Official 2027

VISITORS GUIDE

RUTHERFORD COUNTY | TENNESSEE

MURFREESBORO • SMYRNA • LAVERGNE • EAGLEVILLE







AN INSPIRATIONAL GUIDE TO VISITING RUTHERFORD COUNTY / VISITRUTHERFORDTN.COM/VISITORS-GUIDE

Dear Tourism Partner,

Each year, the *Rutherford County Visitors Guide* uses your stories to drive tourism to our county. **The 2027 edition will be published in June**, and we invite you to join us in sharing why Rutherford County is a great placeto visit.



In 2025, tourism in Rutherford County generated **$804,500,000** in visitor spending. We are better positioned than ever before to build on this momentum and bring even more travelers to our area. **Our Visitors Guide will do just that by helping future visitors choose places to stay, eat and visit – through engaging stories, high-impact photos and plenty of helpful resources for visitors.** A dynamic and interactive digital guide will offer an online and mobile experience to extend the audience reach of the guide at **visitrutherfordtn.com/visitors-guide**.

We've partnered with Tennessee-based Journal Communications Inc. to be our travel publishing partner for the Visitors Guide, and they know travel well. Journal currently publishes the *Nashville Visitors Guide*, the *Tennessee Vacation Guide* and *Tennessee Home & Farm*. Their advertising representative, Maryann Stafford, can tell you more about custom advertising opportunities such as display ads and sponsored content.

I hope you'll spend time with Maryann to learn about how you can showcase your brand and inspire visitors to make your business part of their unique Rutherford County experience.

We invite you to capitalize on the Visitors Guide experience by advertising in the 2027 guide. If you are interested in being a part of this exciting marketing opportunity, please contact **Maryann Stafford** at **615-771-5569** or email **mstafford@jnlcom.com**.

We look forward to helping our visitors connect with you!

Sincerely,

Barbara Wolke

Barbara Wolke, Senior Vice President, Rutherford County Convention & Visitors Bureau

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Rutherford County Convention & Visitors Bureau
3050 Medical Center Parkway, Murfreesboro, TN 37129

REACH TRAVELERS.

Inspire Adventures.



RUTHERFORD TOURISM BY THE NUMBERS

2026 DIGITAL GUIDE LAUNCH SUCCESS

Numbers are up – WAY up!*

Overall sessions	**Up 80%**
Pageviews	**Up 50%**
URL clicks	**Up 74%**
Average minutes per reader	**Up 41%**

*Compared to 2025 Digital Guide via BlueToad.

DIRECT VISITOR SPENDING IN 2025:

$804,500,000

$16.8M
Increase in visitor spending from 2024.

No. 7
Rutherford County rank among Tennessee's 95 counties for visitor spending.

Ready, set, explore!

The Rutherford County Visitors Guide serves as an important "first stop" for thousands of people planning their visit to our great county.

Our Visitors Guide is designed to help potential travelers choose where to stay, play, eat and visit through engaging stories, high-impact photos and more.

THE GUIDE INCLUDES:

Inspirational features to highlight the best experiences Rutherford County has to offer. **Vivid photography** showcasing Rutherford County destinations. Important **visitor information**, including welcome center info, travel tips and more. Plus a **county map** to assist visitors in getting to your destination.

PRINT DISTRIBUTION

60K

PRINT GUIDES WILL BE DISTRIBUTED THROUGH:

- Direct mailings from phone and website requests
- County Visitors Center
- State Welcome Centers
- Local events and businesses

DIGITAL GUIDE

Visitors to the Visit Rutherford website can access the digital version, optimized for mobile, tablets and desktops.

Your print ad is included as a live link to your designated URL, and videos, pop-ups and slideshows can enhance readers' digital ad experience.



CUSTOM ADVERTISING OPPORTUNITIES

TWO DISTINCT WAYS TO PROMOTE YOUR BRAND TO POTENTIAL VISITORS

The Rutherford County Visitors Guide is designed to tell your stories to an engaged audience of people planning their trip to the region.

1 PRINT & DIGITAL GUIDE DISPLAY ADVERTISING

Promote your destination, attraction or business through our display advertising program. Each display ad is included in both the print and digital guide, with additional interactive elements available for the digital experience.

With sizes ranging from 1/6 to a Two-Page Spread, there's a size available to fit most budgets.

PREMIUM ADVERTISING PLACEMENTS ARE ALSO AVAILABLE, INCLUDING:

- Cover Positions
- Table of Contents
- Feature Content
- Calendar of Events





2 SPONSORED CONTENT

Have a great story to tell? We'll craft your custom story through a sponsored article or listicle, written and designed in the overall tone and style of the guide. Plus, your piece will run on **visitrutherfordtn.com** for one year.

- Sizes available: Half Page, Full Page or Two-Page Spread

Designed and written to look like editorial content.