



state of nwttta

2024 - 2025
Continuing Connectivity



mission



The mission of NWTTA is to serve as a catalyst to enhance regional community and economic growth through the promotion and development of the tourism industry.

board



Alan Laderman
Weakley County



Anna Anderson
Dyer County



Brad Thompson
Weakley County



Brad Hurley
Carroll County



Brianna Roser
Dyer County



Justin Raus
Benton County



Krista Revelle
Crockett County



Lindsay Theobald
Obion County



Lorie Matlock
Benton County



Lynn McKa
Henry County



Monica Heath
Carroll County



Nathan Reed
Gibson County



Sandy Moss
Gibson County



Scott Williams
Obion County

2023
ANNUAL TOURISM
impact

\$16+
MILLION
in **State Tax**
Collections

OVER
\$301
MILLION
in **Direct Visitor**
Spending

\$11+
MILLION
in **Local Tax**
Collections

Average Tax Savings

\$288

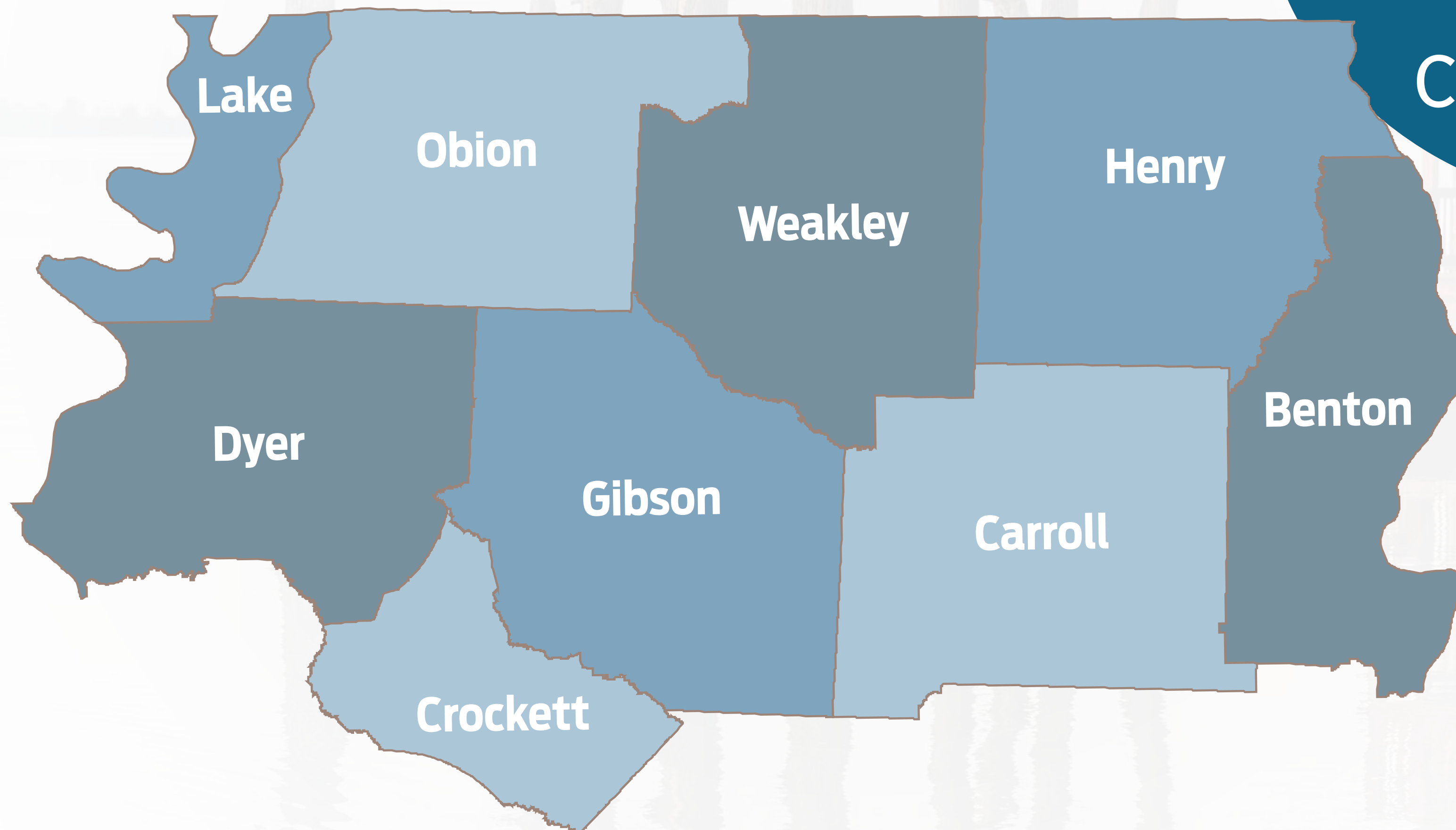
per household

*generated from visitor spending
in the Northwest Region in 2023*



2024 - 2025 IN numbers

9
counties



54
members
+ partners

Abbotts Print Shop
Farm Bureau Insurance of Tennessee
Gibson Electric
L.I. Smith & Associates
Total Tech Solutions
VRL Hotels 2 LLC

