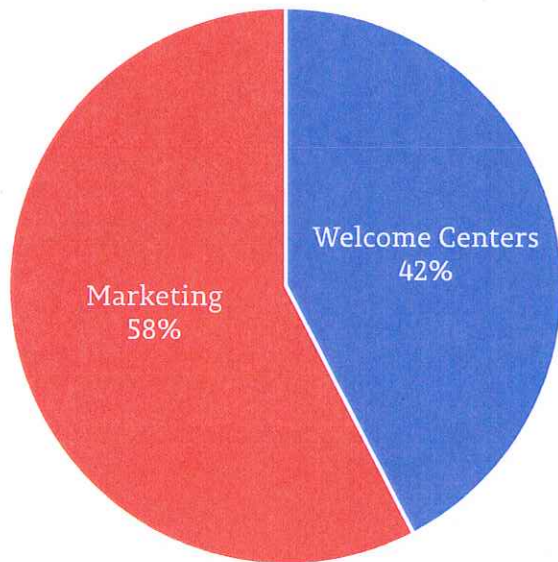


# TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT

## FY20 BUDGET AT-A-GLANCE



## ABOUT THE DEPARTMENT

- Increase intent to travel to Tennessee with global campaigns and services that boost visitation, revenue, and jobs.
- Assist rural communities in tourism development to positively impact economic development.
- Operate and serve as point of contact for visitors in 16 welcome centers and maintain marketing materials in 19 rest areas on Tennessee's highways.

## ITEMS TO MEET REDUCTION TARGETS

- Reduce security at welcome centers

## COST INCREASE REQUESTS

- *Marketing Task Force:* Market Tennessee as a top U.S. tourism destination using a variety of tactics domestically and internationally that leads to increases in visitation, total travel expenditures, tax revenue, and job creation.

## Total Travel Spending in Tennessee



\*Disclaimer: The items on this list will be reviewed and considered by the governor as he develops his FY20 budget.