



A STORY WORTH TELLING



The Tennessee River Valley STEWARDSHIP COUNCIL



NATIONAL
GEOGRAPHIC

MapGuide
Destination



The Tennessee River Valley Stewardship Council

2016: THE BIRTH OF A VISION



The Tennessee River is one of the most ecologically important river systems in the country. Through the efforts of the Tennessee Valley Authority (TVA), the river system has also become an American treasure for recreation diversity and a place for exceptional economic development opportunities.

Early in 2016, civic leaders and tourism professionals in the mid-south recognized an opportunity to unify the Geotourism efforts of the 125 counties in seven states that embrace the Tennessee River waterway system. In February of that year, The Tennessee River Valley Stewardship Council was launched for that purpose.

Geotourism is defined as tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents. Geotourism incorporates the concept of sustainable tourism—that destinations should remain unspoiled for future generations—while allowing for ways to protect a place's character.



The Tennessee River Valley Stewardship Council

VOLUNTEERS WITH A VISION

Since its founding in 2016, the Stewardship Council has been composed of a prominent list of tourism and travel professionals who are volunteering their efforts towards the visionary goal of economic development through Geotourism for the Tennessee River Valley.

TRV Mapguide Executive Director (Volunteer)

Julie Graham, Executive Director-Middle East Tennessee Tourism Council/Chair Keep the Tennessee River Beautiful, Norris, TN

TRV Mapguide Portal Editor

Angie Pierce, Vice President Alabama Mountain Lakes Tourist Association, Decatur, AL

TRV Mapguide Social Media Manager

Melea Hames, Social Media Manager, Alabama Mountain Lakes Tourist Association, Decatur, AL

2020- 2021 Officers of the TRV Stewardship Council

Chairman: Tami Reist, Alabama

Vice-Chair: Jennifer Wheatley, Kentucky

Secretary: Karin Landers, Tennessee

Treasurer: Angie Pierce, Alabama



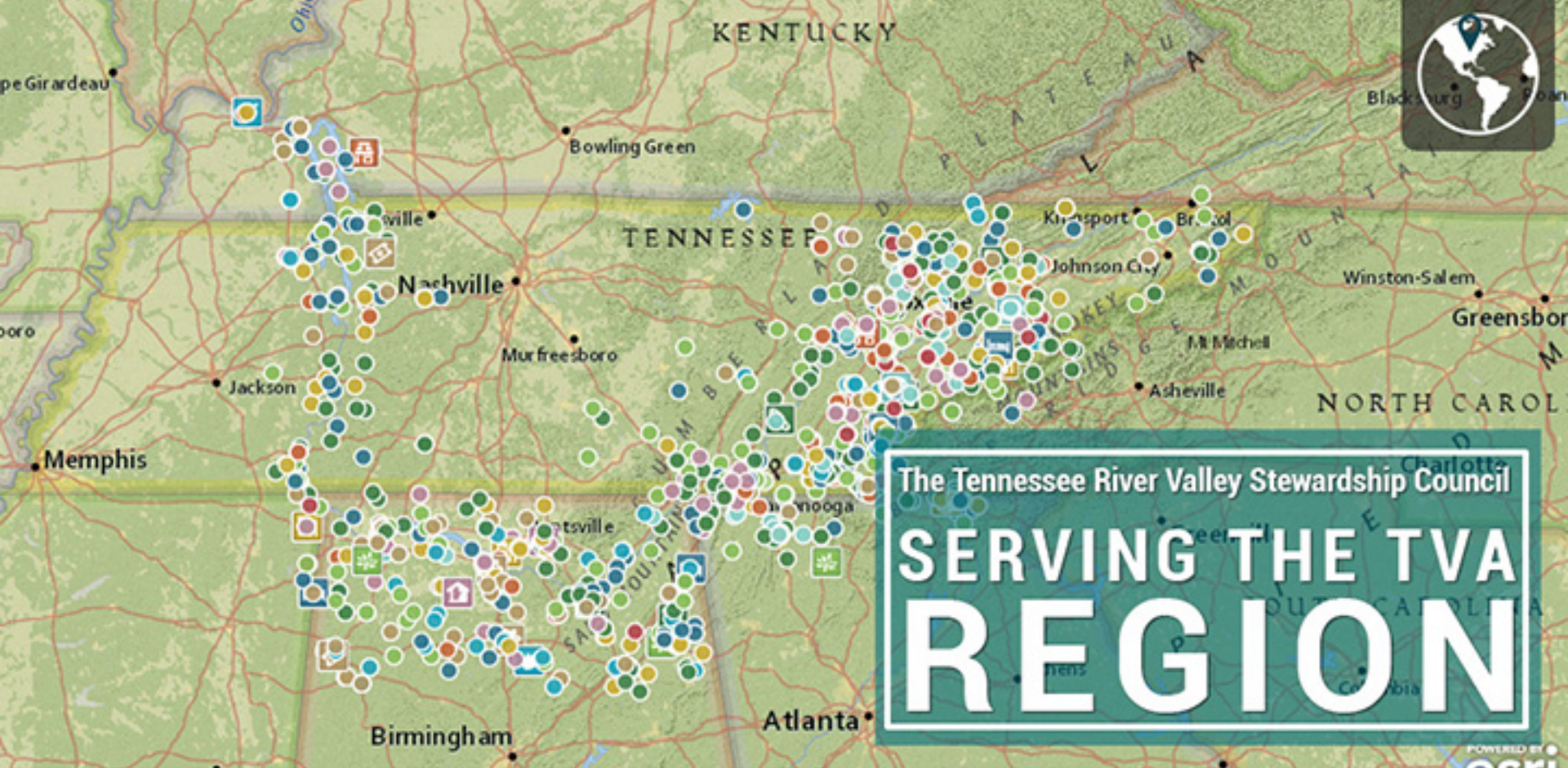
The Tennessee River Valley Stewardship Council

