

— VISIT MUSIC CITY —

MEMBERSHIP



Nashville
MUSIC CITY



NAMED A TOP GLOBAL DESTINATION
FOR THE PAST 15 YEARS AND COUNTING

Americans' Favorite City

YouGov – July 2025

10 Best Places You Should Visit This June

AFAR – March 2026

#4 The South's Best Cities

Southern Living – March 2026

Top 50 Nightlife Destinations in the World

Travel and Tour World – February 2026

Top 10 Best Food Destinations in the U.S.

Tripadvisor – January 2026

#4 Best of the Best Destinations in the U.S.

Tripadvisor – January 2026

#6 Best U.S. Cities to Visit in 2026

U.S. News and World Report

World's Top US Cities for Music Lovers

SeatPick – June 2025

#15 Top Sports Business Cities in 2026

Sports Business Journal – May 2026

Top 250 Meeting Hotels in North America

- #4 Gaylord Opryland Resort & Convention Center
- #8 Omni Nashville Hotel

Cvent – May 2026

#6 Best Cities for Conferences in the U.S.

GoGather – January 2026

#3 Top Meeting Destinations in North America

Cvent – May 2026

#12 Best Cities in the U.S.

Travel + Leisure – July 2026



The Promise of Nashville



Keesha Rainey

Brand Promise

The Promise of Nashville – where music is inspired, created, recorded and performed – is to provide the ultimate musical entertainment experience, celebrated throughout our diverse creative, cultural and entertainment offerings, and presented in an authentic, unique, friendly and unpretentious atmosphere.

Mission

To maximize the economic contribution of the convention and hospitality industries to the total community by marketing and developing Nashville as a premier domestic and international destination.

Vision

That Nashville will continue to be a premier domestic and international entertainment destination for travelers who seek leisure and convention experiences.

THE STORY OF MUSIC CITY



1871

Fisk Jubilee Singers are formed

Helping give Nashville one of its earliest internationally recognized cultural exports and laying an early foundation for the city's global music identity.



1892

Ryman Auditorium opens

Establishing an iconic performance venue that would become one of Nashville's most important cultural landmarks and a lasting draw for visitors.



1897

The Tennessee Centennial Exposition brings national attention to Nashville

Showcasing the city on a major public stage and attracting roughly 1.8 million visitors. Leaving the Parthenon as one of Nashville's enduring visitor landmarks.



1925

WSM launches and the Grand Ole Opry begins

Giving Nashville a powerful national broadcast platform and helping define the city as a music destination reaching far beyond Tennessee.



1935-1965

Jefferson Street emerges as a thriving center of Black business, culture, and live music

Broadening Nashville's entertainment story through a corridor that welcomed nationally known artists which strengthened the city's multi-genre cultural identity.

1943 — The Grand Ole Opry moves to the Ryman

Further cementing downtown Nashville as a destination tied to live performance, heritage, and music-driven visitation.

1972 — Fan Fair begins

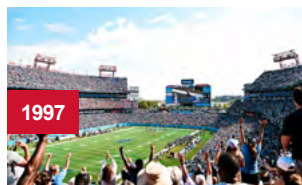
Launching a repeat-visit event model that would evolve into CMA Fest and help establish Nashville as a city built for fan-driven tourism.



1996

Bridgestone Arena opens, bringing the Nashville Predators and the NHL to Nashville

Creating a major downtown venue that expanded Nashville's ability to host concerts, sports, and large-scale entertainment events year-round.



1997

The Oilers relocate to Tennessee, becoming the Tennessee Titans and bringing the NFL to Nashville

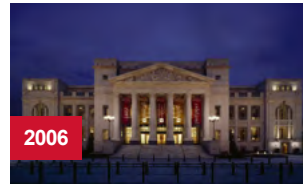
Adding a major league sports presence that elevated the city's national profile and created a new engine for visitor traffic and event-related spending.



2001

Downtown Nashville's revitalization accelerates

Fan Fair moved downtown and becomes CMA Fest, the Country Music Hall of Fame and Museum opens its current downtown home, and the Frist Art Museum opens on Broadway, helping reshape the city's core into a more connected cultural, event, and visitor district.



2006

Schermerhorn Symphony Center opens

Adding a major performing arts anchor to downtown and strengthening Nashville's growth as a broader cultural destination beyond any one genre.



