

TENNESSEE

★ ★ ★ THE OFFICIAL VACATION GUIDE ★ ★ ★

**2027
MEDIA KIT**





TENNESSEE

SOUNDS PERFECT



Dear Partners,

Tourism is real money for Tennessee, and it continues to be one of the strongest drivers of economic growth in our state. Because of our hardworking industry and powerful marketing tools like the annual *Tennessee Vacation Guide*, we continue to outperform the nation with **record-breaking visitor spending** year after year. That kind of momentum doesn't happen by accident. It's what happens when we work together to showcase what makes this state special.

The *Tennessee Vacation Guide* continues to grow, with **99% of our 2025 guides distributed nationwide**. The 2026 guide is already delivering results. With Dolly Parton on the cover, we generated **more than 70,000 print requests and over 200,000 digital page views** in the first 45 days.

Demand is so strong that **we're printing additional copies this summer** to expand our reach and get more guides in key markets like Atlanta and Chicago. Not every state can say this, but the numbers show what we're doing here is working.

We continue to hear from visitors and stakeholders that the guide is one of our **most powerful tools** to inspire travel. What sets Tennessee apart is you: our communities, our partners and the experiences you create every day.



The *Vacation Guide* is one of the ways we bring that story to life, and there's never been a better time to make sure your story is part of our state's continued momentum.

Thank you for all you do to support our thriving industry. Because of you, Tennessee truly "sounds perfect" for visitors and Tennesseans alike.

Yours Truly,



Mark Ezell, Commissioner,
Tennessee Department of Tourist Development



RECORD-SETTING TRAVEL GUIDE INTEREST IN 2026

Travelers are seeking more information about a trip to Tennessee, and they're finding it in the *Tennessee Vacation Guide*. In 2025, we saw another strong year of tourism momentum, distributing 99% of the guide's 500,000 copies to potential visitors around the U.S. and beyond. In 2026, we are on track to surpass this success.

2026 SUCCESS BY THE NUMBERS

100K

Additional reprints requested for target markets (for the first time EVER)

80K

Digital guide views within the first week (up 33% from 2025)

70K

Guide requests within the first 45 days (up 32% from 2025)



ADVERTISERS ARE SINGING PRAISES FOR THE TENNESSEE VACATION GUIDE

"This investment generates valuable leads for Clarksville."

– Michelle Dickerson, Senior Director of Marketing & PR, Visit Clarksville

"Our partnership with TDTD and Journal Communications allows us to stretch marketing budgets further and deliver measurable results."

– Rutherford County CVB

"Being included in the Tennessee Vacation Guide gives our destination a wider reach."

– Lauren Ward, Vice President of Marketing and Communications, Visit Franklin

"The Tennessee Vacation Guide is an invaluable resource for promoting Chattanooga."

– Ava Rymer, PR Manager, Visit Chattanooga

"We use the Tennessee Vacation Guide as an extension of our marketing efforts to promote Knoxville. Each year, we're able to highlight key attractions in our destination, encouraging visitors to the great state of Tennessee to consider Knoxville in their travels."

– Kim Bumpas, President of Visit Knoxville

DIGITAL GUIDE

Your ad creative is also included in the interactive digital guide on **tnvacation.com**. The digital guide is heavily promoted online, on social media and through targeted digital advertising throughout the year.

2025 DIGITAL GUIDE STATS

Source: Blue Toad

1M+

Average annual page views

4K

Average daily page views

8

Average minutes per reader



Each ad in the magazine links to your page of choice – driving potential visitors straight to your site.



PRINT GUIDE

The official *Tennessee Vacation Guide* is the **No. 1 resource** for planning trips to our state. **More than half a million copies are distributed across the country** through individual requests, bulk orders, Welcome Centers and strategic events, attractions, hotels and visitor hubs.

AN ADDITIONAL 100K COPIES were printed in 2026 to distribute in target markets like Atlanta and Chicago. That's **600K guides** circulating to potential visitors.