VOLUNTEERS WITH A VISION

Volunteer Members:

- Ida Walker** Tourism & Recreation Development Specialist, Friends of Southwest Virginia Executive Director, Northeast Tennessee Tourism Association
- Alicia Phelps** Director, Middle East Tennessee-Cocke County Tourism
- Linda Lewanski** Director, Tennessee Overhill Heritage Association
- Adrian Lambert** Director of Tourism Blue Ridge, Georgia
- Jode Mull** President & CEO, Alabama Mountain Lakes Tourist Association
- Tami Reist**

- Theresa Cutshall** Tishomingo County Development Foundation, Mississippi
- Abbie Gristy** Rural Tourism Program Manager, Tennessee Dept. of Tourist Development
- Karin Landers** Director, Visit Humphrey County TN
- Jennifer Wheatly** Director of Outreach & Sustainability, Friends of Land Between the Lakes, KY
- Laura Oswald** Director of Marketing, Paducah Convention & Visitors Bureau
- Susan Jones** Jones Public Relations
- Laura Suzanne Fisher** Ex-Officio Senior Program Manager, River and Resource Stewardship at Tennessee Valley Authority



The Stewardship Council is dedicated to serving the same geographic and economically diverse watershed region of the southeast United States as the Tennessee Valley Authority. This area is made up of more than 41,000 square miles embracing the Tennessee River Valley in portions of seven states.

STATES WITH REGIONS SUPPORTED BY THE TRV STEWARDSHIP COUNCIL

ALABAMA

GEORGIA

KENTUCKY

MISSISSIPPI

NORTH CAROLINA

TENNESSEE

VIRGINIA



The Tennessee River Valley Stewardship Council
ECONOMIC DEVELOPMENT VIA
TOURISM

The mission of the Stewardship Council is to expand the economic health and to stimulate economic development within the Tennessee River Valley region through sustainable tourism, i.e. Geotourism. This mission is achieved through a variety of targeted methods with the purpose of showcasing the region as the premier destination for heritage and/or recreational tourism in America.

The Tennessee River Valley Stewardship Council

WHY TOURISM? IT'S A PROVEN

SUCCESS



“A study of more than 200 cities over the past 23 years confirms that destinations with substantial and growing visitor economies tend to outperform their peers, making destination promotion a true engine of economic development.”



OXFORD
ECONOMICS

Destination Promotion: An Engine of Economic Development

How investments in the visitor economy drive broader economic growth

ATTRACTING STRATEGIC EVENTS

By securing meetings and conventions, DMOs attract the very prospects that economic development agencies target. Not only do these events create valuable exposure among business decision makers, they create direct opportunities for economic development agencies to deepen connections with attendees.

"Economic clusters and conventions have become synergistic"

Tom Clark
Metro Denver Economic
Development Corporation

RAISING THE DESTINATION PROFILE

Destination promotion builds awareness, familiarity, and relationships in commercial, institutional and individual networks that are critical in attracting investment.

"We are learning a lot from Visit California by how they brand California and how to take their model and apply it to economic development."

Brook Taylor
Deputy Director
Governor's Office of Business and
Economic Development (GO-Biz)



BUILDING TRANSPORT NETWORKS

By developing the visitor economy, destination promotion supports transportation infrastructure, providing greater accessibility and supply logistics that are important in attracting investment in other sectors.

"Air service is profoundly important to corporate investment and location decisions... This is one of tourism's most significant contributions since the levels of air service at New Orleans far exceed what local demand could support."

Stephen Moret
Secretary
Louisiana Economic Development

RAISING THE QUALITY OF LIFE

Visitor spending helps support a broader and higher quality set of local amenities than an area could otherwise sustain. The cultural, entertainment, culinary, and retail attractions that visitors support make a place more attractive to investors.

"Traveler attractions are the same reason that CEOs choose a place."