Adelsberger Marketing
Benton County Chamber of Commerce
Birdsong Drive-In Theater
Birdsong Resort / TN River Pearl Farm
Blake's Southern Milling
Blue Bank Resort
Boyettes Resort
Brad Hurley
City of Dyer
City of Martin
City of Milan
Discovery Park of America
Downtown Consulting
Dyer County Chamber of Commerce
Greater Gibson County Chamber
Green Acres Farms
Green Frog Farm Cabins

Hampton Inn of Paris
Herrell Family LLC / Vantage Coffee, Higher Ground
Hometown Hangout
Humboldt Chamber of Commerce
Jam's Coffee & Ice Cream
Lenox Events & Golf Co.
Local Street Cookie Company
Mallards Restaurant
McKenzie Chamber & Industrial Dev. Board Chamber
Milan Chamber of Commerce
Obion County Chamber of Commerce
Obion County Tourism Committee
Paris Landing / KY Lake KOA
Paris Station
Reelfoot Arts & Crafts Festival
Reelfoot Tourism Council

Ruth's Q
Sammies
Sandy Creek Farms
Southland Safari
Southshore Resort and The Boat House Restaurant
Sportsman Resort
Tennessee Safari Park
The Breakers Marina
The City of McKenzie
The City of Newbern
The Dixie Performing Arts Center
The Grind Mac & Cheese Burger Bar
The Lodge at Paris Landing
Weakley County Chamber of Commerce
Woodfire Pizza Kitchen

7
events +
initiatives



Northwest TN Legislative Breakfast

NORTHWEST TENNESSEE CORNERSTONE TOURISM AWARDS



Short Term Rental Workshop

June 16
5:30–8:30 p.m.

Martin Event Center
89 Central Street, Martin TN 38237

Free to Attend
Registration Required

Info: kasey@nwtntourism.com

If you are new to renting out your property, or interested in getting started, this workshop is for you! Learn the basics and hear from experts on how to make the most of your investment.