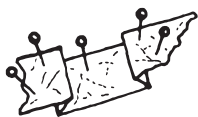
WHAT'S IN THE GUIDE?

- ★ Original and compelling photography
- ★ Engaging content covering everything from dining and music to history and outdoors
- ★ Dedicated regional and subregional highlights covering all 95 counties
- ★ Visitor information, including sustainability efforts, accessible accommodations and travel tips

DOMESTIC DISTRIBUTION

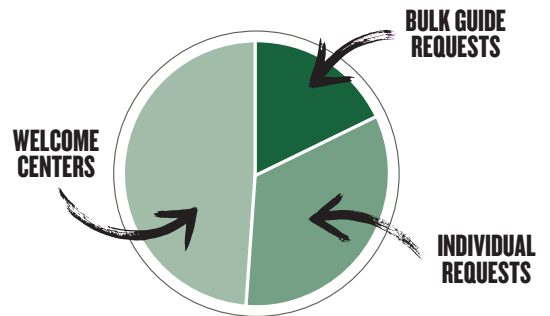
93K+

2026 guides requested within the first two months of launch (up 35% from 2025)



Visitors can also view, order or download a guide online at **tnvacation.com** or order via **1-800-GO2-TENN.**

More than 100 million people travel to Tennessee each year, and they find vacation guides all across the state at places like the 16 Welcome Centers.



OVER 100K BULK REQUESTS INCLUDE:

- AAA Offices
- Airports
- Chambers
- Distilleries
- Hotels & Resorts
- Military Bases
- Public Libraries
- Realty Offices
- Restaurants
- RV Parks
- Select CVBs
- State Parks
- Top Attractions: Historical Sites, Museums, etc.

PRINT SPONSORED CONTENT OPPORTUNITIES

Tell the story of your destination. Our sponsored articles and listicles blend seamlessly into the guide's editorial design and voice. By matching the look and feel our readers trust, your destination or attraction gains maximum credibility and higher engagement than traditional display ads.



Capture readers' attention through native storytelling.

Your sponsored content story can focus on what makes your attraction unique, an overview of your destination, a milestone anniversary, a new development at your venue or another topic that showcases what's special about your destination or attraction.

You will select the topic in collaboration with our editorial team and your sales representative. We'll work with you to ensure the article has **credible third-party authenticity** and maximum readability and interest.

ONE MOUNTAIN, ENDLESS MEMORIES
NATURE, WONDER & HISTORY MEET ON LOOKOUT MOUNTAIN

RIDE THE RAILS OF HISTORY
Experience the rich history, region's legends, and discover rich natural beauty. Visit Chattanooga's crown jewel, Lookout Mountain, for unforgettable experiences.

INCLINE RAILWAY
Discover the thrill of riding one of the world's longest passenger railroads at the historic Incline Railway in Chattanooga, Tennessee, offering breathtaking views from Lookout Mountain. Using a pulley and steel cable system called a funicular, the railway takes visitors from the base of the mountain to the top. Once there, take in the scenery while learning about the history of the location, which has been carrying passengers since 1875.

Visitors can also walk to Point Park, which is part of the Chickamauga and Chattanooga National Military Park, overlooking ridges and meadows about the Battle for Chattanooga. After the ride down, explore the charming and historic town of the Elms. The incline rail cars are wheelchair accessible.

LOOK FALLS
Don't miss the spectacular views of Ruby Falls, where the spectacular beauty of Lookout Mountain abounds above and below ground. Step inside the park's historic limestone caves and take a glow from elevator deep into the mountain to access the scenic cave. For an unforgettable experience, there's always something new to discover at Ruby Falls.

ROCK CITY
Ready to see Rock City? This natural historical rock garden is home to more than 400 native plant species, whitetail gazelles and a variety of winding pathways through awe-inspiring ancient rock formations. Visitors can explore Rock City Caverns, across the famous Spring-A-Long Bridge, and see their way in Lamer's Leap. From there, enjoy the legendary See Seven States view - Tennessee, Kentucky, Virginia, South Carolina, North Carolina, Georgia and Alabama - all from one remarkable point.