Jeff Malehorn
President & CEO, World Business Chicago



The Tennessee River Valley Stewardship Council
MARKETING AND PROMOTIONS

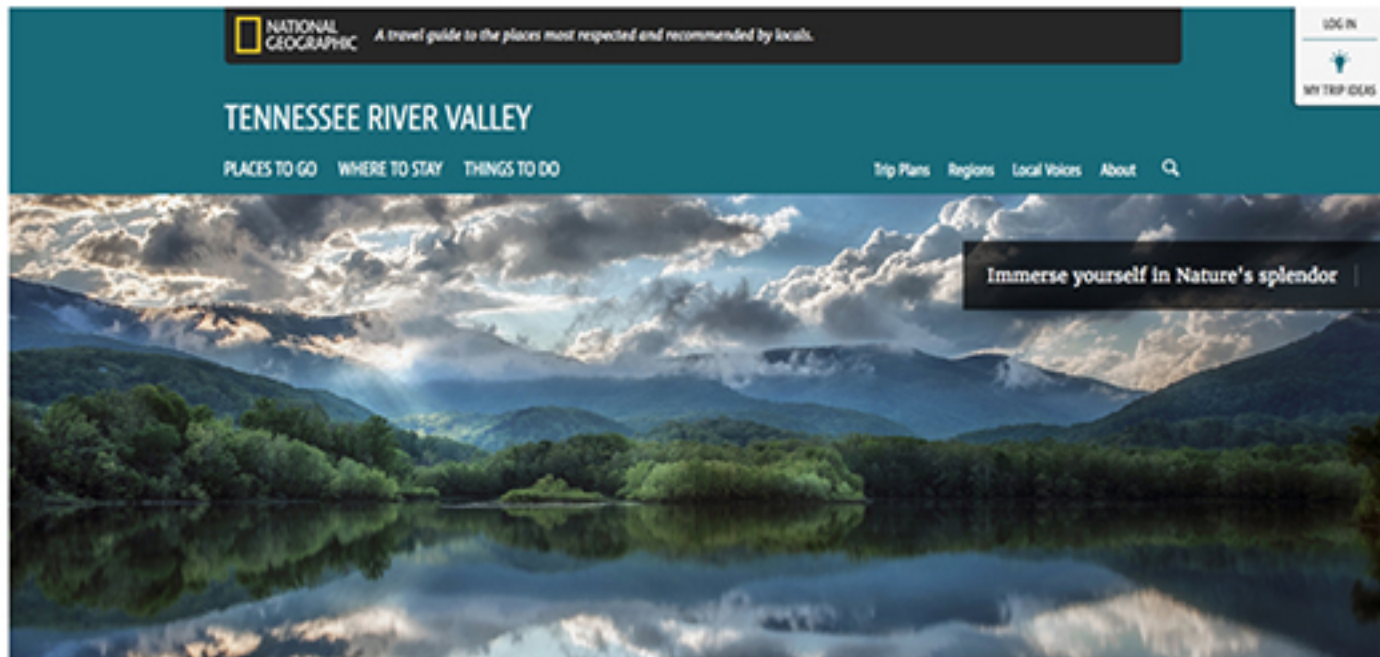


EXPLORE MORE

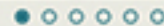
AMERICA'S TENNESSEE RIVER VALLEY

WWW.TENNESSEERIVERVALLEYGEOTOURISM.ORG

The Tennessee River Valley Stewardship Council MARKETING AND PROMOTIONS: INTERNET



Cove Lake State Park on the Powell River arm of Norris Lake - Photograph by Peter Koczera

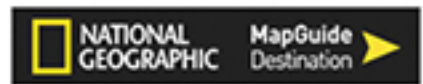


Recommended Places



Welcome to the Tennessee River Valley

Recent Updates



53% Increase in nominations in past three years.

- 2,452 Total nominations with more than 9,500 images.
- 35 Custom trip plans on site.
- 50 Featured blogs/stories.

Website Stats

(July 2019-Aug. 2020:

- 5,055 Users.
- # of New visitors: 331,046 (55% increase)
- # of Organic visits: 84.9% (70.51 % increase)
- # States, DC, PR visits: 52
- # of Direct visits: 33,758 (18% increase)

Supporting E-newsletter:

- E-newsletter sent every month.
- E-newsletter has 3,200 active subscribers.
- Average open rate is 17% which is 1% higher than the industry average.

