**Tennessee Tourism 2022 Media Kit**

[**What’s New (Annual and Quarterly)**](https://press.tnvacation.com/press-releases)

Discover new attractions, exhibits, venues, restaurants, breweries, distilleries, state-of-the-art expansions, milestone anniversaries and events across the state in our annual and seasonal What’s New.

[**Tennessee Music Pathways**](https://www.tnvacation.com/tennessee-music-pathways)

A picture containing text, indoor, table, cluttered

Description automatically generatedWalk in the footsteps of legends, musical pioneers and watch songwriters perform live on stage along the Tennessee Music Pathways. The statewide driving tour connects visitors to the people, places and genres that make Tennessee the Soundtrack of America. 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.

[**History Reimagined**](https://press.tnvacation.com/media-kits/history)

A building with trees in the background

Description automatically generated with low confidenceWhat’s old is new and history is reimagined at hidden gems across the state. Former prison guards give tours at [Historic Brushy Mountain Penitentiary](https://www.tnvacation.com/local/petros-historic-brushy-mtn-state-pen), in Petros. Enjoy lunch at the Warden’s Table and taste moonshine distilled on site. Named after Thomas Hughes’ alma mater in England, [Rugby](https://www.tnvacation.com/local/rugby-historic-rugby) was conceived of as a utopia and is now offers visitors a museum, historic building tours, lodging, shopping and a restaurant. Adventure into a cave turned into a music venue and home of The Bluegrass Underground at [The Caverns](https://www.tnvacation.com/local/pelham-caverns) in Pelham. . Other spots include [Marathon Village](https://www.marathonvillage.net/) and Marathon Music Works in Nashville, Granville’s [Sutton Old Time Music Hour](https://www.tnvacation.com/local/granville-sutton-general-store) at T.B. Sutton General Store and [Central Station Hotel](https://centralstationmemphis.com/) in Memphis. Unplug from what is and relive what was with these incredible stories of Tennessee.

[**14 Tennessee Stops on the U.S. Civil Rights Trail**](https://www.tnvacation.com/articles/travel-tennessees-stops-us-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** in Memphis, the **Civil Rights Room** and **Witness Walls** in Nashville to stories of 12 students who changed history at **Green McAdoo Cultural Center** in Clinton in East Tennessee. In February 2022, two new stops were added in Tennessee along the U.S. Civil Rights Trail, including **Stax Museum of American Soul Music** in Memphis and the **National Museum of African American** Music in Nashville. Travelers can also document their visits and redeem their “stamped” passports for prizes, all from their mobile device, using Bandwango. Passports are available [online](https://explore.tnvacation.com/us_civil_rights_trail).

[**Colorblind Viewfinders**](https://www.tnvacation.com/tn-fall-color)

A picture containing person, person

Description automatically generatedTennessee has beauty for all to see. Visitors with red-green color blindless are now able to enjoy fall leaves bursting with color and spring’s beautiful flowers with [**special viewfinders at 13 scenic locations**](https://www.tnvacation.com/tn-fall-color)across the state, including [**Ober Gatlinburg**](https://www.tnvacation.com/local/gatlinburg-ober-gatlinburg-amusement-park-ski-area) in the Smoky Mountains, the [**Cherohala Skyway**](https://www.tnvacation.com/local/tellico-plains-cherohala-skyway) Lake View Overlook and [**Meeman-Shelby Forest State Park**](https://www.tnvacation.com/local/millington-meeman-shelby-forest-state-park) near Memphis. The viewfinders, which have innovative EnChroma lenses, let travelers see the bold colors of the changing seasons.

**The Ultimate Road Trip -** [**Discover Tennessee Trails & Byways**](https://www.tnvacation.com/trails-and-byways)

A sign on the side of a road

Description automatically generated with medium confidenceStumble upon hidden gems 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.

**Outdoor Adventures**

A waterfall in a forest

Description automatically generated with low confidenceThe Great Outdoors, the kind that look like a postcard and feel like a playground. Tennessee is home to [**Great Smoky Mountains National Park**](https://www.tnvacation.com/local/gatlinburg-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 56 state parks, which all offer free admission for hiking, kayaking, rafting, paddleboarding, boating and other outdoor adventures. Cool off at nearly 10,000 caves, including [**Ruby Falls**](https://www.tnvacation.com/local/chattanooga-ruby-falls) in Chattanooga, the [**Lost Sea**](https://www.tnvacation.com/local/sweetwater-lost-sea) in Sweetwater and [**Tuckaleechee Caverns**](https://www.tnvacation.com/local/townsend-tuckaleechee-caverns) in the Great Smoky Mountains. Find solitude in the natural beauty of cascading waterfalls, including Twin Falls at [**Rock Island State Park**](https://www.tnvacation.com/local/rock-island-rock-island-state-park).

**Family-Fun &** [**Kid Reviewed**](http://www.kidreviewedtn.com/)

A picture containing outdoor, person, swimming

Description automatically generatedExplore 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.

A picture containing person, food, indoor, arthropod

Description automatically generated[**A Taste of Tennessee**](https://press.tnvacation.com/media-kits/eat-drink)

Savor Southern comfort food like barbecue, biscuits and hot chicken that feeds your soul or fresh new farm-to-table eateries, mom-and-pop diners, hidden gem cafes and award-winning restaurants across the state. Explore and sip along a wine trail, the Tennessee Whiskey Trail, take a brewery tour and bring your favorites home. Come hungry. Leave satisfied.

[**Tennessee Whiskey Trail**](https://www.tnwhiskeytrail.com/)

A statue of a person

Description automatically generated with medium confidenceAdventures run on Tennessee Whiskey. Listen to stories of the rich history of the craft at 28 registered distilleries along the Tennessee Whiskey Trail. Before you leave [**Jack Daniel Distillery**](https://www.tnvacation.com/local/lynchburg-jack-daniel-distillery) in Lynchburg, visit downtown shops, and make a reservation for a homecooked meal at [**Miss Mary Bobo’s**](https://www.tnvacation.com/local/lynchburg-miss-mary-bobos-boarding-house-restaurant). Explore the rolling hills to discover great stories at[**Tennessee Legend Distillery**](https://www.tnvacation.com/local/sevierville-tennessee-legend-distillery) in Sevierville, [**Old Dominick**](https://www.tnvacation.com/local/memphis-old-dominick-distillery) in Memphis, [**Cascade Hollow Distilling**](https://www.tnvacation.com/local/tullahoma-cascade-hollow-distilling-co) in Tullahoma, [**Uncle Nearest Distillery**](https://unclenearest.com/distillery/) in Shelbyville; where Victoria Eady Butler, a descendant of Nathan “Nearest” Green, is the first African American woman master blender. 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.

A picture containing grass, outdoor, tree, green

Description automatically generated**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 that tore the country apart when the sounds of cannons shook the ground and family homes turned into hospitals. Hear the stories of soldiers and civilians through letters they wrote on a lantern tour at [**Stones River National Battlefield**](https://www.tnvacation.com/local/murfreesboro-stones-river-national-battlefield) in Murfreesboro. Overlooking the Battle of Franklin sits [**Carnton**](https://www.tnvacation.com/local/franklin-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**](https://www.tnvacation.com/local/shiloh-shiloh-national-military-park).

Find additional travel inspiration and images at [press.tnvacation.com](https://tennessee-my.sharepoint.com/personal/bf01072_tn_gov/Documents/Documents/Pitches/press.tnvacation.com)

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