The scenery is amazing in every season, and with a Rock City Pass, you can experience it all year long.

Plan your adventure at lookoutmountain.com. Please note that each attraction is ticketed separately. Drive time between destinations is approximately 15 minutes.

Full and half-page examples

PREMIUM SPONSORED CONTENT SPREAD

OUR HIGHEST-IMPACT PACKAGE INCLUDES:

- Premium placement within the front 1/3 of the print and digital guide
- Full-page print ad (submitted by advertiser) and full-page print sponsored article with 1-2 photos adjacent to your print ad
- OR: Two-page print sponsored article with 3-4 photos
- Added value: Info pop-up or video in the digital guide
- Added value: Featured Attractions listing

Statewide Features:

\$58,300

FULL-PAGE SPONSORED CONTENT

- Full-page print sponsored article with 1-3 photos
- Print placement in statewide features
- Added value: Info pop-up or video in the digital guide
- Added value: Featured Attractions listing

Statewide Features:

\$31,185

Regional Features:

\$25,990

HALF-PAGE SPONSORED CONTENT

- Half-page sponsored article or listicle with 1-2 photos
- Print placement within regional opening feature OR within your area's co-op
- Added value: Info pop-up or video in the digital guide
- Added value: Featured Attractions listing

Regional Features:

\$20,805

Co-op:

\$16,855

THIRD-PAGE SPONSORED CONTENT

- 1/3-page sponsored listicle with one photo
- Print placement within regional opening feature OR within your area's co-op
- Added value: Info pop-up or video in the digital guide
- Added value: Featured Attractions listing

Regional Features:

\$14,835

Co-op:

\$11,400

NEW FOR 2021
Placement options for half and third-page

OFF THE BEATEN PATH
Crank up the country and hit back roads to uncover the region's hidden gems. The **Discover Tennessee Trails & Byways** program features eight self-guided driving tours across Middle Tennessee. To learn more about Nashville's Trace, Old Tennessee, Pie in the Sky, Premium Land, Ring of Fire, Scenic Route, Tennessee River and The Jack Trail routes and highlights, visit tntourism.com.



HERE'S TO 160 YEARS
Less than a year after the Civil War ended, Fisk University held its first class made up of formerly enslaved students. When the doors opened on Jan. 1, 1866, Fisk also became the first institution of higher education in Nashville, predating Vanderbilt by seven years. The acclaimed **Fisk Jubilee Singers** became the city's first touring group in 1871 when they set out to raise funds for the young college, earning Nashville the name "Music City." Successful in their mission, Jubilee Hall was built that same year, becoming the South's first and only permanent structure for the education of Black students. In 1930, Fisk became the first historically Black college to receive national accreditation. Calculate 160 years with a visit to the **Carl Van Vechten Art Gallery**, the **Aaron Douglas Gallery** in Crawfish Hall and the portrait commissioned by Queen Victoria in Jubilee Hall.

VISIT GOODLETTSVILLE
EXPERIENCE NASHVILLE'S NEARBY NEIGHBOR

Just a short drive from downtown Nashville, the charming town of Goodlettsville invites visitors to explore its many offerings, from historic attractions, outdoor recreation and art to music, shopping and delicious dining. Experience life in a frontier fort at **Manacker's Station**, then treat the mind to **Seven Horses**, Middle Tennessee's oldest brick home. Find more treasures from a bygone era along the **Main Street Antique District**.

Tap into the city's creative side with self-published local art, music and utility box art, or discover Goodlettsville's country music roots and "Blue Hill" history. And don't miss **Long Hollow Jambovine**, serving up home cooking and live music for more than 25 years.