The Tennessee River Valley Stewardship Council

MARKETING AND PROMOTIONS: INTERNET



MUSIC, MOUNTAINS AND MEMORIES - EAST



MUSIC, MOUNTAINS AND MEMORIES - WEST



LEGENDS, LORE AND LANDSCAPES - EAST



LEGENDS, LORE AND LANDSCAPES - WEST

AMERICAN TENNESSEE RIVER VALLEY	AMERICAN TENNESSEE RIVER VALLEY	AMERICAN TENNESSEE RIVER VALLEY	AMERICAN TENNESSEE RIVER VALLEY
MUSIC, MOUNTAINS AND MEMORIES - EAST	MUSIC, MOUNTAINS AND MEMORIES - WEST	LEGENDS, LORE AND LANDSCAPES - EAST	LEGENDS, LORE AND LANDSCAPES - WEST
<p>Goal 1</p> <p>Develop a comprehensive marketing strategy for the venue, including social media, email, and print advertising.</p> <p>Goal 2</p> <p>Implement a targeted social media strategy to reach the venue's target audience.</p> <p>Goal 3</p> <p>Develop a comprehensive website for the venue, including a booking system and a blog.</p> <p>Goal 4</p> <p>Implement a comprehensive email marketing strategy for the venue.</p> <p>Goal 5</p> <p>Develop a comprehensive print advertising strategy for the venue.</p>	<p>Goal 1</p> <p>Develop a comprehensive marketing strategy for the venue, including social media, email, and print advertising.</p> <p>Goal 2</p> <p>Implement a targeted social media strategy to reach the venue's target audience.</p> <p>Goal 3</p> <p>Develop a comprehensive website for the venue, including a booking system and a blog.</p> <p>Goal 4</p> <p>Implement a comprehensive email marketing strategy for the venue.</p> <p>Goal 5</p> <p>Develop a comprehensive print advertising strategy for the venue.</p>	<p>Goal 1</p> <p>Develop a comprehensive marketing strategy for the venue, including social media, email, and print advertising.</p> <p>Goal 2</p> <p>Implement a targeted social media strategy to reach the venue's target audience.</p> <p>Goal 3</p> <p>Develop a comprehensive website for the venue, including a booking system and a blog.</p> <p>Goal 4</p> <p>Implement a comprehensive email marketing strategy for the venue.</p> <p>Goal 5</p> <p>Develop a comprehensive print advertising strategy for the venue.</p>	<p>Goal 1</p> <p>Develop a comprehensive marketing strategy for the venue, including social media, email, and print advertising.</p> <p>Goal 2</p> <p>Implement a targeted social media strategy to reach the venue's target audience.</p> <p>Goal 3</p> <p>Develop a comprehensive website for the venue, including a booking system and a blog.</p> <p>Goal 4</p> <p>Implement a comprehensive email marketing strategy for the venue.</p> <p>Goal 5</p> <p>Develop a comprehensive print advertising strategy for the venue.</p>

- In April 2020, TRVSC announced the migration to a new platform for its newly revamped website.
- New features include "Book Now", "Reserve Now" and "Visit Now" buttons, simpler mapping tools, a more user-friendly nomination process, capability to change featured attractions and events on the home page, and blog capability.
- The TRV Stewardship Council manages a second website focused on conservation and partnerships: www.trvstewardshipcouncil.org

The Tennessee River Valley Stewardship Council

MARKETING AND PROMOTIONS: INTERNET



Explore Tennessee River Valley

DiscoverTennesseeRiverValley - Tourist Information Center

Sign Up

DiscoverTennesseeRiverValley.com

Home About Photos Videos More

Like

Message

Search

More

About

See All

- Use the TRV Destination MapGuide to explore the most ecologically diverse river system in US & the region's rich cultural, heritage, & recreational assets.
- The Tennessee River Valley Destination MapGuide is an online travel planning tool for the watershed of the Tennessee River, one of the major tributaries...

16,358 people like this

16,829 people follow this

<http://www.tennesseevalleyadventure.com>

(865) 585-0811

Typically replies within a day

Send Message

tennesseerivervalleyadventure@gmail.com

Tourist Information Center

Suggest Edits

Is this the right phone number for this page?

(865) 585-0811

Yes

Update

No

Photos

See All



Create Post

Photo/Video

Check In

Tag Friends



Explore Tennessee River Valley is a Pinay Congratul - Land Arkansas



The Lakes

in Clark, TN

Wouldn't this view be relaxing to wake up to each morning? Pinay Congratul at Land Between the Lakes is surrounded by so much beauty.

Replying to @TNTN1971

@TNTN1971



11

1 Comment · 0 Shares

Like

Comment

Share

Other



Really Really Beautiful

Like · Reply · 0



Facebook growth

July 2019 – 13,833 users

July 2020 – 15,241 users



Instagram growth

July 2019 – 5,425 users

July 2020 – 10,411 users



Pinterest growth

July 2019 – 422 users

July 2020 – 1,000 users



DIGITAL ADVERTISING

Revamped to promote social distancing outdoor travel activities.

Targeting: Nashville, Atlanta, Birmingham, St Louis, Chicago, Detroit, Ohio, and Indiana.

