

TENNESSEE TOURISM

2026 MEDIA KIT



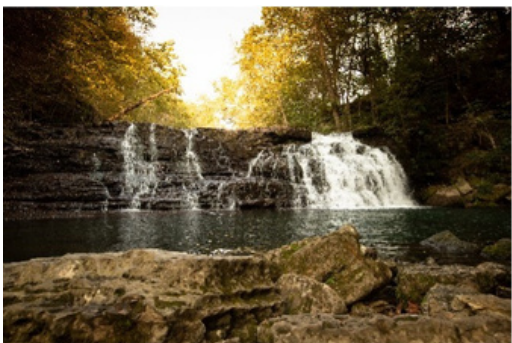
WHAT'S NEW (ANNUAL & QUARTERLY)

Discover new attractions, exhibits, venues, restaurants, breweries, distilleries, state-of-the-art expansions and events across Tennessee in our annual and seasonal “What’s New” roundups. 2026 marks a new Memphis Art Museum, Dolly Parton’s SongTeller Hotel & Museum in Nashville and NightFlight at Dollywood in the Smoky Mountains.



SOUND BITES & A TASTE OF TENNESSEE

Get a taste of Tennessee’s culinary scene at 36 MICHELIN recommended chef-driven restaurants, iconic dishes and made-in-Tennessee food festivals. To create a dining experience unlike anywhere else, we’re pairing Tennessee music and food with [Sound Bites](#). Explore and sip along the [Tennessee Wine Trail](#), the [Tennessee Whiskey Trail](#), take a craft brewery tour and bring your favorites home. Come hungry. Leave satisfied.



OUTDOOR ADVENTURES

The Great Outdoors, the kind that look like a postcard and feel like a playground. Tennessee is home to the [Great Smoky Mountains National Park](#), the most visited national park in America and a treasure trove for hiking, fishing, scenic beauty and firefly excursions. Escape into the outdoors at 60+ state parks, which all offer free admission for hiking, kayaking, rafting, paddleboarding, boating and adventure. [Stargaze](#) and unplug under Tennessee’s glittering skies. Cool off at nearly 10,000 caves, including [Ruby Falls](#) in Chattanooga, the [Lost Sea](#) in Sweetwater, [Cumberland Caverns](#) in McMinnville and [Tuckaleechee Caverns](#) in the Great Smoky Mountains. Find solitude in the natural beauty of more than 500 cascading waterfalls, including Twin Falls at [Rock Island State Park](#).



BIKE TN

Cycle the storytelling state. Bike Tennessee is a statewide initiative featuring professionally curated road cycling routes that showcase small towns, natural landscapes and off-the-beaten path destinations on Tennessee's backroads. Using the Ride with GPS app, cyclists can explore 52 routes to discover Tennessee's stunning scenic beauty and rich heritage on two wheels. Additionally, 37 gravel routes debuted in 2026 with mountain biking routes to be added in the fall of 2026.



17 TENNESSEE STOPS ON THE U.S. CIVIL RIGHTS TRAIL

Learn the stories of brave men and women who brought words to action through peaceful protests and legal actions to secure their civil rights. Follow their footsteps through the National Civil Rights Museum and Stax Museum of American Soul Music in Memphis, the Civil Rights Room and The National Museum of African American Music (NMAAM) in Nashville to stories of 12 students who changed history at Green McAdoo Cultural Center in Clinton in East Tennessee.



FAMILY FRIENDLY & KID REVIEWED

Kids love Tennessee and we can prove it. Explore scientifically proven family fun at nearly 30 attractions across the state. Tennessee Tourism's award-winning [Kid Reviewed](#) campaign featured kids wearing laugh trackers to monitor laughter, heart rates and levels of excitement. The data is paired with candid reviews and surveys from kids. Build your family's next big adventure with the [Tennessee Playcation Kid's Guide](#).



TENNESSEE WHISKEY TRAIL

Adventures run on Tennessee Whiskey. Listen to stories of the rich history of the craft at nearly 30 distilleries along the Tennessee Whiskey Trail. Before you leave [Jack Daniel Distillery](#) in Lynchburg, visit downtown shops and make a reservation for a homecooked meal at [Miss Mary Bobo's](#). Explore the rolling hills to discover great stories at [Tennessee Legend Distillery](#) in Sevierville, [Old Dominick](#) in Memphis and [Cascade Hollow Distilling](#) in Tullahoma. Pick up the printed Tennessee Whiskey Passport at any distillery or download the official TN Whiskey Trail app to access a digital passport.



ACCESSIBLE FOR ALL

Tennessee has beauty for all to see and discover. Visitors with red-green colorblindness can enjoy fall leaves and spring wildflowers with [special colorblind viewfinders at scenic locations](#) across the state. Discover the beauty and splendor of [Waterfalls for All](#). Tennessee songwriters collaborated with blind communities to craft authentic, lyrical descriptions for hundreds of Tennessee images, redefining travel accessibility with the [Sound Sites](#) campaign. Learn [How Tennessee Destinations Make Adventure Accessible for All](#).



TENNESSEE MUSIC PATHWAYS

Walk in the footsteps of legends, musical pioneers and watch songwriters perform live on stage along the Tennessee Music Pathways. From cities to small towns, the initiative identifies and preserves music history through markers at birthplaces, resting places, hometowns, high schools, churches and locations of first-known recordings of musicians who've shaped the seven genres of music home to Tennessee.



AMERICA 250 & A TENNESSEE ROAD TRIP

Tennessee offers rich, diverse stories that capture the American spirit, from the Revolutionary War roots to influence on music, Civil Rights and culinary innovation. Learn more about the people, places and stories at tn250.com. Discover the hidden gems along the way on a Tennessee road trip along [16 self-guided driving routes](#) on Discover Tennessee Trails & Byways.



HISTORY REIMAGINED

What's old is new and history is reimagined at hidden gems across the state. Take a tour, have lunch, enjoy the distiller and listen to live music at [Historic Brushy Mountain Penitentiary](#), in Petros. [Rugby](#) offers visitors a museum, historic building tours, lodging, shopping and a restaurant. Adventure into a cave turned into a music venue at [The Caverns](#) in Pelham. Other spots include [Marathon Village](#) and Marathon Music Works in Nashville, Granville's [Sutton Old Time Music Hour](#) at T.B. Sutton General Store (celebrating more than 100 years)



TENNESSEE SOUNDS PERFECT

Tennessee is a global destination of choice offering visitors world-class music, live entertainment, family-friendly experiences, charming communities, innovative and classic culinary creations, renowned scenic beauty and outdoor adventure—all centered at the crossroads of rich history and unrivaled hospitality. Vacations “sound perfect” in Tennessee. Visit [TNvacation.com](https://www.tnvacation.com) and follow @TNvacation on social media for travel inspiration.

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