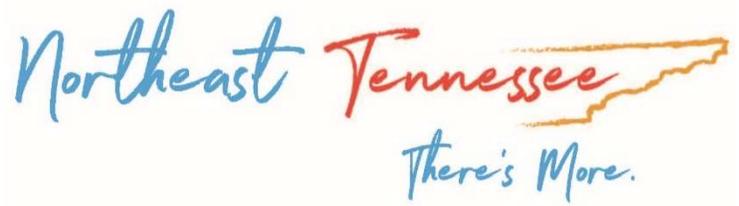


Northeast Tennessee Tourism Association
3211 North Roan Street
Johnson City, TN 37601
423.262.0238
tourism@northeasttennessee.org
NortheastTennessee.org



Northeast Tennessee Tourism Association Named Destination Marketing Organization of the Year

The Northeast Tennessee Tourism Association (NETTA) was recently named the state's Destination Marketing Organization of the Year by the Tennessee Hospitality & Tourism Association. The honor took place during the Stars of the Industry Gala at the Music City Center in Nashville as part of the Tennessee Governors Conference on Hospitality & Tourism Sept. 4-6, 2019.



Alicia Phelps accepted the award on behalf of NETTA from TNHTA President and CEO Rob Mortensen and Chairman of the Board Wayne Tabor.

The organization's Executive Director Alicia Phelps accepted the award on behalf of NETTA.

"This is the first time we've received an award of this magnitude and it speaks volumes about the story we tell and the destination in which we live," Phelps said. "The Northeast Tennessee Tourism Association has had a really big year with several new endeavors that reach audiences across the globe, as plans are underway for additional projects and campaigns. Folks are starting to pay attention to tourism as a major economic engine, and we're excited to be part of those regional efforts."

Recently, NETTA orchestrated an Amazon Prime outdoor travel show that is now visible to more than 46 million people worldwide. The regional organization also annually produces a popular magazine and visitor guide, while encompassing a digital reach of 5.4 million people in local and out of market segments. NETTA recently partnered with East Tennessee State University to offer a new professional certification dedicated to hospitality and tourism related workforce development.

During the past three years, NETTA has seen a 40% increase in memberships, a 176% increase in net assets, and has increased website visits (northeasttennessee.org) by 1,803%. While operating with a minimal budget and one full-time employee, NETTA is the true sense of a resourceful and responsible nonprofit destination marketing organization that exhibits a major impact to the communities and state in which it serves.

Tourism is the second largest economic driver in Tennessee, with Northeast Tennessee generating more than \$877 million in direct tourist spending, more than \$189 million in payroll while employing nearly 6,900 people, and generating more than \$26 million in local sales tax receipts annually.

The Northeast Tennessee Tourism Association, chartered in 1977, is a non-profit tourism agency that serves and supports Carter, Greene, Hancock, Hawkins, Johnson, Sullivan, Unicoi, and Washington counties, as well as portions of Southwest Virginia. The organization also serves as one of nine statewide regional tourism organizations recognized by Tennessee Department of Tourist Development.

###