The Tennessee River Valley Stewardship Council MARKETING AND PROMOTIONS: PRINT



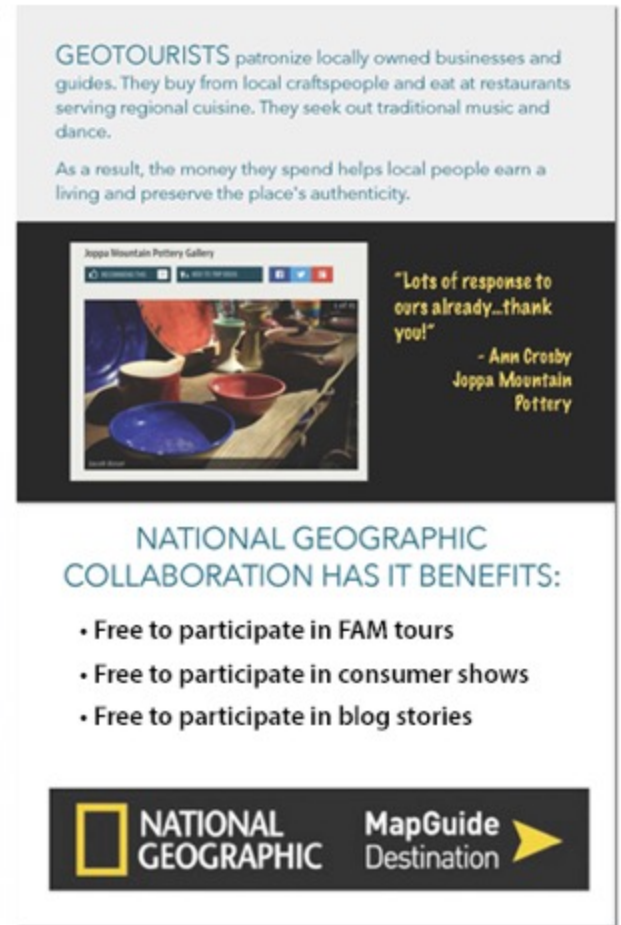
TN RIVER VALLEY Geotourism (n.): tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents.

Be a GEOTourist with the Tennessee River Valley MapGuide!

DIRECT MAIL POSTCARD



RACK BROCHURE



INFORMATIONAL CARD
FOR TOURIST DESTINATIONS

The Tennessee River Valley Stewardship Council MARKETING AND PROMOTIONAL PRINT

NATIONAL GEOGRAPHIC MapGuide Destination

EXPLORE MORE

AMERICA'S TENNESSEE RIVER VALLEY

WHERE RIVERS AND MOUNTAINS MEET | WWW.EXPLORERTRV.COM

COLLATERAL PIECES

- ✓ Tear-off Map
- ✓ Trifold Brochure
- ✓ Tour Itineraries Booklet
- ✓ Business Cards

AMERICA'S TENNESSEE RIVER VALLEY

NATIONAL GEOGRAPHIC MapGuide Destination

THE TENNESSEE RIVER VALLEY STEWARDSHIP COUNCIL

Explore the range of experiences in seven spectacular states!

From white-water rafting to fall water paddling, from boondozing to wildflower hikes, from boating to sailing, from bass fishing to fly fishing, from antiquing to live music, there is an adventure waiting to be discovered by you. Find authentic places to go and things to do in this region that is rich in natural and cultural heritage. Discover the heritage of the Cherokee, Civil War, and African Americans told through the stories of people and place. All of these settings have been nominated by local people who know the region best and offer visitors the most unique, fun, and interesting experiences.

SCENIC POINTS	FISHING SPOTS	HERITAGE AREAS	TASTE OF THE VALLEY	OUTDOOR ADVENTURE	MUSEUMS
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Cherokee State Park Scenic View
The Cherokee State Park was opened and dedicated in 1936. The park has been designated a National Scenic Area. The most well-known feature is the 100-foot high "The Lookout" rock formation, which has been designated a National Natural Landmark. The park also features the Cherokee State Park Scenic View, which is a scenic view of the park's mountains and valleys.

Big O' Fish Guiding Service
Big O' Fish Guiding Service is a family-owned and operated business that has been providing guided fishing trips for over 20 years. The service offers a variety of fishing options, including bass, crappie, and bluegill. The guides are experienced and knowledgeable about the local fishing scene.

Turner Hill Heritage Center and Museum
The Turner Hill Heritage Center and Museum is a historic site that has been preserved and restored. The center features a variety of exhibits, including artifacts, photographs, and documents. The museum is open to the public and offers a glimpse into the lives of the people who lived in the area during the early 20th century.

Proctor's Lair
Proctor's Lair is a historic site that has been preserved and restored. The site features a variety of exhibits, including artifacts, photographs, and documents. The museum is open to the public and offers a glimpse into the lives of the people who lived in the area during the early 20th century.

Whitewater Rafting with Smoky Mountain Outdoors
Whitewater Rafting with Smoky Mountain Outdoors is a family-owned and operated business that has been providing guided whitewater rafting trips for over 20 years. The service offers a variety of rafting options, including Class II and Class III rapids. The guides are experienced and knowledgeable about the local rafting scene.

M.S. Space and Rocket Center
The M.S. Space and Rocket Center is a museum that is dedicated to the history of space exploration. The museum features a variety of exhibits, including artifacts, photographs, and documents. The museum is open to the public and offers a glimpse into the lives of the people who lived in the area during the early 20th century.

Woodlands State National Scenic River
The Woodlands State National Scenic River is a scenic river that has been designated a National Scenic Area. The river is known for its beautiful scenery and is a popular destination for outdoor recreation. The river is open to the public and offers a variety of activities, including fishing, boating, and hiking.