TENNESSEE
SOUNDS PERFECT

Northwest Tennessee



2024 - 2025 IN
numbers



McKenzie Rotary Club

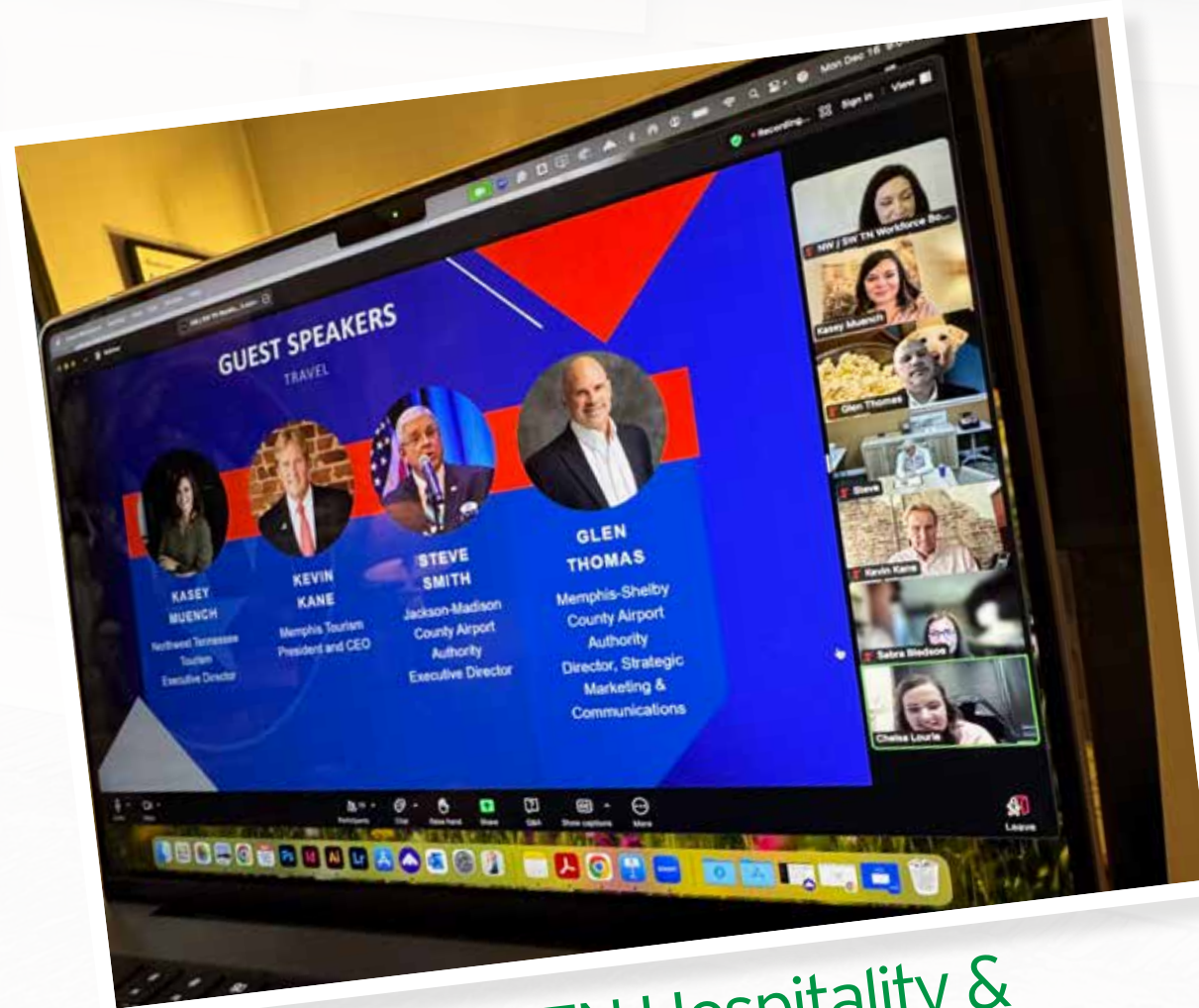


Martin Business Association



Gibson County Leadership

5 speaking opportunities



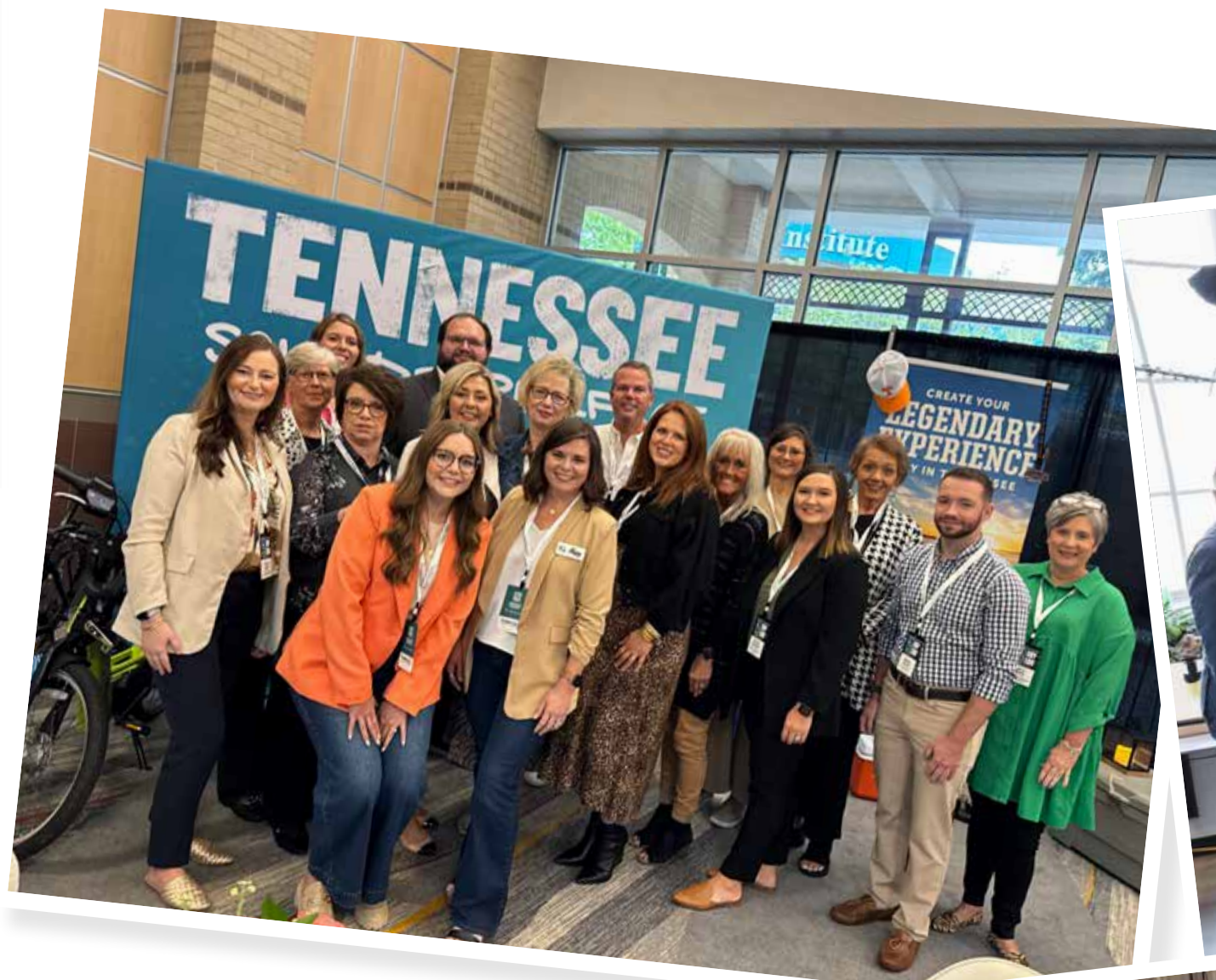
West TN Hospitality & Tourism Taskforce Webinar



