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## *Director's Report*

### **2013 Economic Impact of Travel on Upper Cumberland counties**

- Tourists spend **\$357.79 Million in the Upper Cumberland – increase of 5.4%**
- Domestic and international travelers directly spent **nearly \$16.2 billion** in the State of Tennessee during 2012

### **2012-2013 UCTA tourism promotions in the Upper Cumberland**

- Participate in events with Tennessee Department of Tourist Development, i.e. Annual Governor's Conference on Tourism, Blizzard, Retire Tennessee Conference and other Tennessee Tourism Associations
- March 7, 8 & 9, 2014 "Stay & Play in the UC" Travel Show at the UC Home & Garden Show at Hyder Burks Pavilion in Cookeville.
- 2014 "*Upper Cumberland Magazine*" with Albrecht Publishing and distribute to all 14 State Welcome Centers together with member brochures and rack cards.
- 2014 Attending group travel marketing meetings Atlanta, Cincinnati, Cleveland, Louisville, and Nashville (organization for bank, faith, & senior group travel).
- Web seminars & Social Media Workshops for our members with UCTA and the Tennessee Department of Tourist Development staff
- 2014 Attending consumer Travel Trade Shows. i.e. Cincinnati, Indianapolis, Columbus, Birmingham and Huntsville
- Co-op promotion in local radio, TV, printed media & billboards
- We organize tours for members of the travel industry & journalist/travel writers
- Local Trucking Company will have "Follow me to the Upper Cumberland" placards on their trailers.

- Ctrl Over 60 Upper Cumberland Civil War Trail interpretive markers along the Tennessee Civil War Trail
- Ctrl Five self driving Discover Tennessee Trails & Byways are crossing the Upper Cumberland. Promised Land; Ring of Fire; Top Secret; Pie in the Sky and Jack Trail
- Ctrl Together with the chambers in the Upper Cumberland, the UCTA is promoting the region in print Media Co-op ads, local radio, TV & billboards.
- Ctrl Increased the presence of the UCTA Co-op advertisement in the annual official Tennessee Vacation guide, [www.tnvacation.com](http://www.tnvacation.com) online edition, and the European edition.
- Ctrl UCTA Website [www.uppercumberland.org](http://www.uppercumberland.org)
- Ctrl Monthly newsletter/ update e-mails to extensive mailer list
- Ctrl Promotion on Face book: Uppercumberlandtourism & uppercumberlandwinetrail
- Ctrl Mobil app for Upper Cumberland Tourism Association

Thanks,



Ruth Dyal  
Executive Director  
Upper Cumberland Tourism Association