The city's beautiful setting beckons visitors outdoors. Hit the links at **Travis Stone Crossing Golf Club**, take your shot at **Manacker's Creek Blue Golf Course** and enjoy family fun at the new, inclusive **Kachal's Garden Playground**.

Moore Wright Park, the largest of the city's award-winning parks, hosts major events throughout the year, including the **Goodlettsville Farmers and Artisan Market**, **Heritage Days**, **Independence Day Celebration**, **GoodFest** and **Yuletide**.

Make time for some retail therapy with local boutiques featuring gifts, jewelry, clothing and home decor. Then, refresh and relax at one of the city's many restaurants, which are sure to please every palate.

Use the easy planning tool, available in the app store and online at visitgoodlettsville.com, to customize your perfect stay.

—*Goodlettsville Chamber*

*Book early for Statewide and Regional Feature Placement. Space is limited!

FEATURED ACCOMMODATIONS & RESTAURANTS

Stand out to visitors planning their trip! Organized by category, **your property or restaurant will be featured on a specially designed spread** and highlighted as a “must stay” or “must eat” destination for visitors coming to Tennessee.

CHOOSE FROM THESE OPTIONS

- ★ Featured Places to Stay
- ★ Featured Restaurants

\$4,870

INCLUDES

- Premium placement in upfront features
- Description up to 50-60 words of copy (300 characters)
- Business name, address, phone number and web address
- Photo 2.125" wide x 2.125" high at 300 dpi resolution

FEATURED Accommodations

Tennessee always feels like home. The state's hospitable nature extends beyond attractions, restaurants and museums to include thousands of lodging accommodations. From amenities to be a king, there's no special lounge and road warriors, there's something special for everyone to rest their head here. These featured accommodations combine high-tech amenities with unforgettable experiences to create the perfect overnight stay.

1 THE GUEST HOUSE AT GRACELAND

Located just a few steps from the gates of Elvis' iconic Graceland Mansion, the AAA Four-Diamond Guest House at Graceland resort hotel features 430 spacious guest rooms, 20 specialty suites, two full-service restaurants, a large outdoor pool, lobby lounge and more.

3600 Elvis Presley Blvd.
Memphis, TN
901-443-3000, 800-238-2000
guesthousegraceland.com

2 THE LODGE AT PARIS LANDING

The Lodge at Paris Landing State Park provides more than scenic splendor. It's a place where you can enjoy the outdoors and the amenities of a resort. The lodge features 100 guest rooms, a full-service restaurant, a bar, and a fitness center.

3 THE GREAT HOUSE AT GRACELAND

The Great House at Graceland is a historic mansion that has been restored to its original grandeur. It features 100 guest rooms, a full-service restaurant, a bar, and a fitness center.

4 RENAISSANCE NASHVILLE HOTEL

The Renaissance Nashville Hotel is a modern hotel with a historic feel. It features 400 guest rooms, a full-service restaurant, a bar, and a fitness center.

5 THE GREAT HOUSE AT GRACELAND

The Great House at Graceland is a historic mansion that has been restored to its original grandeur. It features 100 guest rooms, a full-service restaurant, a bar, and a fitness center.

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The Great House at Graceland is a historic mansion that has been restored to its original grandeur. It features 100 guest rooms, a full-service restaurant, a bar, and a fitness center.

FAST FACT
Out of the 2025 digital guide's 160 pages, readers spent more time on the Featured Accommodations spread, making it **one of the top-performing placements.**

FEATURED ATTRACTIONS

Showcase your best attractions, restaurants, accommodations, outdoor opportunities and more in the Vacation Guide by providing visitors with detailed information.

Featured Attractions are **organized by region** and **integrated with guide content**, and each includes contact information and descriptive copy about your attraction.

