICER



Brenda McCroskey

This year has posed unprecedented challenges for our tourism industry. As we continue to navigate and move forward in the midst of the COVID-19 pandemic, the Sevierville Chamber of Commerce has actively worked to provide information and education to our thriving business community.

In the past two decades, Sevierville has grown tremendously – adding new and upgraded hotels, a major waterpark, the Sevierville Convention Center, the Sevierville Golf Club, adventure attractions, wineries, distilleries, restaurants and retail businesses.

Sevierville's total sales topped \$1.6 Billion dollars in 2019. With a “business friendly” reputation and more than 15 million annual visitors in an average year to the sister cities of Sevierville, Pigeon Forge, and Gatlinburg, Sevierville continues to draw solid interest from investors and developers.

The consistent growth that Sevierville is experiencing is due in part to the city's convenient drive-to location, natural beauty, variety of activities, and the value that our visitors receive.

Continuing to responsibly promoting Sevierville's tourism product is key to the city's success. 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.

Recently, Sevierville has focused on public projects that will make the city an even more desirable destination. Historic downtown Sevierville is revitalizing. Currently the area's only authentic downtown is undergoing renovation and will soon feature wider sidewalks, underground utilities, and public art. Downtown Sevierville is part of the Tennessee Main Street program and is home to several new restaurants, businesses, and events.

As Sevierville's tourism economy grows, so does its population.

To meet the needs of our residents, new service facilities have recently opened. These include East Tennessee State University's Sevier County Campus, LeConte Medical Center, the 40,000 square foot King Family Public Library, and the Mountain Home Veterans Administration Medical Center.

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!

A handwritten signature in black ink that reads "Brenda McCroskey". The signature is fluid and cursive.

Brenda McCroskey
Chief Executive Officer
Sevierville Chamber of Commerce

ROLE OF THE MARKETING COMMITTEE

The Sevierville Chamber of Commerce works to market Sevierville as a 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 Sevierville Chamber of Commerce tourism marketing plan for the 2020-2021 fiscal year.

ROLE OF THE MARKETING COMMITTEE

The Chamber receives guidance on the positioning and overall image of Sevierville from the Marketing Committee. 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 Hospitality Association
- One representative appointed by the City of Sevierville
- Two members appointed from membership divisions 1 and / or 2



MARKETING, ADVERTISING & MEDIA 20-21

The Sevierville Chamber of Commerce plans an extensive advertising schedule annually 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.

The additional challenge of having a tourism economy in the midst of a global pandemic such as COVID-19 brings a new set of considerations to Sevierville's marketing plan this year. With the help of research programs such as Arrivalist and Buxton, we are able to better monitor and understand the movement of visitors within our key markets to most effectively time campaigns.

Tourism is Sevierville's main industry. Overall, 91% of the dollars spent in Sevierville are spent by people who do not live in Sevier County – those dollars are tourism related and have a huge impact in a city that had over \$1.6 billion dollars in retail sales last year alone.

GOALS

- Maintain destination-positive messaging always and travel-positive messaging when appropriate related to travel amidst the COVID-19 pandemic.
- Promote travel to Sevierville in a responsible way to generate a positive economic impact in the city.
- Continue to increase the number of web site visits to VisitSevierville.com.
- Continue to track Sevierville's advertising programs for effectiveness, reach, and return on investment.

STRATEGIES

- Begin promoting travel to Sevierville in nearby markets such as Knoxville, Tri-Cities, and Chattanooga and expand to various key feeder markets once those markets begin to lift travel restrictions.
- Use the strengths of Sevierville, including new tourism offerings, drivability, and the value associated with vacationing here, to promote visiting Sevierville.
- Utilize available research platforms such as Buxton and Scout to:
 - > Better understand the spending and vacation habits of Sevierville's visitors and more closely target our key market segments
 - > Identify and test potential untapped markets
- Utilize available research platforms such as Arrivalist to:
 - > Measure the efficiency and effectiveness of advertising programs
 - > Understand the movement of potential visitors from our key feeder markets
- Utilize research programs such as STR to monitor the performance of Sevierville's hotels as benchmarked against competitive destinations.
- Utilize social media to promote brand awareness, increase visitor loyalty to Sevierville, and drive web traffic to VisitSevierville.com.
- Continue use of billboard advertising to promote brand awareness of Sevierville and exit 407.
- Continue to participate in co-op advertising with the State of Tennessee, Smoky Mountains Tourism Development Council, the Sevierville Convention Center and major attractions in appropriate publications.
- Explore new cooperative advertising opportunities.
- Expand into new markets based on research in 2021.