WestStar Tourism Panel

5
legislator
meetings





4

conferences +
professional
development



2024 - 2025 IN
numbers

4
marketing
milestones



2024 - 2025 IN
numbers

66,000+
Print Requests
since launch in
January 2025

13,000+
Online Requests
since launch

WEST

GRACIOUS SERVINGS

West Tennessee is full of good eats, from smoked brisket to fried catfish to steaks cooked to perfection. These local favorites are sure to have selections that the whole family will enjoy.

Blake's at Southern Milling, Martin

Blue Bank Fish House & Grill, Hornbeak

Boyette's Dining Room, Tiptonville

Chopping Block Ranch, Dresden

Grecian Steakhouse, Dyersburg

Mallard's Restaurant, Huntingdon

Rachel's Diner, Humboldt

Rocky Ridge (PIT), Camden

The Family Table, Henry

The Hearth Restaurant, Martin



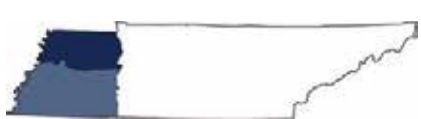
Discover Tina's Hometown

Featuring the
Tina Turner Museum
Bluesman "Sleepy" John Estes Home
West TN Music Museum
and so much more...



70 Request additional local information for free. See card on page 122.

NORTHWEST



CAMDEN



The Patsy Cline

A monument stands on country music stars Pat Hawkshaw Hawkins and tragically lost their lives Mar. 5, 1963. 2082 Mour 731-584-8395, bentoncc

MARTIN



Historic Downtown

Discover Historic Downtown upscale boutiques, unique recognized restaurants, Enjoy vibrant events and year-round. 410 S. Linde cityofmartin.net/visitma

PARIS



Eiffel Tower Park

Showcasing a 60-foot Eiffel Tower replica the 12th-tallest replica in the world. The park boasts swimming disc golf, paved trails, playgrounds. 1020 Maur 731-644-2517, paristn.g parks-recreation/parks

TIPTONVILLE



Reelfoot Lake Tiptonville, TN

This natural wonder is a site to see throughout the year. Enjoy camping, bird and wildlife events and local dining on the water at Blue Bank Fish House & Grill and The Boat House Restaurant.



Northwest Tennessee
Come to Our Corner

nwntourism.com
follow us f @ d
nwntourism



Request additional local information for free. See card on page 122. 71

WEST

4 marketing milestones



30,000
Guides Printed

10
Distributed in
10 TN Welcome
Centers

60

Guide Request



4
marketing
milestones

StyleBlueprint Online Article



SPONSORED

5 Tennessee Vacations the Whole Family Will Love

Discover the best family-friendly getaways in Tennessee, where outdoor adventure, rich history, and delicious culinary treats create unforgettable memories for all ages.

Image: Visit Lawrenceburg

by KATE FEINBERG

Published on February 20, 2025

SAVE

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SB StyleBlueprint

5 Tennessee Vacations the Whole Family Will Love

Co-op Sponsored Article Campaign Report
Northwest Tennessee Tourism – Updated May 2025

StyleBlueprint & Northwest TN Tourism: Co-Op Article Campaign

Co-op Sponsored Article Name	Total Page Views (Guarantee: 10K by February 2026)	Total Impressions (Guarantee: 3M by February 2026)
5 Tennessee Vacations The Whole Family Will Love	8,304	2,507,135



5 Tennessee Vacations the Whole Family Will Love

Discover the best family-friendly getaways in Tennessee, where outdoor adventure, rich history, and delicious culinary treats create unforgettable memories for all ages.

