



11-20-1981

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Recommended Citation

Overman, C. L. and Kersh, Jackie, "Technical Bulletins: Are You Prepared for the World's Fair?" (1981).

MTAS Publications: Technical Bulletins.

https://trace.tennessee.edu/utk_mtastech/313

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technical bulletin

Municipal Technical Advisory Service
Institute for Public Service, The University of Tennessee
In cooperation with the Tennessee Municipal League

November 20, 1981

ARE YOU PREPARED FOR THE WORLD'S FAIR?

by

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and
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Cities close to a route visitors to the 1982 World's Fair in Knoxville will travel next May through October have a unique opportunity to promote local events and/or places of interest. This bulletin is intended simply to stimulate additional ideas for promotion of these local attractions, not as a comprehensive guide for community action. Many cities have completed their plans for activities associated with the Fair. Hopefully, these additional suggestions will be helpful.

1. Brochures are available from the World's Fair, at a cost of 3¢ each, which have Fair information on one side and the other side blank for local community use ("On your way to the Fair, be sure to see _____"). Some assistance on brochure design is available by contacting Brenda Black at the World's Fair headquarters, 971-1539, ext. 39.

2. A service is available, at a nominal cost, for distributing and replenishing brochures at Tennessee Welcome Centers. Contact Paul Maples in Gatlinburg, at 453-8100 or 448-2237, for information.

3. AAA has indicated a willingness to work with cities in directing tourists along selected routes. This process would be most successful if several cities work together to generate interest in a route, parallel to the Interstate system, that would emphasize historic and/or cultural locations and events in that area. The AAA contacts in Knoxville are Cathy Dean, Domestic Travel Manager, or Don Lindsey, Public Relations Director, at 637-1910.

4. An excellent method to increase regional awareness of your local event is to send information to Southern Living magazine, either for a brief story or the monthly calendar of events. Contact:

Southern Living, Travel Editor
Progressive Farmer Co.
820 Shades Creek Pkwy.
Birmingham, AL 35201
205-870-4440

Remember to do this at once; the magazine is prepared months in advance.

5. Although much of the participation in the Folk-Life Festival phase of the Fair has been scheduled, conversations with Fair officials indicate that they would consider involvement of groups of cities in the Festival or in other special events. This involvement could be used to emphasize local events and attractions. To discuss this possibility, contact Julian Forrester, 971-1530.

6. Beware of "fly-by-night" promotional schemes which promise more than can reasonably be delivered. If something is presented to you as being officially sanctioned by the Fair, check with Fair officials to be sure before making a decision.

7. Working cooperatively, neighboring cities could put together a tour of local attractions, winding up at the Fair. Some assistance might be available from the Fair's Tour and Travel Department; contact Polly Lewis, 971-1539, ext. 71.

8. Contact South Central Bell's local office about having your events mentioned in their bill enclosure, "Bell Notes."

9. Establish a committee of local residents and business people to plan ways your city can make the most of tourist traffic in your area. This type of group could discreetly remind commercial interests that 1982 visitors are more likely to return in 1983 or later if they are treated fairly.

10. Even if you have no special events or places of general interest, there are a number of ways your city can be involved: establish a clearing-house of available rooms, camping areas, etc., for visitors; identify any residents who speak a language other than English and could be helpful to foreign visitors; do an inventory of available buses to be used for shuttle service to the Fair; plan a spruce-up campaign to make your town as attractive to tourists as possible.

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