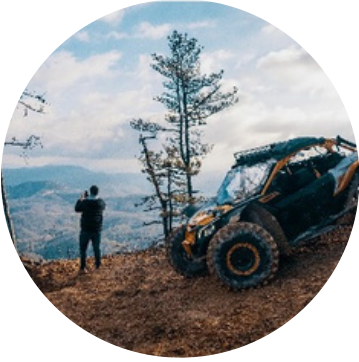


TENNESSEE TOURISM

2025 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. 2025 marks milestone anniversaries including Grand Ole Opry's 100th anniversary, Elvis' 90th birthday and Dollywood's 40th anniversary.



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, the most visited national park in America and treasure trove for hiking, fishing and outdoor scenic beauty. Escape into the outdoors at 57 state parks, which all offer free admission for hiking, kayaking, rafting, paddleboarding, boating and adventures. 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, the 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.



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. 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.



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.