Image: Visit Lawrenceburg

by KATE FEINBERG

Published on February 20, 2025

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This article ran in 2 daily emails and will be included in 4 additional daily emails

2024 - 2025 IN
numbers

4
marketing
milestones



Reelfoot Lake
Southshort Resort



The Grind Mac & Cheese
Burger Bar



Crown
Winery



Eiffel Tower
Splash Park



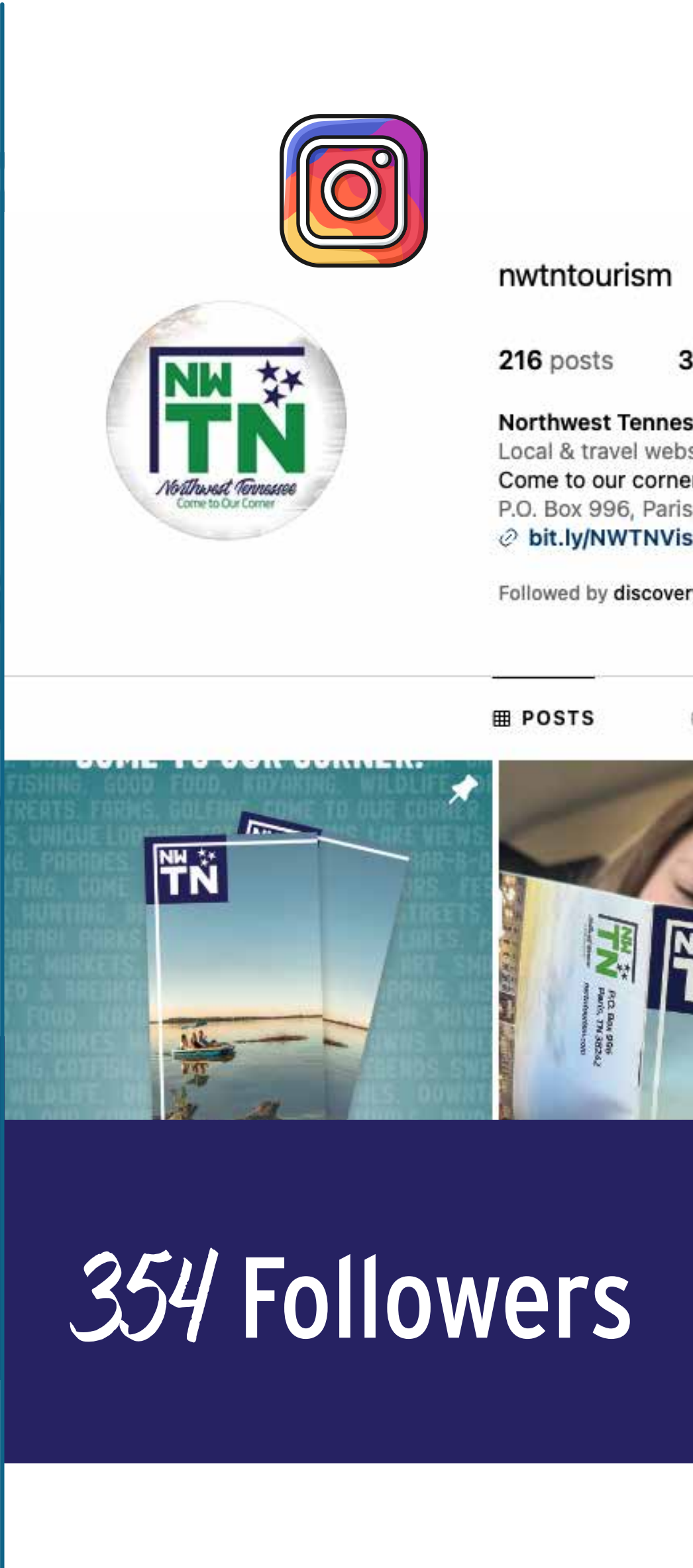
Southland Safari
Cabins & Tours



