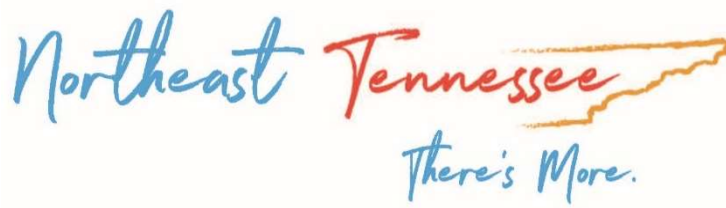


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Northeast Tennessee Tourism Honors Top Performers During 23rd Annual Pinnacle Awards

The Northeast Tennessee Tourism Association honored the tourism industry's top performers Thursday, June 25 during the 23rd Annual Pinnacle Awards at the Johnson City Country Club.



Presented by Bristol Motor Speedway and produced in partnership with the Tennessee Department of Tourist Development, Tennessee Commissioner of Tourist Development and Director of the Economic Recovery Group Mark Ezell was on hand to deliver the keynote address as the top performers who contribute to tourist related community and economic development in the Northeast Tennessee and Southwest Virginia region were honored. The organization saw more than 53 entries in categories for Marketing, Advertising & Promotions, Public Relations, as well as Best New Event, Best Sports Event, Festival of the Year, Adventure Tourism and individual achievement awards such as Partner of the Year, Rising Star, Volunteer, Hospitality Leader and Tourism Leader of the Year. Bristol Motor Speedway's Logan McCabe was also honored with a Lifetime Achievement Award.



Ranked by a panel of judges within the tourism and advertising industry associated with the Southeast Tourism Society, Pinnacle Awards were given to the top entry in each category.

The event also hosted graduates of the Hospitality & Tourism Certificate program in partnership between East Tennessee State University and Northeast Tennessee Tourism Association.

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 more than 6,800 people, and generating more than \$26 million in local sales tax receipts annually.

The Northeast Tennessee Tourism Association was named the state's 2019 Destination Marketing Organization of the Year with a mission is to serve as a catalyst to enhance regional economic and community growth through the promotion and development of tourism. The organization was chartered in 1977, is a non-profit tourism promotion and agency that serves and supports Carter, Greene, Hancock, Hawkins, Johnson, Sullivan, Unicoi, and Washington counties in Tennessee, as well as portions of

Southwest of Virginia.

Pinnacle Awards were given to the following projects, events and individuals:

Festival or Event of the Year

Tell It to Me: The Johnson City Sessions 90th Anniversary Celebration
ETSU Center for Appalachian Studies

Meet the Mountains Festival
Northeast Tennessee Regional Economic Partnership

Best New Event

Long Trip Home Community Play
McKinney Center

Best Sports Event

Tennessee Big Shots Benefiting Niswonger Children's Hospital
Visit Kingsport

Attraction of the Year

Dickson-Williams Mansion

Hands On! Discovery Center

Best Marketing Campaign

Sharkation 2019 featuring Sammy the Shark
Greene County Partnership Tourism

Long Island Iced Tea
Visit Kingsport

Best Public Relations Campaign

2nd Annual High Tops to High Heels
Greene County Partnership Sports Council

Round Three of the Long Island Iced Tea Battle
Visit Kingsport

Advertising and Promotions: Brochure or Guide

Find Your Farmers Market Map
Appalachian Resource Conservation & Development Council

Visit Kingsport Visitors Guide

Advertising and Promotions: Rack Card

Lyrics on the Lawn
Main Street Greeneville

Advertising and Promotions: Print

Johnson City Sessions Poster
Visit Johnson City

Advertising and Promotions: TV Commercial

Rewind in Time
Main Street Jonesborough

Advertising and Promotions: Long Video

We're Going on a Farm Tour!
Appalachian Resource Conservation & Development Council

Advertising and Promotions: Long Video

Bristol Rhythm & Roots Reunion 2019 Recap
Birthplace of Country Music

Advertising and Promotions: Short Video

Ken Burns on the Birthplace of Country Music Museum
Birthplace of Country Music

Advertising and Promotions: Social Media Campaign

Shop Small Social Media Campaign
Main Street Jonesborough

Partnership Award

General Morgan Inn and Niswonger Performing Arts Center

Adventure Tourism Award

Rob Cole

Rising Star Award

Jenna Moore

Volunteer of the Year

Cristy Dunn

Hospitality Leader of the Year

Steve Bales

Tourism Leader of the Year

Leah Ross

Lifetime Achievement

Logan McCabe

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