1 FEATURED ATTRACTION ADVERTISER ADDED VALUE

- Description up to 200 characters
- Attraction name, address, phone number and web address

2 FEATURED ATTRACTION + HIGHLIGHT \$450

- Description up to 200 characters
- Attraction name, address, phone number and web address
- PLUS: Shaded background in section's accent color

3 FEATURED ATTRACTION + PHOTO \$815

- Description up to 200 characters
- Attraction name, address, phone number and web address
- PLUS: Photo 2" wide x 1" high at 300 dpi resolution

4 FEATURED ATTRACTION + PHOTO + HIGHLIGHT \$1,175

- Description up to 200 characters
- Attraction name, address, phone number and web address
- PLUS: Photo 2" wide x 1" high at 300 dpi resolution
- PLUS: Shaded background in section's accent color

SHOPS OF DOWNTOWN HARRISBURG

South Knoxville's historic downtown features boutique clothing, antiques, candy, crafting supplies and more. After your stay, stop by local restaurant for a taste of small town hospitality. 1000 Main Street, Knoxville, 865-578-4252, visitus.com/buylocal

JACKSONBORO

CAMPBELL COUNTY CHAMBER OF COMMERCE & TOURISM

Close to more than 800 miles of shoreline and 400 miles of ATV and hiking trails where you can "Choose Your Adventure," Campbell County is your adventure destination for unforgettable memories. 2225 Park St., Jacksonboro, 423-564-5224, visitcampbellcounty.com

KINGSTON

FORT SOUTHWEST POINT

Pioneer-era fort reconstructed on its original site with a museum displaying artifacts uncovered during excavations. The fort's history comes alive at the Candlelight Tour in December. Free admission. 1225 S. Kentucky St., Kingston, 865-376-3641, roanetourism.com

JIM HENRY VACATION RENTALS

Discover Jim Henry Vacation Rentals! From secluded mountain acreage to Watts Bar Lake retreats, we're Roane County's No. 1 with 30+ years' expertise. Short-term, month-to-month - call today! 404 N. Kentucky St., Kingston, 865-376-2121, easttinnvacarents.com

EXPLORE THE TRAILS

TNTRAILS.SANDBYWAYS.COM

LANAIS NATURE CENTER

A 138-acre nature sanctuary just five minutes from downtown Knoxville! Sams offers trails, swimming, paddling, climbing, wildlife exhibits, a canopy adventure and outdoor fun for all ages! 2915 Island Home Ln., Knoxville, 865-577-8773, sams.org

WATTS BAR LAKE

This 10,000-acre reservoir lake welcomes visitors to enjoy boating, lakeside dining, sailing, water skiing, tubing and more. Boat rentals are available at local marinas. 1209 N. Kentucky St., Kingston, 865-376-4251, gowattsbark.com

KNOXVILLE

ARRANGED BEER CO.

Chicago-style beer served in a relaxed setting that's family- and dog-friendly. Check out their original location in downtown. 1505A East Garfield, Knoxville, 865-200-8026, arrangedbeer.com

ANCIENT LORE VILLAGE

Ancient Lore Village is a storybook destination where imagination comes alive. Enjoy magical overnight stays, day experiences, and themed events that fill every visit with wonder and adventure. 7337 Sevierville Pk., Knoxville, 865-200-2434, ancientlorevillage.com

COVENANT HEALTH PARK

A brand-new stadium in the heart of downtown, Covenant Health Park is home to the Knoxville Sevier County and One Knoxville Sports Club (soccer), as well as concerts and festivals. Throughout the year. 500 E. Jackson Ave., Knoxville, 865-200-2300, visitcovenant.com/covenant-health-park

EAST TENNESSEE HISTORY CENTER

The Center houses regional exhibits, archives, research, and more. It's the East Tennessee Historical Society's vibrant museum. 602 S. Gay St., Knoxville, 865-215-8930, easttinnhistory.org

LANAIS NATURE CENTER

A 138-acre nature sanctuary just five minutes from downtown Knoxville! Sams offers trails, swimming, paddling, climbing, wildlife exhibits, a canopy adventure and outdoor fun for all ages! 2915 Island Home Ln., Knoxville, 865-577-8773, sams.org