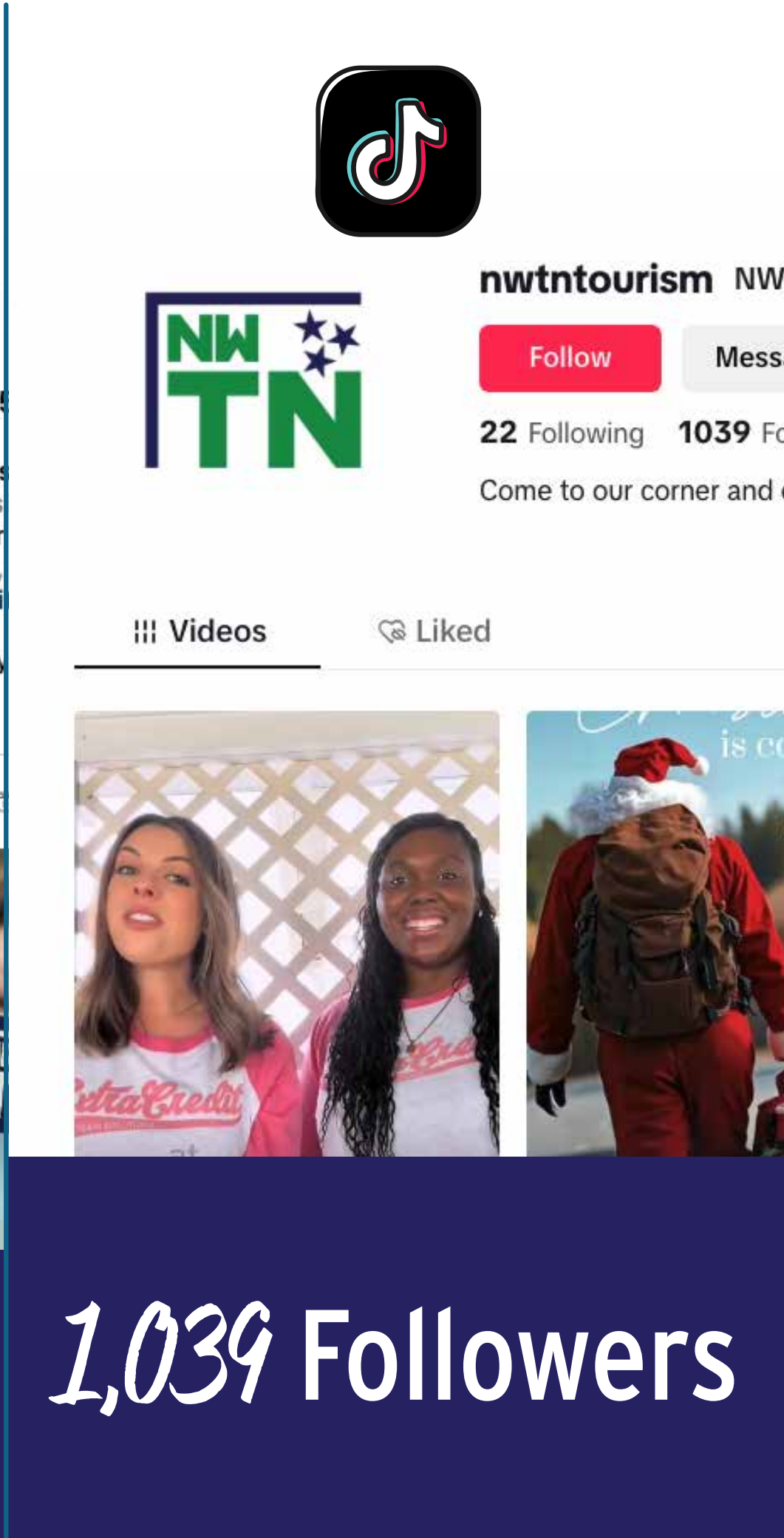
Discovery Park
of America



2,400 Followers
191,860 Reach



354 Followers



1,039 Followers



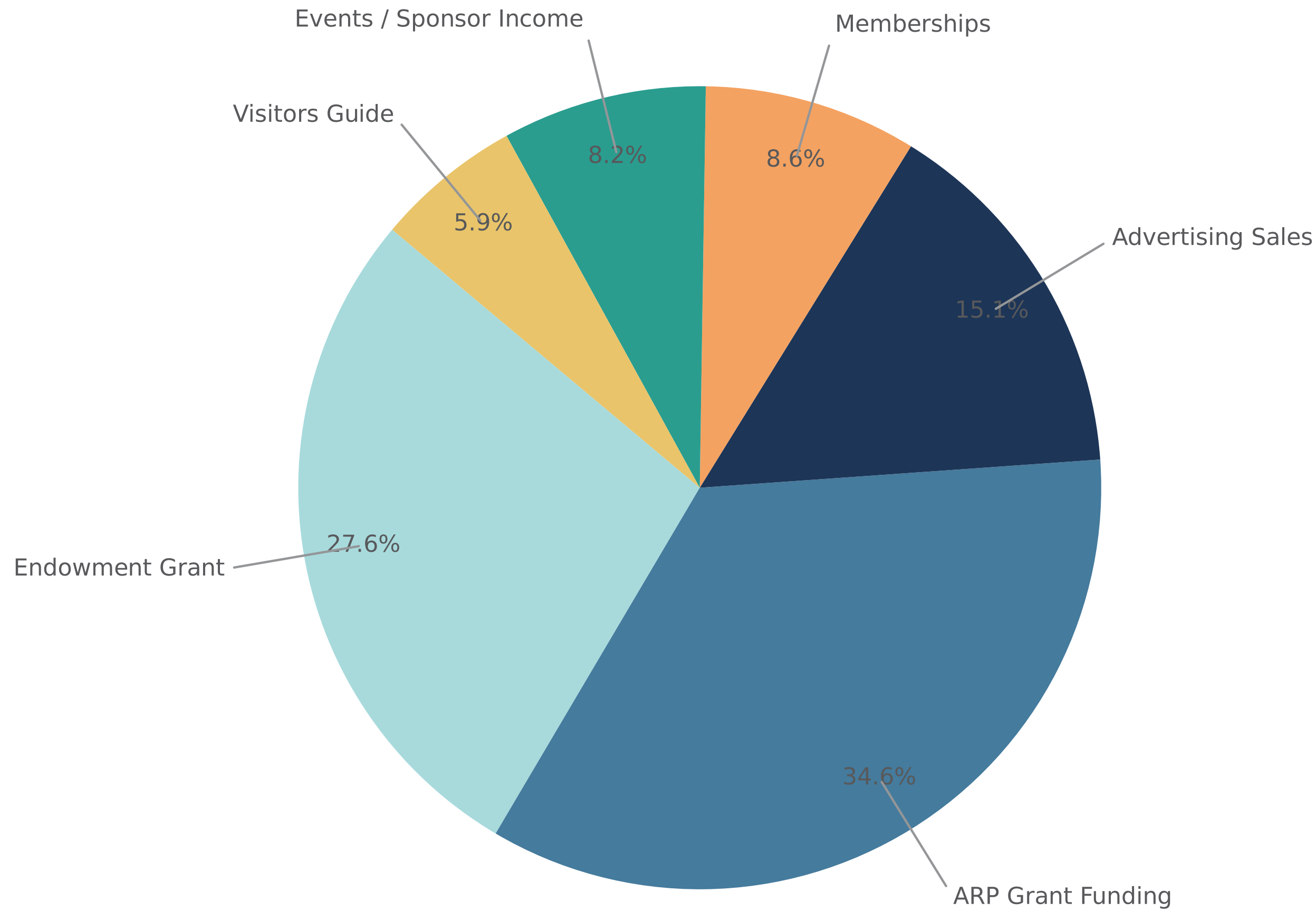
9,727
SESSIONS

OVER
17
THOUSAND
VIEWS

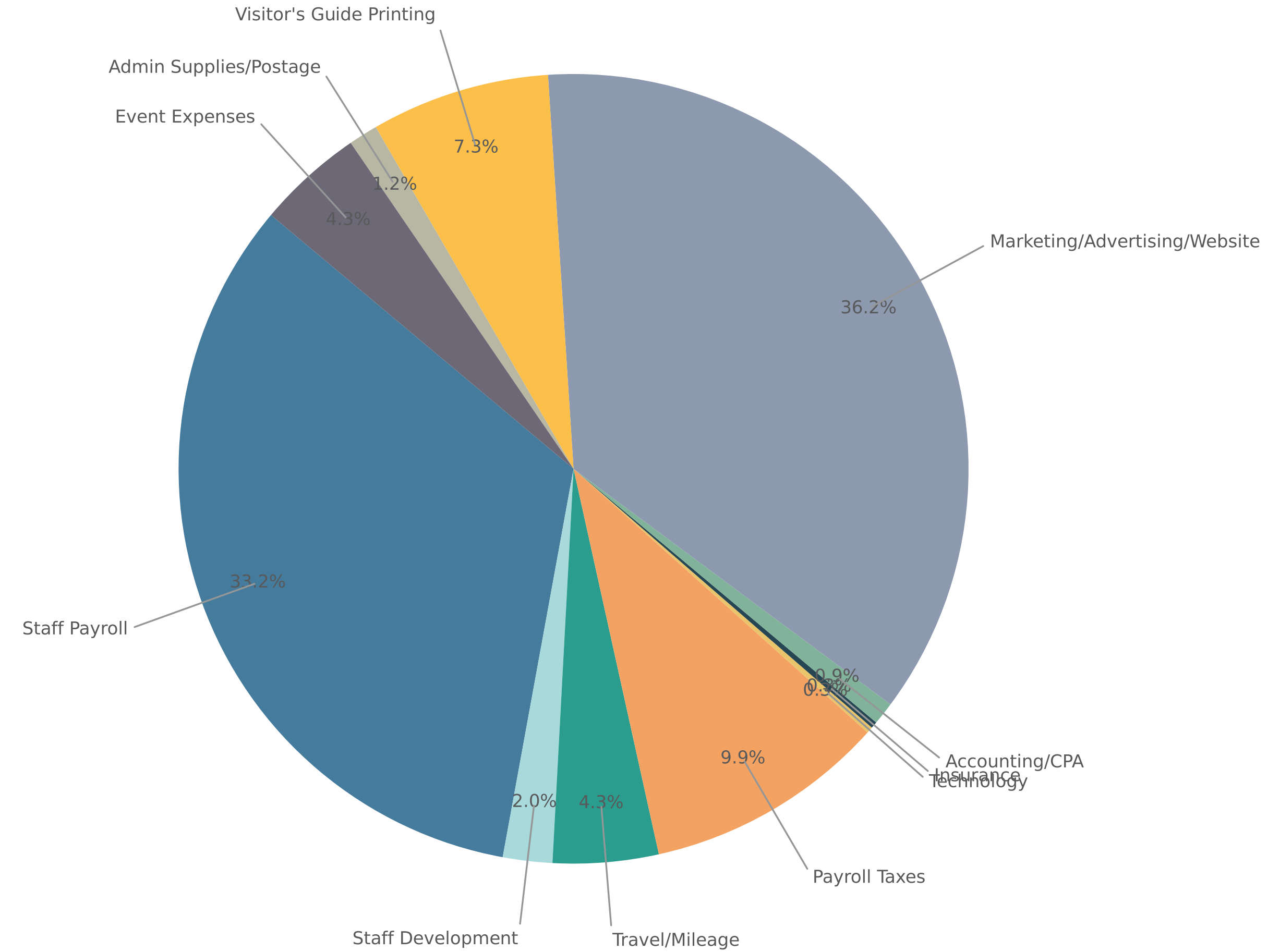
5,549
ENGAGED
SESSIONS

↑
website
traffic
growth

revenue



expenses



our focus for the
year ahead

1. Evolve Our Brand Story

