

TOURISM WORKS FOR EAST TENNESSEE

- **GENERATES** \$2.93 billion through tourist expenditures
- **SUSTAINS** \$786.1 million in resident wages and 34,680 jobs
- **CREATES** \$92.97 million in local tax revenues and \$165.18 million in State tax revenues
- **SAVES** every East Tennessee household \$488 in taxes annually

A WISE INVESTMENT

- The average TN visitor spends \$122 per person, per day and stays 2-3 nights
- For every \$1 the State spends on advertising tourism, it realizes a \$21 return on investment

(Sources: Tennessee Department of Tourist Development; U.S. Travel Association "The Economic Impact of Travel on TN Counties 2009; Dr. Steve Morse, University of Tennessee; US Census Bureau State)

Note: 2010 Economic Impact figures will be available by 10/11



P. O. Box 239
Knoxville, TN 37901-0239

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*dedicated to enhance the
economic, legislative
and social interest of its
members
throughout the
Greater Knoxville area*

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KTA PURPOSE

Knoxville Tourism Alliance is a not for profit membership organization for hotel/motels, restaurants, venues, attractions, service and suppliers of the tourism and hospitality industry in the Greater Knoxville area. The purpose of KTA is to enhance the economic, legislative and social interest of its membership.

KTA MISSION

To promote and protect the tourism industry in the Greater Knoxville area.

KTA NEEDS YOU

KTA speaks as one voice for the tourism and hospitality industry. Together we can combine our experience and knowledge to better serve our businesses and community.

KTA MEMBERSHIP BENEFITS

- Numerous networking opportunities at various venues around the Greater Knoxville area
- Representation on issues of interest-local & state
- Convention calendar updates from KTSC
- Weekly events calendar updates
- Representation on KTSC Board
- Representation on TnHA Board
- Preferred vendor at WBHOF

KTA EVENTS

- Monthly "Mixers" first Thursday of each month
- Community service projects
- Tourism Brunch with State Legislators
- Tourism Awards Luncheon—PAULY Awards
- KTA Golf Classic fundraiser for scholarships
- Housekeeping Championship games

Please mail your check to: Knoxville Tourism Alliance, P. O. Box 239, Knoxville, TN 37901-0239



KTA ANNUAL MEMBERSHIP

o New o Renewal

Date _____

Company _____

Contact _____

Title _____

Address _____

City _____

State/Zip _____

Voice # _____

Fax # _____

Other # _____

Email _____

Website _____

KTA INVOICE

(check payment choice)

o Lodging # of Rooms _____
 o up to 75 rooms \$150
 o 76 rooms plus \$2 per room

o Restaurant \$185 per location

o Student \$10 per school calendar year

o General \$150

o PATRON (below) includes General Membership

★ **ONE STAR** - donations of \$250 plus
 2 broadcast fax/emails per month

★★ **TWO STAR** - donations of \$500 plus
 3 broadcast fax/emails per month

★★★ **THREE STAR** - donations of \$1000 plus
 5 broadcast fax/emails per month
 2 comp tickets—KTA Luncheon

★★★★ **FOUR STAR** - donations of \$2500 plus
 5 plus broadcast fax/emails per month
 2 comp tickets—KTA Luncheon
 overall sponsorship KTA Golf Classic

Membership investment is considered a business tax deduction

KTA MEMBERSHIP CATAGORIES

MEMBERSHIP CATEGORY (check one)

o Lodging o Restaurant o Attraction o Retail
 o Museum o Services o Supplier o Student

LISTING (check all that apply)

o Advertising	o Individual
o Associations	o Lodging
o Attractions	o Media
o Audio/Video	o Public Utilities
o Banking/Finance	o Real Estate
o Communications	o Recreation
o Contractors	o Retail
o Education	o Service/Supplier
o Food/Beverage	o Transportation
o Government	o Travel Service
o Healthcare	o Venue
o Other _____	

BUSINESS DESCRIPTION

(approx. 150 spaces available)