KNOXVILLE BOTANICAL GARDEN AND ARBORETUM

Open daily and free public arboretum at its heart. The garden features a variety of plants and buildings, including a conservatory. 2742 West Knoxville Ave., Knoxville, 865-962-9752, knoxbg.com

MUSEUM OF EAST TENNESSEE

Explore East Tennessee history through award-winning permanent and temporary exhibitions, a hands-on children's gallery, the East Tennessee Shakespeare Festival, and more. 625 S. Gay St., Knoxville, 865-215-8930, easttinnmuseum.com

RAMSEY HOUSE

This historic home was built in 1810 and is the first-known building of its kind in the state. It is now a museum. 31 Knoxville, 865-544-3131, ramseyhouse.com

THE SONSPIRE AT

Built for the 1912 World's Fair, the Sonspire is a unique architectural landmark. It is now a museum. 31 Knoxville, 865-544-3131, ramseyhouse.com

TENNESSEE TRAIL

The Tennessee Trail is a scenic route through the state's history. It is now a museum. 31 Knoxville, 865-544-3131, ramseyhouse.com

UNIVERSITY OF TENNESSEE

The University of Tennessee is a public research university. It is now a museum. 31 Knoxville, 865-544-3131, ramseyhouse.com

1 FORT SOUTHWEST POINT

Pioneer-era fort reconstructed on its original site with a museum displaying artifacts uncovered during excavations. The fort's history comes alive at the Candlelight Tour in December. Free admission. 1225 S. Kentucky St., Kingston, 865-376-3641, roanetourism.com

2 UNIVERSITY OF TENNESSEE

Tennessee's flagship university is known for academics and sports. Visit on game day or any day since there's something for everyone. Try out McClung Museum, UT Creamery or Clarence Brown Theatre. 813 Andy Holt Tower, Knoxville, 865-974-8131, utk.edu

3 JIM HENRY VACATION RENTALS

Discover Jim Henry Vacation Rentals! From secluded mountain acreage to Watts Bar Lake retreats, we're Roane County's No. 1 with 30+ years' expertise. Short-term, month-to-month - call today! 404 N. Kentucky St., Kingston, 865-376-2121, easttinnvacarents.com

4 ROCK CITY

Rock City is a unique outdoor attraction featuring a trail running through 14 acres of native gardens, between ancient rock formations, over bridges and out to the legendary See Seven States View. 1400 Patten Rd., Lookout Mountain, 706-820-2531, seerockcity.com

DISPLAY ADVERTISING PACKAGES



Promote your destination, attraction or business through our display advertising programs.

Premium positions are available in the front features section of the guide, or choose to be located in your regional section.

AD SIZES AVAILABLE

- ★ Two-Page Spread
- ★ 1/3 Page Horizontal
- ★ Full Page
- ★ 1/3 Page Vertical
- ★ 2/3 Page Vertical
- ★ 1/6 Page Vertical
- ★ 1/2 Page Horizontal
- ★ 1/12 Page Square

EACH ADVERTISER RECEIVES:

- Print ad placed within a regional co-op or as a standalone placement adjacent to content
- Live links from your ad in the digital guide, hosted on tnvacation.com
- Info pop-up or video in the digital guide (for 1/2 pages and larger)
- Digital added value to drive readers to your website or contact forms
- Featured Attraction listing for added value

FOR MORE INFO
Visit jn1com.com/tnvacation to find digital submission guidelines, dimensions and additional information.

CONNECT WITH OUR SALES TEAM

The 2027 Tennessee Vacation Guide is published by Journal Communications Inc., a custom media company in Franklin, Tennessee.

Meet our experienced advertising sales team, who can craft a custom program for your brand to maximize your reach to potential visitors.



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SCAN QR CODE TO SCHEDULE MEETING



Will Zanetis
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INSPIRING TRAVEL TO TENNESSEE



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