This year, we'll build on what we've started – evolving our brand story to better reflect who we are and why Northwest Tennessee is worth the visit.
We're not changing direction – we're **clarifying** it.

our focus for the

year ahead

2. Continue to Strengthen Connectivity

Connection is our **superpower**. When we collaborate, we amplify our impact – whether it's through tourism trails, shared events, or supporting one another across county lines.

our focus for the

year ahead

3. Build a Sustainable Future

We've built something special – now we have to **protect** it. Our focus moving forward is building a model that allows us to keep doing this important work beyond 2026, through member support, successful events, and smart growth.

opportunities

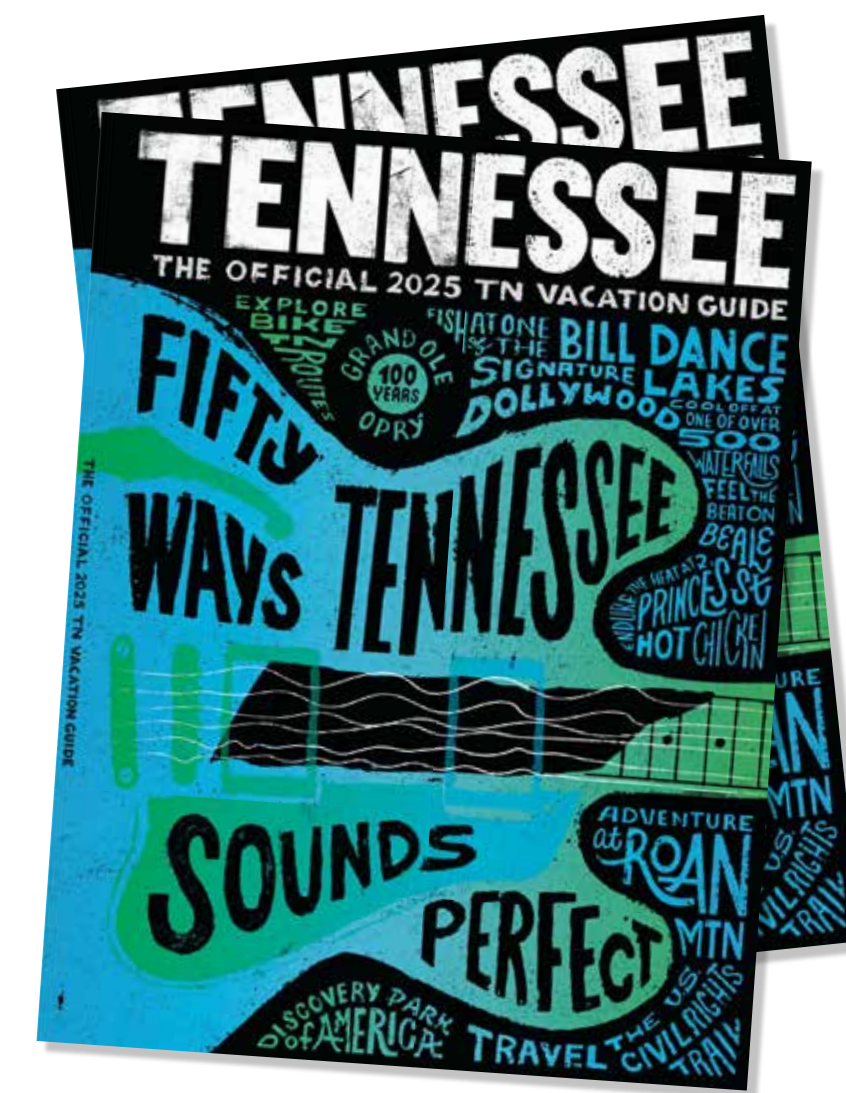
731 Eat Week



2026 NWTN Visitors Guide



2026 TN Vacation Guide



Come to our corner.

Start planning your
authentic experience in
Northwest Tennessee.



nwtntourism.com