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(I) indicates intervention

Tourism Marketing, Outreach, and Visitor Engagement



Outcomes

Program/Intervention Name	Description/Additional Information
Tourism Marketing, Outreach, and Visitor Engagement ☒ Program ☐ Intervention within Program:	The Tourism Marketing, Outreach, and Visitor Engagement program aims to increase the state's economic viability and support the growth of tourism in all 95 counties, helping make Tennessee the 11 th highest state for direct visitor spending. It does that by inspiring travel, developing programs, digital campaigns, and enhancing industry partnerships which drive job creation, visitor spending, tax revenue and new investments. In doing this, communities have more revenue to support their needs and, as a result, we help enrich the quality of life for every Tennessean.
Delivery Setting	Target Population
Organization/Business/Local Government, Other Community Setting	Adults, Families, Businesses/Entrepreneurs, Rural Focus

Logic Model	Outputs	Outcome(s)
If we inspire travel, develop programs, and enhance industry partnerships that bring visitors to Tennessee, then we will drive job creation, visitor spending, tax revenue and new investments, and, in doing so, help communities generate revenue to support their needs and enrich the quality of life for every Tennessean.	1. Total size of targeted advertising markets (population)	1. Direct economic impact of tourism (\$)
	2. Number of media and PR impressions [domestic and international]	2. Direct state and local tax generation from tourism spending
	3. Number of counties provided a grant to support tourism	3. Direct state and local employment from tourism
	4. Number of "Roadmap" meetings with community leaders to support tourism growth	
	5. Number of people served by Welcome Centers	

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