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America's Tennessee River Valley
THERE IS AN ADVENTURE TO BE DISCOVERED

TOUR ITINERARIES
Virginia, Georgia, North Carolina, Alabama, Kentucky, Mississippi and Tennessee

The Tennessee River Valley Stewardship Council

MARKETING AND PROMOTIONS: PRESS

CISION
PROMOS

HOME NEWS CENTER BLOG

United States

LOGIN

CREATE A FREE ACCOUNT

FRONT PAGE ARTS BUSINESS EDUCATION ENVIRONMENT GOVERNMENT INDUSTRY LIFESTYLE SPORTS TECH MORE ▾

Monday, April 23, 2018

RSS

Email Newsletters

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Food Festivals Offer Tasty Trips to Tennessee River

The food festivals of the Tennessee River Valley offer delicious opportunities to explore how food has shaped local culture. From the pungent ramps of the Appalachian Mountains to the delectable country ham in the western region, visitors have a lip smacking, good time discovering the historic specialties of these charming, small towns.

PARIS, TENN. (PRWEB) MARCH 30, 2018

Food Festivals offer Tasty Trips to Tennessee River

It's festival time in the Tennessee River Valley, and nothing offers a more lip smacking, traditional experience than events that celebrate local cuisine, many of which are featured online on TennesseeRiverValleyGeotourism.org, a site dedicated to authentic experiences along the Tennessee River.

The word "cuisine" may seem a little uppity for affairs that tout foods such as cornbread, ramps, catfish or ham, but these storied staples of the Appalachian Mountains have paid their dues. They now appear in the kitchens of celebrity chefs from New York City to Los Angeles. Their beginnings, however, were less than glamorous.

Long before European settlers sought farming advice from Native Americans, these indigenous people were cultivating, preserving and cooking with vegetables such as corn, beans and squash. As time passed, these foods were adopted by the colonists and pioneers. Many of the recipes were adapted as these individuals moved west into the Appalachian Mountains, which border the eastern edge of the Tennessee River Valley.

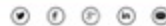
Early settlers probably thought they had created something special when they came up with johnnycakes, a mixture of corn flour, water and eggs, but Native Americans had been making similar bread recipes for millennia. If these two groups could take part in the [National Cornbread Festival](#) in South Pittsburgh, Tennessee, they would see how far their humble creations have come. The 2017 winning recipe, Cornbread Cuban Sandwiches with Mojo Sauce is a far cry from a johnnycake. Still, it includes corn, buttermilk and a few other items that would have been familiar to mountain dwellers.

Cornbread isn't the only cuisine that residents of the Valley put on a pedestal. For generations, spring in the mountains has signaled ramp gathering, another food that was highly prized by Native Americans. Later, settlers survived, in large part by what the mountain forests offered, from fruits to nuts to ramps. Sometimes described as a cross between a spring onion and a garlic clove, ramps were the first plant to produce in the spring and were thought to help thin the blood after the cold winter months. Eaten both raw and fried, they are a delectable addition to beans, salads, eggs, potatoes and more. Attendees of Ball Play Ruitan Ramp Festival in Tellico Plains, Tennessee or the [Polk County Ramp Tramp Festival](#) in Reliance, Tennessee can enjoy plenty of ramps along with their traditional companions of soup beans or pinto beans, fried potatoes, streaked meat and cornbread. Visitors are lured by the delicious dinners, but the live mountain music and local crafts are as enticing as the food.

As good as ramps and cornbread are, for some folks it takes a tasty mess of fish to complete a dinner. The Cherokee of the Valley used several methods to catch their meals, including the fishing weir, a trap constructed of stones that channeled fish downstream into a basket. Today, most fishing is not for subsistence, but rather for recreational purposes, and its devotees are passionate.

The Tennessee River offers anglers everything from bass to crappie to bream and more, but in Paris, Tennessee, catfish is king. To illustrate their enthusiasm for this whiskered species, locals serve more than six tons of tasty, fried filets during the [World's Biggest Fish Fry](#). A grand parade, rodeo, catfish races and other activities create non-stop fun throughout the last 5-6 week in April.

Share Article



Contact Author

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Email >

VISIT WEBSITE

PRWeb- Reaching Influencers
20 press releases issued between
July 1, 2019 and June 30, 2020.

Topics included:

- RVing and Exploring Wide Open Spaces
- The Dream of Catching a Triple-Digit Fish
- Tis the Season for Holiday Shopping
- African-American Heroes in the TRV

Date:

- ✓ Average Potential audience- 30 Million
- ✓ Average pick-up by media sources- 100
- ✓ Average views and hits: 3000
- ✓ Average reach- US, Canada, International (Germany, UK, India,)
- ✓ Influencers following us- 365
- ✓ Atlanta, National Geographic, World Wildlife Federation, NEEF, National River Travel, local media, South Arts, Conservation Fund.
- ✓ Explore Tennessee River Valley has an influence rating of 63 (out of 100). This is up from 61 in 2019.
- ✓ Value of campaigns: 49K reach, 847.1K impressions, a .57% engagement rate, and an EMV of \$11K. (The EMV is what this content would have been worth had it been paid advertising.)