2010

Historic flooding tests Nashville's momentum

Record-breaking rain and catastrophic flooding damaged major downtown and visitor assets, proving to be an important marker of the city's resilience as it continued to grow.



2013

Music City Center opens

Marking Nashville's emergence as a major meetings and conventions destination and significantly expanding the city's ability to compete for group business.



2019

Nashville hosts the NFL Draft

Demonstrating that Nashville could successfully host a massive, high-profile event, drawing more than 600,000 fans and generating record direct visitor spending.



2021

Fifth + Broadway opens, including the National Museum of African American Music

Expanding downtown's role as a mixed-use visitor district and adding a major cultural institution that deepens Nashville's multi-genre music story.



2022

GEODIS Park opens, bringing Nashville SC and the MLS to Nashville

Further strengthening Nashville's sports tourism profile and adding another major venue to the city's growing event and entertainment infrastructure.



2026

Nashville was awarded the Super Bowl for the first time in the city's history

Super Bowl LXIV will extend beyond the stadium, where music, nightlife, walkability and celebrity presence come together to create an energy unique to Music City.

EVENT PERFORMANCE



New Year's Eve Live: Nashville's Big Bash 2025

ATTENDANCE

205,000

DIRECT VISITOR SPEND

\$39M

HOTEL ROOMS SOLD

30,456

BROADCAST VIEWERSHIP (AVERAGE)

11:30 p.m. – 12:30 a.m.

5.3M

BROADCAST ADVERTISING EQUIVALENCY

\$285M

COMMUNITY PARTNERS

- Care Kitchen Outreach
- Cumberland Heights/
Sober Space
- KultureCity
- Red Frogs USA
- Ronald McDonald House
Charities
- Sexual Assault
Center/Safe Bar
- Smart Art +
Craft Supplies

Let Freedom Sing! Music City July 4th 2026

ATTENDANCE

400,000

DIRECT VISITOR SPEND

\$31.6M

HOTEL ROOMS SOLD

31,722

COMMUNITY PARTNERS

- Care Kitchen Outreach
- Compost Nashville
- Cumberland Heights/Sober Space
- Folds of Honor
- Operation Song
- Operation Stand Down Tennessee
- Red Frogs USA
- Sexual Assault Center/Safe Bar
- Smart Art + Craft Supplies



VISIT MUSIC CITY BY THE NUMBERS

DIGITAL

Total website views

- 10.7 million total pageviews
- 330,000 average monthly users

Social Media followers

- X 324,306
- Instagram 209,596
- Facebook 178,220
- YouTube 42,656
- TikTok 15,034
- LinkedIn 13,617
- Pinterest 17,109

Email Subscribers

- Amplify: 360,000
- Nashville Notes: 2,200
- Segmented:
 - Food: 5,000
 - Sports: 1,000
 - Family: 1,000
 - Music: 2,500
- Elevated Experiences & Events: 1,400

VISITOR EXPERIENCE

215+ FREE Trip Planner provided to Leisure Visitors, per month

RESEARCH

Visitation: **16.94 million**

Overnight Visitors: **11.29 million**

International visitors: **419,900**

Direct Visitor Spend: **\$11.22 billion**

Average Spend per Visitor:

- **\$30.7 million** daily
- **\$663** per person per day

Average Length of Stay: **2.7** days

Top Out-of-State Feeder Markets

- Atlanta
- Chicago
- Louisville
- Charlotte
- Dallas

Top International Markets

- Canada
- United Kingdom
- Australia
- Mexico
- Japan



GROWTH IN DAVIDSON COUNTY

- New Food & Drink Concepts: **99**
- New Hotels: **8** properties, **1,393** rooms
- Davidson County Hotel Rooms: **41,245**

Citywide Conventions at Music City Center:

- **28** conventions
- **273,104** room nights

PUBLIC RELATIONS

FY '25 Press Tours

- 5 International Press Tours
- UK
- Ireland
- Australia (x2)
- Scandinavia (in partnership with Icelandair)
- 4 Domestic Press Tours

FY '25 Individual Press Tours

- Hosted 220 journalists

FY '26 Upcoming Press Tours

- 3 International Press Tours
- UK
- Ireland
- Australia
- 4 Domestic Press Tours

Ongoing Press Targets:

- Travel, Lifestyle, Culinary, Trade Publications

SHOP | EAT | PLAY

Visibility

Stand out to millions of visitors exploring Nashville every year. From a feature in the **Nashville Visitors Guide** to highlighted **Special Offers** and placement in the **Events Calendar**, your business stays visible where visitors plan, explore, and spend—keeping you top of mind and part of every Nashville adventure.