2020- 2021 Media Flow Chart

DIGITAL ADVERTISING

Markets	JUL 2020	AUG	SEP	OCT	NOV	DEC	JAN 2021	FEB	MAR	APR	MAY	JUN
Nashville												
Cincinnati												
Lexington												
Birmingham												
GSA												
Chattanooga												
Tri-Cities, TN/VA												
Atlanta												
Knoxville												
Louisville												
Indy												
Charlotte												
Huntsville- Decatur												
Dayton												
Greensboro/High Point/Winston-Salem												
Roanoke-Lynchburg VA												
Pittsburgh PA												
Columbus OH												
Raleigh-Durham (Fayetteville) NC												
Charleston-Huntington WV												
Cleveland- Akron OH												

2020- 2021 Media Flow Chart

TELEVISION ADVERTISING & STREAMING OTT

Markets	JUL 2020	AUG	SEP	OCT	NOV	DEC	JAN 2021	FEB	MAR	APR	MAY	JUN
Atlanta												
Nashville												
Greenville/Spartanburg/Asheville												
Charlotte												
Louisville												
Lexington												
Indianapolis												
Birmingham												
Huntsville- Decatur												
Tri-Cities, TN/ VA												
Greensboro- High Point- Winston-Salem												
Raleigh- Durham												
Pittsburgh												
Cleveland-Akron												
Cincinnati												
Columbus												

2020- 2021 Media Flow Chart

PRINT ADVERTISING

Publication	JUL 2019	AUG	SEP	OCT	NOV	DEC	JAN 2020	FEB	MAR	APR	MAY	JUN
AAA Go NC/SC												
AAA Living Chicago/ N. Indiana												
AAA Living GA/TN												
AJC												
American Road												
Convention South Planning Guide												
Convention South Directory												
Cooking with Paula Deen												
Food & Travel												
Groups Tour Magazine												
Groups Today - Serendipity												
PPM- USA Today Go Escape Winter												
PPM - USA Today Travel Guide Summer												
PPM - TN Titans Yearbook												
PPM - Nashville Predators Yearbook												
PPM - Chicago Cubs Yearbook												
PPM - National Parks Edition												
PPM - USA Chicago Cubs Preview												
PPM - USA Today Masters Preview												
PPM - UT Yearbook												
Smoky Mountain Living												
SYTA's Teach & Travel - Serendipity												
The Griffon												

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 presence on Facebook, Pinterest, Twitter, Instagram and YouTube.

www.fb.com/sevierville

www.pinterest.com/sevierville

www.twitter.com/sevierfun

www.instagram.com/sevierville

www.youtube.com/visitsevierville

FACEBOOK

GOALS:

- Continue to build fan base
- Build brand awareness and loyalty
- Remain top of mind with potential visitors
- Generate additional vacation planner requests
- Generate additional visits to VisitSevierville.com

STRATEGIES:

- Update wall posts daily
- Include links to VisitSevierville.com and Sevierville Chamber member's sites as often as possible
- Continue to generate original photography and work with local photographers to provide beautiful images of the area
- Utilize Facebook as a platform for contests
- Continue to promote our fan page with ads
- Increase use of Facebook live to share relevant events and activities
- Measure progress monthly of engaged users, lifetime likes
- Track impressions and response rates on posts to discover trends in fan preferences

PINTEREST

GOALS:

- Build brand awareness and loyalty
- Increase the numbers of followers
- Provide vacation inspiration through images and ideas
- Generate additional visits to VisitSevierville.com

STRATEGIES:

- Increase the number of inspirational, pinnable images on VisitSevierville.com
- Populate Sevierville related blogs with quality, pinnable images
- Pin Sevierville blog posts to appropriate boards on Pinterest
- Link all images back to Sevierville promotional sites or blogs or member sites or blogs
- Continue to grow follower base through focused follows and other techniques
- Measure progress monthly – impressions, repins, click through and numbers of followers

TWITTER

GOALS:

- Build brand awareness and loyalty.
- Generate awareness of events, attractions and happenings in Sevierville, especially with members of the media.

