



The Upper Cumberland Tourism Association was organized in 1986 and is a non-profit organization dedicated to promoting tourism in the Upper Cumberland region of Tennessee.

The benefits of being a member of Upper Cumberland Tourism:

- We will help set up profiles on three important digital tourism tools: UpperCumberland.org Member Page, TNVacation.com Partner Page, and Upper Cumberland TN Google Business. By centralizing your online presence with these three powerful web tools, your brand will be in front of millions of potential online visitors each year.
- Annual Upper Cumberland Stay & Play Magazine. Members are able to purchase ads and get a free listing in the membership directory. We typically publish 50,000 or more copies of the Upper Cumberland Stay & Play Magazine yearly. These are then distributed at TN State Welcome Centers, area visitor centers, and to UCTA members. E-guide on www.uppercumberland.org.
- Your business will be Follow* Liked* Shared from our Upper Cumberland TN Facebook Page, Instagram, Pinterest & YouTube. We will upload announcements and events on the story section of our social media accounts consistently. UCTA will also repost your posts when tagged and approved.
- Annual Official Tennessee Vacation Guide - printed and online edition. UCTA offers co-op advertisement rates in the Upper Cumberland section.
- Member-only marketing and co-op opportunities
- Monthly Newsletter / Zoom Calls to focus on features and opportunities
- Member-only workshops, featuring educational opportunities, industry professionals, and vendors
- Participation and special booth rates in the annual Stay & Play in the UC Travel Show during the UC Home & Garden Show
- Grant Guidance and Assistance
- Access to region photos, videos, and travel articles.
- Networking Events and Opportunities
- Web Seminars & Social Media Workshops offered

- UCTA offers co-op ad promotion to the local radio station, TV station, printed media, and billboards.

The UCTA supports the efforts of local communities, attractions, and tourism & agri-tourism businesses. We serve as a catalyst to enhance regional economic and community growth through the promotion and development of tourism. We are one of nine statewide regional tourism organizations recognized by the Tennessee Department of Tourist Development. Tourism is the second-largest industry in Tennessee!

If you have any questions, please call (931)-510-7002.

Sincerely,

Patti Purdy

Executive Director

Upper Cumberland Tourism Association

UCTA Membership Application

Business/Organization: _____

Contact Person: _____

Number of Employees: _____

Date: _____

Address of Attraction: _____

Social Media: _____

Phone: _____

Email Address: _____

Website: _____

***Please provide description and hi-res photos of your business.**

Membership Dues Structure

Tourism Membership

Level 1 up to 10 employees	\$100.00
Level 2 11-20 employees	\$150.00
Level 3 21-30 employees	\$200.00
Level 4 31-50 employees	\$250.00
51 + employees	\$300.00

Business/Community Sponsor \$300.00

Individual/Non-Business \$ 50.00

Chambers of Commerce, Cities and Counties

Less than 10,000 population	\$200.00
10,000 to 20,000	\$300.00
20,000 to 30,000	\$400.00
30,000 to 40,000	\$500.00
Over 40,000	\$600.00

Upper Cumberland Tourism Association * uctourism@gmail.com

P.O. Box 2411 Cookeville, TN 38502 * 931-510-7002