

Midwest Travel

JOURNALISTS ASSOCIATION

MAY • 2019
POST-CONFERENCE OPTION

visit
knoxville
TENNESSEE



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May 4, 2018

Dear MTJA Board of Directors,

I would like to personally thank you for considering Knoxville to host the Midwest Travel Journalists Association 2019 Post-Conference Option. We're pleased to partner with Pigeon Forge as your host destination, along with Chattanooga as your Pre-Conference Option. There isn't a better time to host an event here in East Tennessee as great things are happening throughout the entire region.

As the official Convention & Visitors Bureau for the City of Knoxville and Knox County, we know our destination will be the perfect surroundings to complete a perfect stay in East Tennessee. There's something for everyone – beautiful historic homes for the history buffs, live music in a variety of venues, over 1,000 acres of dedicated wilderness for outdoor enthusiasts, and a vibrant walkable downtown with culinary and craft beer options galore.

In the coming year Knoxville will celebrate the opening of new hotels, more restaurants and breweries, attraction expansions, new trails and outdoor opportunities. Let us share with you all the ways #knoxrocks!

Sincerely,

Kim Bumpas

Kim Bumpas
President, CDME, CMP



*Itinerary may be modified based on availability and interest of attendees

SUNDAY, MAY 12

Midwest Travel Journalists Association POST-CONFERENCE OPTION MAY 2019

Depart Pigeon Forge

Transportation will be arranged for the group; relax and enjoy the ride.

Arrive in Knoxville

Check into hotel, freshen up and get ready for a day out on the town.

Live Music and Lunch at Visit Knoxville

WDVX brings back the Knoxville tradition of a downtown midday radio show with the Blue Plate Special. This free, live program takes place Monday-Saturday at noon at the WDVX Studios at the Visitors Center. Known primarily for Americana and Bluegrass, the Blue Plate welcomes a variety of performers from around the world.

Lunch from Sweet P's Downtown Dive Barbeque

Specializing in the art of slow cooked and smoked barbeque, your taste buds won't know what hit them.

A Visit to the Sunsphere

Learn about the 1982 World's Fair and get a bird's eye 360° view of downtown from the 4th Floor Observation Deck.

Knoxville Museum of Art

Explore the rich visual culture of East Tennessee and the region's connections to the wider currents of international art. Attractions include Richard Jolley's Cycle of Life, one of the world's largest figural glass and steel installations, one of the world's largest figurative glass and steel installations.

Explore Gay Street & Market Square

Knoxville boasts a vibrant downtown with a variety of unique entertainment, shopping and dining options in and around Market Square. This ever-changing landscape is home to outdoor concerts, festivals and more. A number of local restaurants dot the landscape offering everything from southern-style cuisine to steak and sushi. From fine dining to savory sandwich shops, Knoxville offers a full menu of dining. Downtown is home to a number of local breweries as well, and the best part? Everything is within walking distance of some of the finest hotels in the area.

Dinner at Chivo Taqueria

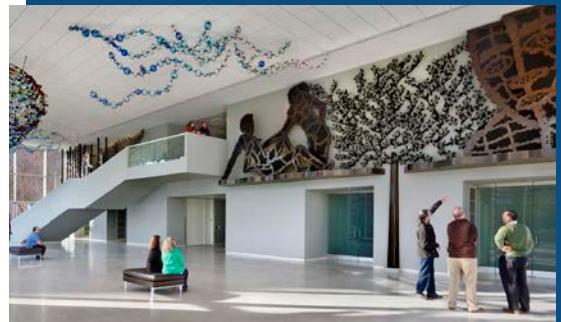
Gourmet tacos & an extensive tequila menu offered in a dark, rustic-chic tavern with a trendy vibe.

Bowling at Maple Hall

An 11 lane spirited bowling experience in the heart of downtown featuring a full-service bar, small plates, cozy lounge areas, a live stage, and a private VIP room.

Dessert at Coolato Gelato

Knoxville's downtown gelateria featuring funky flavors and old favorites alongside panini, Illy Espresso, and other Italian pastries.



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MONDAY, MAY 13



Breakfast at Wild Love Bakehouse

Named the Best Bakery in the US by Afar Magazine, baked goods are taken to another level at this coffee shop in North Knoxville.

Explore East Tennessee History Center

The Center houses the McClung Historical Collection, a premier genealogical research library and the Museum of East Tennessee History, a regional history museum covering 300 years – from the Cherokee and pioneers to Civil War divisions, country music, women's suffrage, the hillbilly stereotype and more.

Tour at Tennessee Theatre

Go behind the scenes of this gorgeously restored, state of the art historic theatre, now celebrating its 90th anniversary. Broadway shows, live music, classic films, comedy, and more await you at Knoxville Grand Entertainment Palace. The theatre is honored as the Official State Theatre of Tennessee and listed on the National Register of Historic Places.

Lunch at Balter Beerworks

A once abandoned service station transformed into a one-of-a-kind craft beer and dining experience all about craft, local, and creativity.

