



Rural East Tennessee Counties Attract Tourists through Creative Online Initiative

Name: Tennessee Overhill Heritage Association

Internet:
www.tennesseeoverhill.com

Location:
Etowah/McMinn County

Innovative Insight:
“The website will never completely replace printed materials. However, it does quickly and effectively fill the needs of the technologically savvy traveler or that last minute planner who can’t wait for the traditional information packet to arrive in the mail.”

Importance of Broadband:
“With a small budget and a big message, it is sometimes hard to convey cultural and heritage tourism to the market through ¼ page ads or 30 words of text. The website enables us to reach the broadest audience with the widest variety of information.”

Fun Fact: The Tennessee Overhill is named for the Cherokee Overhill towns that once rested on the banks of the Little Tennessee, Tellico, Hiwassee and Ocoee Rivers.

Etowah, TN - Broadband technology has created new opportunities for small tourism organizations to reach a broader market. The Tennessee Overhill Heritage Association is a non-profit tourism organization covering three counties in southeast Tennessee. The mission of the Heritage Association is to promote and preserve the natural and cultural resources of McMinn, Monroe, and Polk counties. Along with advertising and print fulfillment pieces, the website, www.tennesseeoverhill.com, plays a key role in promoting the Tennessee Overhill to potential visitors across the region, the nation, and the world. The website continues to be the quickest way to reach the widest market at the lowest cost.

Tucked into the southeastern corner of Tennessee, the Tennessee Overhill is a place of forests, mountains, rivers, and lakes. The website is a versatile marketing tool for this rustic area, aiding in such areas as niche marketing, advertising fulfillment, and market research. As technology becomes more accessible to both tourism organizations and travelers, it is more important than ever to use it to its fullest potential.

The Tennessee Overhill uses its website to connect tourists with the people and places of the area before they reach their destination. Information about area heritage, culture, and natural resources is showcased on its website in several different ways. Online galleries, such as the Photo Gallery and the Heritage Gallery, put natural resources and local culture in context for the visitor. The Heritage Trails pages connect sites to each other and their place in the history and culture of the Tennessee Overhill.

More and more of today’s travelers do their research online. From booking accommodations to finding shopping and dining opportunities visitors find the information they need right at their fingertips. This provides tourism organizations with small marketing budgets a big opportunity. By driving traffic to the website directly, the Tennessee Overhill fulfills its advertising with a minimum of printing costs and postage. The website will never completely replace printed materials. However, it does quickly and effectively fill the needs of the technologically savvy traveler or that last minute planner who can’t wait for the traditional information packet to arrive in the mail.

Broadband technology has been an important tool in helping the Tennessee Overhill Heritage Association fulfill its mission in new and exciting ways. Shyam Nunley, Special Projects Coordinator for the Tennessee Overhill says, “With a small budget and a big message, it is sometimes hard to convey cultural and heritage tourism to the market through ¼ page ads or 30 words of text. The website enables us to reach the broadest audience with the widest variety of information.”

About TN 95:

Citizens across the state are using technology in innovative ways to ensure that Tennessee remains the place of choice to live, work and raise a family. Connected Tennessee is profiling businesses and Tennesseans in each of the state’s 95 counties to identify lessons learned on the path to successful innovation. For more information visit our Web site at www.connectedtn.org or call 615-242-9508.