STRATEGIES:

- Follow relevant groups or individuals
- Track mentions about Sevierville and retweet relevant comments
- Provide relevant content like tips, event info, etc.
- Engage with followers
- Measure progress monthly – followers, interactions and mentions

INSTAGRAM

GOALS:

- Provide vacation inspiration
- Build brand awareness and loyalty
- Continue to grow follower base

STRATEGIES:

- Post images to Instagram that portray Sevierville as a fun, beautiful destination.
- Continue to increase Sevierville's inventory of photography
- Continue to grow follower base

YOUTUBE

GOALS:

- Build brand awareness and loyalty
- Generate additional views of promotional Sevierville videos

STRATEGIES:

- Restructure YouTube playlists
- Create relevant new video content
- Promote Sevierville YouTube Videos via social media
- Promote Sevierville YouTube Videos via marketing materials (vacation planner, app. etc.)
- Promote Sevierville YouTube Videos via official Sevierville Chamber websites
- Promote Sevierville YouTube Videos via paid ads on the platform

WEB SITE GOALS

The Chamber creates and maintains its numerous award-winning web sites in-house. The Chamber currently owns well over 30 individual domain names that are actively used to drive traffic to Sevierville related content.

Sevierville's tourism site, VisitSevierville.com, is completely rebranded. It is responsive across all digital platforms and presents visitors with a user-friendly navigational menu, digital editions of print collateral, video media, social friendly images, a shareable events calendar, itineraries, coupons, request forms for the Sevierville Vacation Planner, a content catalogue, an e-newsletter sign up form for The Great Escape E-Newsletter, and more.

The Sevierville Chamber of Commerce has built an e-newsletter subscription base of over 100,000 people interested in visiting Sevierville. These subscribers receive an e-newsletter each month that features exclusive travel deals and four custom content stories designed to drive subscribers to book travel in Sevierville and visit our website. The Chamber uses email tracking software to gather statistics about how users interact with the e-newsletter and continually tweaks the content to further optimize those results.

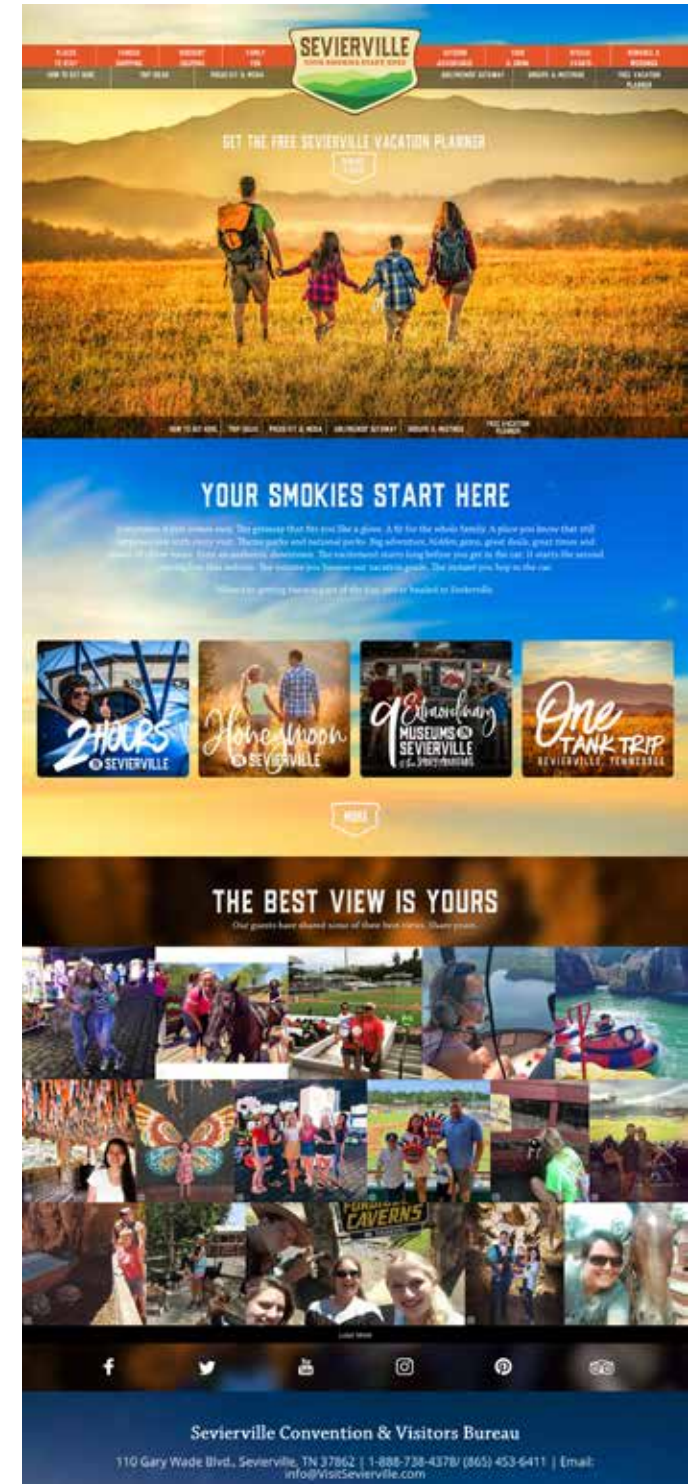
Sevierville's signature special event, Bloomin' BBQ & Bluegrass, can be found on the web at BloominBBQ.com. This site offers various downloads for registration, archives past event winners, and informs cooks, vendors, media, and visitors of the upcoming event. For Chamber members, the newly redesigned SCOC.org has member-specific editing capabilities, a Membership Directory, Activities Calendar, County-Wide Events Calendar, and marketing resources.

