



NEWS RELEASE

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KNOXVILLE CONVENTION CENTER CELEBRATES FIFTH ANNIVERSARY

The Knoxville Convention Center (KCC) celebrates its fifth anniversary this year, and generating \$288,660,069 over five years is certainly a reason to cheer.

That's how much economic impact the KCC has generated for the Knoxville area since its opening in 2002, according to the Knoxville Tourism & Sports Corporation (KTSC). The center also directly contributes to the revitalization of downtown and provides hospitality to Knoxville guests and visitors.

"As visitors to Knoxville experience the world-class Knoxville Convention Center, they are receiving a positive impression of our city," Mayor Bill Haslam said. "We are proud and fortunate to have the Knoxville Convention Center as an economic engine for our area."

The Knoxville Convention Center hosted a fifth anniversary celebration on Wednesday, Nov. 7, from 5:30 to 8:30 p.m. in appreciation of the clients and friends who have helped make the KCC successful. And with record results this year, there was plenty to celebrate.

Revenue has more than tripled from the first operating year. Revenue per event is up and continues to grow at a rate of 15 percent to 20 percent per year. Attendance is growing as well. This past year, 379,567 people visited the center, a more than 16 percent increase from the previous year. Bookings have increased each year as tracked by the KTSC, and events in the center are also up. From Fiscal Year 2005-2006 to Fiscal Year 2006-2007, according to the KTSC, events increased 81 percent.

"We've got a good product, we've got a good operation, we've got a good team that's selling Knoxville," General Manager

Mary Bogert said. "We work hard to make sure our customers experience "Southern Hospitality: All Day. Every Day."

Customer feedback is also overwhelmingly positive for the KCC, which has also received industry recognition this year. The KCC was just named a Prime Site recipient by Facilities & Destinations Magazine because of the facility's quality, features and services. Meeting planners, a primary customer group of the center, chose the winners from a field of convention, exhibition and exposition centers throughout North America and the Caribbean.

The Knoxville Convention Center is located in downtown Knoxville adjacent to the SunSphere. It boasts an 119,922-square-foot exhibit hall, a 27,300-square-foot divisible ballroom and 18 meeting rooms. For more information, visit www.knoxvilleconventioncenter.com.

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