

A black and white photograph of the Nashville skyline at dusk. The city lights are visible against a dark sky, and the buildings are reflected in the calm water in the foreground. The text 'Nashville' is written in a large, stylized, italicized font, with 'MUSIC CITY' in a smaller, sans-serif font below it. A red musical note is placed between the words 'MUSIC' and 'CITY'.

Nashville
MUSIC CITY

BUILD A BRAND

PLAN YOUR WORK

BE FOCUSED • BE DELIBERATE • TAKE RISKS

**WATCH WHERE YOU
PUT YOUR MIND.**

YOU MIGHT JUST ACHIEVE IT.

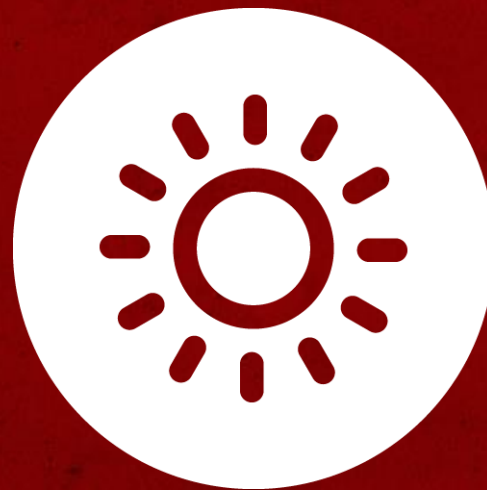
**DELIVERING THE EXPERIENCE,
COLLABORATION, AND
COMMUNICATION**

EXPERIENCES NEED TO BE:

HIGH-QUALITY

UNIQUE

CONSISTENT



**THE EMOTIONAL EXPERIENCE
IS JUST AS IMPORTANT AS THE
FUNCTIONAL EXPERIENCE.**

**KNOW YOUR
COMMUNITY'S PRODUCTS.**

CROSS-SELL.

**ENGAGE IN EXEMPLARY
CUSTOMER SERVICE.**

**OVERCOME FRAGMENTATION
WITH COLLABORATION**



MUSIC CITY
**PLATINUM
AMBASSADOR**

**IN-HOUSE HOSPITALITY
TRAINING PROGRAM**



**5,512 PEOPLE
TRAINED**



**705 PROGRAM
GRADUATES**



**10 HOURS
OF TRAINING**



MUSIC CITY
HitMAKERS

**OVERCOME FRAGMENTATION
WITH COMMUNICATION**



**OVERCOME FRAGMENTATION
WITH ENGAGEMENT**



**OVERCOME FRAGMENTATION
WITH EXPERIENCES/EVENTS**







FIFA®

SUCCESS

14.1 MILLION
VISITORS

\$6 BILLION
IN DIRECT
VISITOR
SPENDING

7.4 MILLION
ROOMS SOLD

78 MONTHS
OUT OF LAST 81
RECORD GROWTH
IN HOTEL ROOMS SOLD

NASHVILLE: LISTED AS A TOP DESTINATION IN THE WORLD BY MAJOR TRAVEL PUBLICATIONS **5 YEARS STRAIGHT**

TRAVEL+
LEISURE

lonely planet

ORBITZ

CONDÉ NAST
Traveler


tripadvisor®

The New York Times

Fodor's

 **THRILLIST**

Forbes

Budget Travel

AFAR

Frommer's

The SOUNDTRACK *of* AMERICA
• MADE IN •

TENNESSEE®



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Nashville
MUSIC CITY