GOALS:

- Generate 1,200,000 visits to VisitSevierville.com in 20-21.
- Provide a professional online representation of the Sevierville Chamber of Commerce and the City of Sevierville as a tourism destination.
- 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.

STRATEGIES:

- 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.
- Complete the fully responsive and rebranded redesign of VisitSevierville.com.
- Increase targeted digital advertising and content placement to drive website visitation.
- Continue paid search advertising programs.
- Add optimized blog content to the site regularly.
- Include web site address prominently in all media.
- Continue building Sevierville's e-marketing database.
- Utilize social networking and media sites like Facebook, Twitter, Pinterest, Instagram, and YouTube to increase awareness of Sevierville and boost visitation to our sites.



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 for vacation planning, group travel and relocation information. To meet this growing demand, the Sevierville Chamber of Commerce 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 VACATION PLANNER

The premiere collateral piece is the Sevierville Vacation Planner, a full magazine-sized publication including group travel information, member listings, and relocation information. This year the Sevierville Chamber of Commerce will distribute over 200,000 Sevierville Vacation Planners via mail, at trade shows, and at state welcome centers.

SEVIERVILLE MAIL FULFILLMENT

The Sevierville Chamber of Commerce offers potential visitors the opportunity to request a free vacation planner. Once a request is received, a Sevierville Promotional Packet is mailed to the inquirer. This packet includes the Sevierville Vacation Planner and a sampling of brochures from area attractions, entertainment venues, and accommodations. For more information about becoming part of this packet, please contact The Thomas Group at (865) 453-3978.

SEVIERVILLE Savings Pass

In 2021, the Sevierville Chamber of Commerce will begin offering a digital savings pass that area visitors can download to their phones. The Sevierville Savings Pass will include timely and targeted digital marketing offers from member businesses. Participating in the Sevierville Savings Pass is a benefit of Sevierville Chamber of Commerce membership and there is no additional fee.



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 encouraged to display approved brochures promoting their business in the Sevierville Visitor Center.

Goals:

- Maintain knowledgeable information specialists.
- Maintain a safe and enjoyable environment for visitors.
- Increase the number of first-time visits to the Sevierville Visitor Center.
- Increase the number of repeat visits to the Sevierville Visitor Center.

Strategies:

- Work closely with the travel industry to better communicate the tourism and hospitality opportunities available to the visitor.
- Exhibit attractive exterior and interior seasonal displays to attract visitors to the Sevierville Visitor Center (photo opportunities).
- Maintain cleanliness and social distancing practices in accordance with Tennessee Pledge and CDC Guidelines.



- Provide a new museum-quality display in the lobby each year that is relevant to the promotion of Sevierville.
- Continue to provide photo opportunities inside and outside the Sevierville Visitor Center.
- Provide a variety of current tourist information to visitors including accommodations, restaurants, attractions, events and activities.
- Maintain information about the Sevierville Visitor Center on VisitSevierville.com
- Create a positive experience for each visitor by meeting all their needs and encouraging them to stop at the Sevierville Visitor Center on each visit to Sevierville to obtain new and updated information on the area.

