

TENNESSEE TOURISM

MEDIA KIT



WHAT'S COMING IN 2026

Tennessee is brimming with exciting openings in 2026. Memphis will welcome the renovation of the National Civil Rights Museum's Legacy Building and the Brooks Museum of Art. In Nashville, Dolly Parton's Songteller Hotel is set to open in spring. In the Smokies, Dollywood introduces its thrilling new attraction, NightFlight Expedition, while Blackberry Farm in Walland marks 50 years of world-class hospitality.



BIKE TN

Cycle the storytelling state. Bike Tennessee is a statewide cycling initiative featuring professionally curated road cycling routes that showcase small towns, natural landscapes and hidden gems on Tennessee's backroads. Using the Ride with GPS app, cyclists can explore 52 handpicked routes to discover Tennessee's stunning scenic beauty and rich heritage on two wheels.



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, America's most visited national park and a treasure trove for hiking, fishing, and breathtaking outdoor scenery. Explore 60+ state parks, all offering free admission for hiking, kayaking, rafting, paddleboarding, boating, and countless adventures. Stargaze and unplug under Tennessee's glittering skies. Cool off in nearly 10,000 caves, find solitude among more than 500 cascading waterfalls, or cast a line at more than a dozen Bill Dance Signature Lakes, spanning 39 counties. For those of a feather, the first-ever Guide to Birding in Tennessee is now available, showcasing top birdwatching destinations across the state.



15 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.



A TASTE OF TENNESSEE

Get a taste of Tennessee's culinary scene at chef-driven restaurants, made-in-Tennessee food festivals and iconic dishes. Savor Southern comfort food like barbecue, biscuits and hot chicken that feeds your soul or fresh farm-to-table eateries, mom-and-pop diners, hidden gem cafes, award-winning restaurants and agritourism resorts across the state. This year, through partnership with Travel South USA, the new [MICHELIN Guide to the American South](#) will spotlight exceptional restaurants across Nashville, Memphis, Knoxville and beyond — marking the first time this global standard of excellence covers an entire region of the U.S.



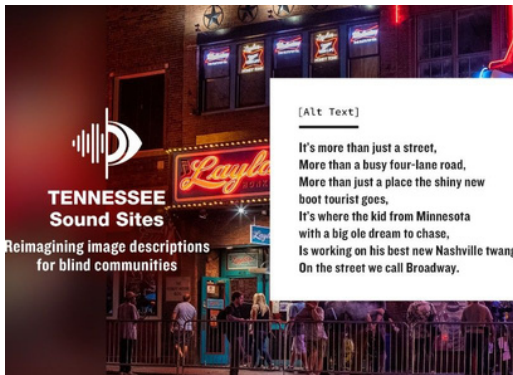
TENNESSEE WHISKEY TRAIL

Adventures run on Tennessee Whiskey. Listen to stories of the rich history of the craft at nearly 30 registered 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, [Cascade Hollow Distilling](#) in Tullahoma and [Uncle Nearest Distillery](#) in Shelbyville. Make sure to pick up a copy of the printed Tennessee Whiskey Passport at any of the participating distilleries. Or, download the official TN Whiskey Trail app for your iOS or Android device to access a digital passport.



COLORBLIND VIEWFINDERS

Tennessee has beauty for all to see. Visitors with red-green colorblindness are now able to enjoy fall leaves bursting with color and spring's beautiful flowers with special viewfinders at scenic locations across the state, including Ober Mountain in the Smokies, the Cherohala Skyway Lake View Overlook and Meeman-Shelby Forest State Park near Memphis. The viewfinders, which have innovative EnChroma lenses, let travelers see the bold colors of the changing seasons.



TENNESSEE SOUND SITES

Internationally recognized Tennessee Sound Sites combines the power of music with the importance of accessibility, enhancing how blind and visually impaired travelers experience and plan trips on TNVacation.com. Through partnerships with Tennessee songwriters, the initiative provides lyrically driven, sensory-rich alt text descriptions for hundreds of images on the site, making travel planning more inclusive for Tennessee visitors.



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.



ROAD TRIP: DISCOVER TENNESSEE TRAILS & BYWAYS

Stumble upon some of the best kept secrets of the state while you take the scenic route. These [16 self-guided driving routes](#) connect Tennessee's 95 counties so you can discover places you never knew you've always wanted to visit. Trails feature attractions, restaurants and unexpected stops as you walk in the footsteps of legends and discover Tennessee.



HISTORY REIMAGINED

What's old is new and history is reimagined at hidden gems across the state. Take a tour, have lunch, enjoy the distillery 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 100 years in 2025).



CIVIL WAR TRAILS

Visitors can follow in the footsteps of generals, soldiers, citizens and the enslaved. Preserved battlefields and homes tell the stories of the war. Hear the stories of soldiers and civilians through letters they wrote on a lantern tour at [Stones River National Battlefield](#) in Murfreesboro. Overlooking the Battle of Franklin sits [Carnton](#), a private-home turned field hospital and provided land for the Confederate cemetery. Step in the shadow of one of the Civil War's most definitive battles at [Shiloh National Military Park](#).



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 and follow @TNvacation on social media for travel inspiration.

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