The Tennessee River Valley Stewardship Council

MARKETING AND PROMOTIONS: PRINT



Photo credit: www.ExploreLakeGuntersville.com

Connected by the Rivers.
To put your hands in a river is to feel the chords that bind the earth together.— author Barry Lopez

In This Edition

Dear Angie,

Water sustains and connects all of us in so many ways.

When the first settlers came to the Tennessee Valley, they came for the abundance of rich—fertile bottomlands for farming, lumber to build and heat homes, wild game to fill their winter larder, and water, the most necessary of elements for human survival.

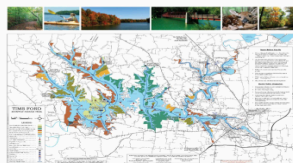


Today, these same abundances draw people to the Tennessee Valley. The rich recreational assets are destination experiences for outdoor enthusiasts. By the numbers, the region boasts seventeen National Park Service units, forty-six lakes, and seventy-plus rivers, all providing a bounty of outdoor, cultural, and heritage activities to experience.

This month's edition is dedicated to the paddlers we met at Canoecopia and our readers who understand the importance of water to our good health. We are sharing some of the best paddling trails to explore; checking in on the progress of the Cumberland Trail, talking southern biscuits and grits, and getting to our roots by honoring strong women who have made their impact on the region through their music.

In the Tennessee Valley, there is a bounty of riches to explore!

14 Water Trails you want to Paddle in 2021 by Mark Engler



The Tennessee River Valley's sprawling system of "great lakes" is fed not by one, but by numerous great rivers that gather in the rugged highlands of the Appalachian Mountains and Cumberland Plateau. Waterways throughout the region offer ample opportunity for flat water and smooth-current paddlers to enjoy some of the best

Developed in association with NATIONAL GEOGRAPHIC

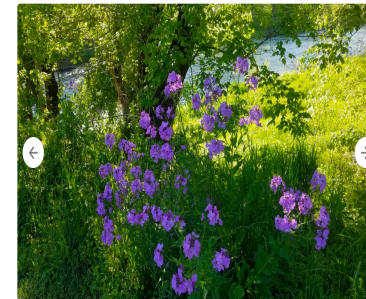
About Events Map Explore More Add Places Log In

TENNESSEE RIVER VALLEY

PLACES ACTIVITIES LODGING TRIP PLANS Q

New Thinking, New Design for Newest Virginia State Park

Tennessee Valley Stories



The dawning of spring this year didn't bring with it a typical sense of promise and resurgence.

But while COVID-19 has darkened the tourism economy's skies in the shorter term, there's still a spirit of optimism and hope for the visitor-services sector's future in communities along the Clinch River in Southwest Virginia.

No strangers to rough economic waters, the once thriving communities throughout the region have been fighting job loss and out-migration the past few decades as the historically mighty coal and lumber industries have dwindled to shadows of their former selves.

But the Heart of Appalachia region is also home to vast beauty that fosters a stubborn optimism, proud independence and pragmatic adaptability of a sort that living among rugged mountains and winding, woods-enveloped rivers can singularly inspire.

Gliding through the heart of the remote Virginia environs known as the Heart of Appalachia is one extraordinary river special even for a realm of the country overflowing with special places.

The Clinch River rises in Tazewell County and flows for more than 130 miles along a southwesterly course past Russell, Wise, and Scott counties before crossing into Tennessee en route to Norris Lake. It's widely considered the most biologically diverse river in North America, and one of the richest habitats for freshwater mussels on the planet.

The Tennessee River Valley Stewardship Council
CCC- COVID, CONSERVATION, CONNECTING

#RecreateResponsibly <https://www.recreateresponsibly.org>

In 2020, COVID changed the landscape of tourism.

Focused on drivable vacations

Social distancing

Recovery opportunities for metro regions (headlines of stories)

Conservation- Launched a secondary site trvstewardshipcouncil.org (we have stories and headlines)

Sustainable Travel- COVID Impact and outdoor visitation

Water and land stewardship

Connecting with motivated travelers-<https://tennesseerivervalleygeotourism.org/explore-more>

FAMS and story blogs

Virtual Travel Shows



GEOTOURISM ECONOMIC DEVELOPMENT: CASE STUDY



Joppa Mountain Pottery

TOURISM BOOSTS SMALL BUSINESSES

Rutledge, Tennessee- Family-owned business- 2 employees

Known for stoneware and raku pottery, Joppa Mountain Pottery's award-winning work has been featured several times on HGTV and PBS. It has a growing reputation with collectors and galleries worldwide.

Challenges-

- Geographic location is off a rural road and no easy access from a major road.
- Grainger County, TN has a budget of less than \$1000 to market tourism.
- No website. Broken link on the state website. No paid tourism staff to correct.
- Small business with no funds to market via print or digital. Marketing is word of mouth, Facebook, ETSY.