SEVIERVILLE IN THE MEDIA

Public Relations

Each year the Sevierville Chamber of Commerce hosts media tours and individual writers to highlight the travel opportunities in our city. The value of editorial and stories published on behalf of the Sevierville Chamber of Commerce has proven to be a critical and invaluable part of Sevierville's marketing.

The following is Sevierville's Public Relations Plan for the 2020-21 fiscal year.

Goals:

- Generate positive tourism-related media coverage of Sevierville.
- Increase awareness of vacation opportunities in Sevierville through traditional media.
- Increase awareness of vacation opportunities in Sevierville through social media.
- Continue to build and maintain relationships with members of the media.
- Host thirty media outlets in Sevierville this fiscal year.

Strategies:

- Host individual writers whose audience and publication fit Sevierville's target demographic.
- Send newsworthy press releases via email to regional and national media as well as the Tennessee Department of Tourist Development News Bureau.
- Respond to appropriate "HARO" inquiries and other media queries.
- Maintain contact with media quarterly, or as appropriate press releases are available.
- Update media hosting policy to ensure publications are beneficial to Sevierville.

SEVIERVILLE SPECIAL EVENTS

The Sevierville Chamber of Commerce is involved in the creation of several events throughout the year. Some are designed as community events while others are tourism focused events intended to encourage overnight visitation. Due to the ongoing COVID-19 pandemic, the Sevierville Chamber of Commerce will evaluate each event individually to determine if the event will be held. The following is a breakdown of each event currently still scheduled and the specific goals and strategies for each.

American Junior Golf Association Tournament

Date: July 27-31, 2020

Location: Sevierville Golf Club

Attendance: 300

Type of Event: Sports Tourism

Description: Youth golf tournament held at the Sevierville Golf Club. The Sevierville Chamber of Commerce, Sevierville Golf Club and State of Tennessee are sponsors of the tournament.

Harvest Fest

Date: September 22 – November 6, 2020

Location: Countywide

Attendance: 2,000,000+

Type of Event: Tourism

Description: A six-week long promotion focused on fall foliage and heritage that includes privately held events such as Robert Tino's Smoky Mountain homecoming and promotional programs such as Sevierville's Fall Driving Tours.

Goals:

- Increase fall visitation through the addition of events and activities.

Strategies:

- Lengthen Harvest Fest into early November.
- Promote socially distanced fall activities, such as driving tours.
- Continue to produce a new Fall Driving Tour program for Sevierville each year.
- Promote fall driving tours and Harvest Fest events via rack cards displayed at local and state welcome centers as well as AAA offices and through our specific Harvest Fest url.

Sevierville's Smoky Mountain Winterfest

Date: November 13, 2020 – February 15, 2021

Location: Countywide

Attendance: 2,000,000+

Type of Event: Tourism

Description: Winterfest is a three-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. This will be the 31st Annual Smoky Mountain Winterfest Celebration. Sevierville will work closely with Pigeon Forge and Gatlinburg to promote the Smoky Mountain Winterfest Celebration in key feeder markets via public relations and digital advertising.

Goals:

- Increase winter visitation (November through President's Day).

Strategies:

- Create a seasonal promotional period that overlays peak winter travel.
- Continue to enhance and enlarge Sevierville's Winterfest light display program.
- Create an enhanced Winterfest experience by encouraging local businesses to decorate in lights.
- Promote Winterfest in key feeder markets with television and digital campaigns.

58th Annual Sevierville Christmas Parade

Date: Saturday, December 5, 2020

Location: Downtown Sevierville

Attendance: 1,000

Type of Event: Community

Description: The Sevierville Christmas Parade is a longstanding event featuring traditional parade elements.

Goals:

- Increase community involvement.
- Continue to increase attendance.
- Keep the tradition of the Sevierville Christmas Parade alive.

Strategies:

- Encourage members of the community such as car clubs, dance teams, elected officials, and others in the community to participate.
- Encourage participants to decorate floats in keeping with a Christmas/Holiday/Winterfest celebration.

Rose Glen Literary Festival

Date: February 2021

Location: Sevierville Convention Center

Attendance: 300

Type of Event: Community + Tourism

Description: Local and regional authors provide lectures and book signings.

Goals:

- Create a premiere event that focuses on our area's literature, heritage, and culture
- Generate local, regional, and national media coverage for Sevierville.
- Continue to increase attendance.
- Focus on drawing more out-of-town attendance.