Ijams & Navitat

Catch your thrills on a tree-based zipline adventure park! Six different "adventure trails" are rated for difficulty, ranging from easy to accomplished to more difficult. Each adventure trail is made up of 10 to 12 elements – including ziplines, bridges, elevated tunnels, balancing challenges, rolling barrels, and climbing nets -- just to name a few. Choose your adventure and enjoy a truly unique experience in the treetops. Have no fear; for the less adventurous among us, Ijams Nature Center has plenty of beautiful walking trails including a boardwalk path along the quarry to explore.

Return to hotel and freshen up

Glass Blowing and Beer Tasting at Pretentious Glass Co.

Make your own customized beer glass with the help of some of the best glass artisans in their field. Currently the only place in the world where one can sample their way through craft beers made on site, in glassware hand-blown on site.

Dinner at Lonesome Dove

Chef & Owner Tim Love has designed a menu influenced by all the ingredients and cultures of the West with modern sophistication.

TUESDAY, MAY 14

Depart Knoxville

Transportation to be arranged individually.



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now

then



KNOXVILLE

America Concentrated in One Spot

Knoxville isn't used to the spotlight. For years, the city kept a low profile, happy to defer to its regional attractions, the Smoky Mountains and the area's large, picturesque lakes. Those are major amenities for residents and visitors alike. But the city itself, now 227 years old, has a rich and surprising history. Although its story reflects its region, in many respects, Knoxville is America, concentrated in one spot.

Knoxville is home to the large flagship campus of the University of Tennessee, one of the nation's oldest state universities. Besides higher education and research, UT provides a professional theatrical troupe, diverse museums, and a diet of visiting speakers and musical events--not to mention Neyland Stadium.

However, Knoxville's a good deal more than a college town. Founded by the George Washington administration as the capital of the new Southwestern Territory, Knoxville witnessed the birth of Tennessee and was, for more than 20 years, the 16th state's first capital.

The long-delayed arrival of railroads in the 1850s made Knoxville important again--just in time for the Civil War, which divided the city along complicated and ever-shifting lines. A weeks-long Confederate siege finally failed in November, 1863, with a desperate charge against Union Fort Sanders.

Reborn as an industrial city, friendly to investors from the North and the South, as well as immigrants from several European countries, Knoxville became a city of furnaces and mills, creating products of iron, lumber, grain, and textiles.

The buildings of downtown, many of which date from the Gilded Age, tell the story of a thoroughly American city. Market Square, founded in 1854, has served the same purpose--a farmers' market--with an array of associated purposes, including residences and evening attractions, for more than 160 years. A few blocks away is the Old City, a preserved 1880s industrial and entertainment district. Between the two is Gay Street, which dates back to the 1790s, but includes East Tennessee's tallest skyscrapers. It was named one of the Great Places in America by the American Planning Association. Among Gay Street's attractions is the Museum of East Tennessee History, the Emporium art center--and, extraordinary for a city of almost any size, two renovated historic theaters, the Bijou and the Tennessee, representing different eras and busy with live shows every week.

Annual festivals like Rossini Festival, America's only festival for the Italian opera composer, and the Big Ears Festival, an international celebration of groundbreaking new music, honor a deeper heritage.

If not as celebrated for music as some other Tennessee cities, Knoxville played an important role in the development of popular music for more than a century. Knoxville's known as the Cradle of Country Music, due to its role in nurturing the early careers of Roy Acuff, Chet Atkins, Flatt & Scruggs, Dolly Parton, and several other major figures. However, Knoxville is also home to the oldest symphony orchestra in the South. And, through figures like blues innovators Brownie and Stick McGhee and influential harmonists the Everly Brothers, Knoxville played a role in the dawn of rock'n'roll.

Knoxville helped spawn the Great Smoky Mountains National Park movement, and some of that park's earliest advocates left a legacy here in town. Ijams Nature Center, a focal point of Knoxville's Urban Wilderness, is an astonishing urban attraction that's perhaps unique: a diverse sanctuary of 300 acres along the river, embracing reclaimed century-old marble quarries that seem like pristine wilderness.

The Tennessee Valley Authority, founded in 1933 as an internationally famous part of Roosevelt's New Deal, made Knoxville a center in planning, architecture, and conservation, attracting intellectuals who while they were living here made major contributions to the national environmentalist movement.

Through TVA and nearby Oak Ridge National Lab, Knoxville became a center for energy research which made it seem a natural for the energy-themed 1982 World's Fair. It attracted 11 million people from around the world and left Knoxville with an unusual space which has been reborn with World's Fair Park, the Knoxville Convention Center, Knoxville Museum of Art and the iconic Sunsphere.

Then and now, Knoxville, Tennessee is exactly what people declare it to be... a hidden gem. The pure walkability of Market Square, the heart of downtown, allows people to explore the city and discover vibrant murals, local music, historic sites, art museums and more. Just three miles from downtown, lies Knoxville's Urban Wilderness, featuring over 50 miles of trails, a nature center, the Tennessee River and quarry lakes for hiking, biking, paddling, birding and trail running. Just save room for dinner. Knoxville is emerging as one of the best culinary and craft beer towns in the Southeast, and we're home to a few stops on the Tennessee Whiskey Trail. With its sophisticated mix of culture and cuisine, served up with genuine hospitality, Knoxville will surprise you.