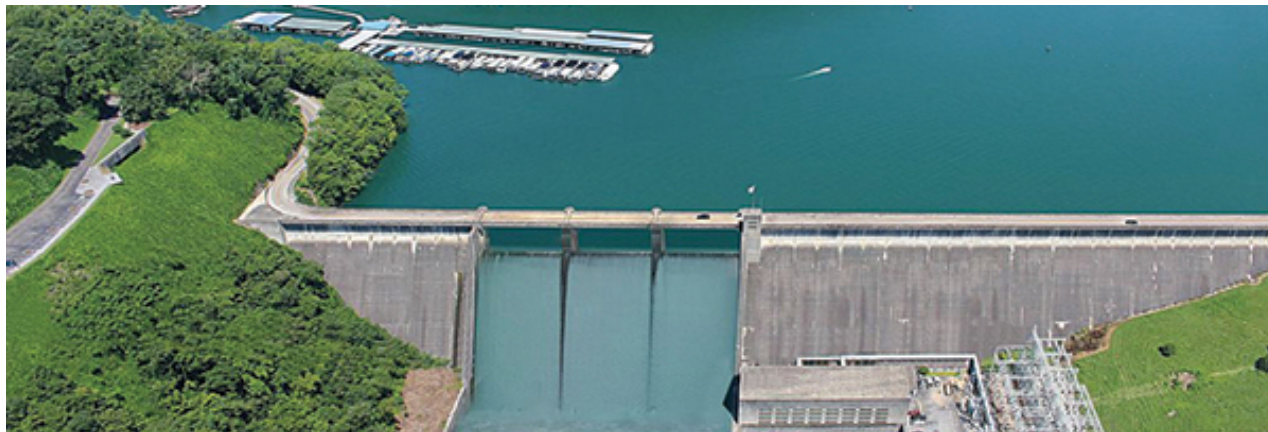
TRV Geotourism Benefits-

- The owners can manage their nominations and refresh with information, events, and pictures as needed. A narrative can be built. This also brings the nomination to the top of the site.
- Provides geographic relationships. What's nearby to do, see, grab a meal, or a place to stay.
- Provides direct contact information for visitors to take action.
- Power of SEO and SEM with a larger brand. Increased visibility and higher page 1 listings.
- Ability to promote events on a larger platform to a broader market.
- Most visits are organic. Visits to a specific page are motivated leads for that attraction.
- Partners can use the "Nat Geo Destination" badges on their websites.

GEOTOURISM ECONOMIC DEVELOPMENT: CASE STUDY



Wilder coal camp, 1942, FDR Presidential Library



ONCE WAS THE LARGEST COAL PRODUCING COUNTY IN TENNESSEE

TRANSITIONING COUNTY: COAL TO TOURISM

Norris Lake, Campbell County, Tennessee

- Designated an ARC Distressed Area with average per capita income of \$13,301 and 22.8% living below poverty line.
- Tourism boom centered around Norris Lake created by TVA dam helping area expand economic base.
- Natural assets: Norris Lake, 4 state parks, 2 wildlife management areas, 11 marinas, an annual private investment of \$3.5 million, and more than \$57million in sales for the Royal Blue Trails Complex.



GEOTOURISM ECONOMIC DEVELOPMENT: CASE STUDY



INGALLS SHIPYARD, 1942



REDEVELOPMENT OF ABANDONED INGALLS HARBOR SHIPYARD INTO

INGALLS HARBOR AND EVENT CENTER

Wheeler Lake, Decatur, Alabama

- Features 10-boat wide launch ramp. Has hosted major fishing tournaments from BASS, FLW, Crappie USA.
- Features a 27,000-square foot multi-purpose pavilion that more than doubled the city's capacity for hosting large gatherings.
- Spurred development of a new hotel on the riverfront, and event, restaurant, and retail business development in downtown Decatur.



INGALLS HARBOR MASTERPLAN



GEOTOURISM ECONOMIC DEVELOPMENT: CASE STUDY



\$15 MILLION DEVELOPMENT SCHEDULED TO OPEN IN 2022

CITY HARBOR DINING & ENTERTAINMENT

Lake Guntersville, Guntersville, Alabama

- 55,000 Square feet of restaurants, entertainment venues, and available business space.
- Dallas-Fort Worth Developer Patrick Lawler said he believes the City Harbor development will generate more revenue to the area.
- Local City Council expands project to include short-term rental condos.



The Tennessee River Valley Stewardship Council
A STORY WORTH TELLING



EXPLORE MORE

AMERICA'S TENNESSEE RIVER VALLEY
WWW.TENNESSEERIVERVALLEYGEOTOURISM.ORG

Thank You for Your Interest in the Tennessee River Valley and The Tennessee River Valley Stewardship Council.
To join the TRVSC, please contact Julie Graham at 865-585-0811 or tennesseerivervalleymapguide@gmail.com.



Nominate a Place to the MapGuide

Help tell the story of what is special about this place. Nominations open now!

Nominate at: www.tennesseeivervalleygeotourism.org