Strategies:

- Focus on securing top regional and national literary names for the event
- Secure regional authors of note to present the keynote luncheon presentation
- Provide media opportunities for interviews and relevant story ideas
- Work with regional book clubs, friends of the library groups, and book stores to promote Rose Glen Literary Festival.
- Create easier ways to purchase tickets in advance.

Small Mouth King Fishing Tournament

Date: April 2021

Location: Rivers in the City of Sevierville

Attendance: 100

Type of Event: Sports Tourism

Description: A bass fishing tournament on Sevierville's streams. Small mouth bass is king in Sevierville and this event will serve as a marketing tool to promote Sevierville's fishing opportunities to visitors.

Goals:

- Create a premiere fishing event in Sevierville.
- Promote fishing tourism in Sevierville.

Strategies:

- Work with a local fishing guide service to produce the event.
- Target potential out-of-town fishing tournament participants utilizing research platforms.
- Brand the event as clearly belonging to Sevierville.
- Work to secure media coverage of the event.

Bloomin' BBQ & Bluegrass Festival

Date: Fri. & Sat. May 14 & 15, 2021

Location: Downtown Sevierville

Attendance: 30,000+

Type of Event: Community + Tourism

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

Goals:

- Create a signature event that draws visitors to Sevierville, but that locals love also.
- Generate media coverage for Sevierville
- Generate additional overnight stays for Sevierville

Strategies:

- 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.
- Create and promote festival-centric travel packages to Sevierville.
- Continue to book top-quality entertainment for the festival.

ECONOMIC IMPACT

Each year, Sevierville experiences new growth. The economic impact on Sevierville can be related to the success of the restaurants, outlet malls, retail chains, attractions, and lodging located there. Sevierville has nearly 5,000 lodging units of varying types. Over the past few years, Sevierville’s hospitality tax revenues have been on a steady incline. Sevierville expects to see continued increases in hospitality revenues in the next year.

Tourism impacts more than just the lodging, restaurant, and amusement industries. Overall, 91% of the dollars spent in Sevierville are spent by people who do not live in Sevier County – those dollars are tourism related and have a huge impact in a city that had over \$1.6 billion dollars in retail sales last year alone.

Top 10 Activities of Smoky Mountain Visitors*

1. Dining Out (88%)
2. Shopping (80%)
3. Driving / Sightseeing (73%)
4. Visit Great Smoky Mountains National Park (59%)
5. Visit Attraction / Museum (58%)
6. Attend Performance / Show (30%)
7. Drive Blue Ridge Parkway (25%)
8. Outdoor Recreation (24%)
9. Attend Festival / Event (13%)
10. Driving Tours (13%)

*Data from 2015 Visitor Study completed by Randall Travel Marketing

City of Sevierville Hospitality Taxable Sales and Revenue

Month	Year	110-31860	110-31870	110-31920	Total
		Amusement Tax	Restaurant Tax	Lodging Tax	
July	2019	\$ 49,232.53	\$ 430,888.17	\$ 337,027.00	\$ 817,147.70
August	2019	\$ 59,472.89	\$ 442,341.22	\$ 403,001.95	\$ 904,816.06
September	2019	\$ 31,818.94	\$ 362,119.72	\$ 266,861.09	\$ 660,799.75
October	2019	\$ 20,349.65	\$ 354,971.02	\$ 220,890.70	\$ 596,211.37
November	2019	\$ 16,122.41	\$ 378,539.24	\$ 279,629.13	\$ 674,290.78
December	2019	\$ 15,664.65	\$ 348,757.05	\$ 256,389.44	\$ 620,811.14
January	2020	\$ 30,787.23	\$ 414,074.32	\$ 239,417.47	\$ 684,279.02
February	2020	\$ 12,930.01	\$ 286,814.75	\$ 117,480.62	\$ 417,225.38
March	2020	\$ 9,837.53	\$ 254,358.21	\$ 95,409.17	\$ 359,604.91
April	2020	\$ 7,774.89	\$ 208,590.37	\$ 92,665.99	\$ 309,031.25
May	2020	\$ 12,778.46	\$ 138,461.84	\$ 17,030.03	\$ 168,270.33
June	2020	\$ 6,854.97	\$ 279,683.95	\$ 96,964.67	\$ 383,503.59
		\$ 273,624.16	\$ 3,899,599.86	\$ 2,422,767.26	\$ 6,595,991.28



Sevierville Chamber of Commerce
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