Opportunities

Growth starts with opportunity and expands when the right people discover you. Through **Site Visits** that bring key influencers to your door, placement in **Trip Planner Profiles & Itineraries**, and **Partner Referrals** connecting clients to your business, your brand becomes part of the visitor journey—earning visibility where decisions are made and experiences take shape.

Research

Smart decisions start with clear insight. With access to tools like the **Annual Events Calendar**, **NCVC Annual Marketing Plan**, and ongoing **Travel Sentiment** updates, you'll understand when and how visitors engage with Nashville—helping you anticipate demand, align strategy, and act with confidence.

Education

Strong businesses evolve through learning and application. From the **Platinum Ambassador Hospitality Training Program** to the **Member Tune-Up Series**, you'll gain practical insights and skill-building opportunities that strengthen your team, elevate guest experiences, and deepen understanding of the Music City brand—helping your team connect their work to Nashville's story and the community it represents.

Community

Success thrives on relationships built through shared purpose. With opportunities like **Tourism Connection**, the **Annual Hospitality Celebration Luncheon**, and direct **Member to Member Introductions** you'll join a network that celebrates collaboration, fosters partnerships, and amplifies the collective voice of Nashville's hospitality community.



PLACES TO STAY

Visibility

When planners and travelers look for where to stay, your property should stand out. Individual listings to capture leisure visitors and meeting/group on the **Visit Music City website** and visibility through **Co-op Advertising** elevate your brand where decisions are made, and **Hospitality Works** connects you with talent who help deliver the guest experience that keeps visitors coming back.

Opportunities

Growth is driven by access to opportunity, information, and influence. Through **Convention and Tourism Sales RFPs**, **Sales Missions**, **Tradeshows**, and **FAMs**, membership connects your property with qualified planners and operators considering Nashville for their next event or experience—building relationships that lead to bookings today and in the years ahead.

Research

Hospitality thrives on foresight. Tools like the Nashville **Future Pace Report**, **Hotel Performance Reports**, and regular **Industry Indicators** provide clarity on demand, pacing, and market trends—helping you plan smarter, forecast confidently, and make data-driven decisions that keep your property positioned for long-term success.

Education

Exceptional service begins with empowered teams. The **Platinum Ambassador Hospitality Training Program** welcomes employees at every level to learn Nashville's story, neighborhoods, and brand from the inside out. For leadership, the **DOSM & DORM Meetings** and **Sales & Marketing Strategy Summit** foster collaboration, market awareness, and shared insight—equipping properties to educate ownership, guide budgets, and effectively sell the city of Nashville.

Community

Connection is the heartbeat of our industry. **Sell Nashville** inspires conversation around our shared story, **NCVC Site Visits** create space for meaningful partnerships, and the **Annual Hospitality Celebration Luncheon** honors those who make our community exceptional—all uniting under one goal: to sell and elevate our city together.





TRAVEL TRADE & MEETINGS

Visibility

Get your services in front of meeting planners and event organizers through listings on the Visit Music City website, including a new AI-generated planner tool to highlight what makes your business essential to Nashville's convention success. Boost awareness and attract clients actively planning events in the city by adding special offers to the **Show Your Badge** program. Be included in different **NCVC Group Profiles** such as the luxury and student groups.

Opportunities

Gain access to business leads through **referrals** and **trade shows**. Connect with meeting planners, corporate groups, and associations seeking trusted Nashville partners. Expand your reach through engagement and site visits with the NCVC Convention Services and Tourism Sales teams, who help share your offerings with confirmed clients.

Research

Make informed business decisions with access to **travel data**, **market insights**, and **convention forecasts**. Stay ahead of demand patterns, visitor trends, and meeting cycles that shape Nashville's events industry. Whether you manage transportation, AV, catering, or venues, use research-driven insights to plan strategically and align your services with future opportunities.

Education

Develop your team through learning and industry workshops designed for the Nashville market. Access resources, attend virtual training, and participate in the **Member Tune-Up Series**, where market specific trainings are offered including Convention Calendar selling and AI proficiency.

Equip your staff with the tools and insights needed to deliver seamless, memorable events that sell repeat business for Music City.



Community

Join a network of Nashville's top convention professionals - planners, caterers, venues, AV experts, and more. Build lasting partnerships through our Member Only networking events like **Sell Nashville** and **Tourism Connection**. Stay updated with **industry news** and share opportunities that strengthen our city's meetings community together.



MEMBERSHIP LEVELS

Be part of what powers Music City.

Connect with our team to discuss your goals and find the membership level that fits your business.

SILVER \$350	GOLD \$645	PLATINUM \$1,045
DOUBLE PLATINUM \$2,000	HALL OF FAME \$5,950	DIAMOND \$10,000



NCVC MEMBERSHIP TERMS & CONDITIONS



MEMBERSHIP TERMS:

- Membership is for a consecutive, 12-month period, and begins once the Nashville Convention & Visitors Corp (NCVC) receives full payment of annual dues and a completed application. Membership is automatically renewed annually upon payment, based on the membership start date.
- The NCVC may automatically cancel any member with dues more than sixty days (60) past due.
- The NCVC may suspend any member at its discretion.
- The NCVC reserves the right to increase dues at any time. An increase in dues will be applicable after the prior year's term is complete.

Thank you for supporting Nashville and the Music City Inc. Foundation through your NCVC Membership dues.

ELIGIBILITY & STANDING:

The Nashville Convention & Visitors Corp membership program is available for consideration for individuals, businesses or organizations that aid in the effort to bring convention delegates and leisure visitors to Nashville/Davidson County and support the Music City brand and the economic vitality of the city.

- The NCVC reserves the absolute right to deny membership to any applicant for any reason. It is the policy of the NCVC to not discriminate against any person based on race, color, religion, sex (including gender identity, sexual orientation and pregnancy), national origin, age, disability or genetic information. The NCVC expects members will not engage in such discriminatory conduct as outlined above.
- The Nashville Convention & Visitors Corp reserves the right to suspend or expel any member if, in Nashville Convention & Visitors Corp's sole discretion, that member engaged in conduct that the NCVC considers unsafe, unlawful, discriminatory, sells, distributes or gives to any non-member any of the NCVC's confidential or "members only" materials, engages in conduct which the NCVC deems to be prejudicial or unwelcoming to Nashville or the NCVC, or is considered obscene as determined by the NCVC at its sole discretion. This may include but is not limited to businesses that sell or distribute:
 - Adult oriented content, pornography or offensive sexual material
 - Explicit language, violent images or related content including but not limited to content that would be considered to fall within the TV-MA ratings
 - Illegal drugs
 - Libelous, defamatory or disparaging materials
 - Controversial, offensive or hate symbols
 - Any implied or express endorsement of any product, service or message by the NCVC.

PROMOTIONAL CONTENT & ADVERTISING

The NCVC's trademarks and logos may only be used by members in good standing and with approval by the NCVC. All advertising and promotional content that seeks to incorporate and/or use any of the NCVC's trademarks, logos and/or media assets (including but not limited to photography, video, social media and website assets), is subject to the NCVC's prior written approval. The NCVC reserves the right to allow or refuse use of any materials at its sole discretion for any reason without limitation. All advertising and promotional content that seeks to incorporate any use as mentioned above should be relevant to the hospitality industry to the benefit of Nashville.

The NCVC reserves the right to refuse advertising and listing information in its promotions and publications if a member is deemed not in good standing by the sole discretion of the NCVC.

Members that are deemed in good standing by the NCVC may share any content or promotional material with the NCVC for additional distribution and marketing support. By submitting any content or promotional material, the member represents and warrants that it owns or has all necessary licenses, rights, consents, and/or permissions in and to such content. The member also represents and warrants that the content or promotional material is not defamatory, obscene, or contrary to applicable local, national and international laws and regulations.

I understand that my non-refundable membership will support the programs that bring convention delegates and leisure travelers to the Nashville area. I agree that all leads and convention information provided to me and my business will be kept confidential – not reproduced for any purpose. I understand that the membership dues are deductible as a business expense, not as a charitable contribution, and are subject to change. I also understand that membership with the Nashville Convention & Visitors Corp implies no specific endorsement or guaranteed use. Failure to complete application fully will result in the delay of processing membership.

TUNE IN TO MUSIC CITY.
BECOME A MEMBER TODAY!

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