



INNOVATE WITH PURPOSE

2024 LIMRA ANNUAL CONFERENCE

The Nashville Experience



Deana Ivey

CEO

Nashville Convention and
Visitors Corporation



**Chris Curran,
Moderator**

*CVP, Global Brand
and Market*

LIMRA and LOMA

An aerial photograph of Nashville, Tennessee, at dusk. The city skyline is visible in the background with various skyscrapers, including the AT&T Tower. In the foreground, the Nashville Bridge is illuminated with warm lights. The text "welcome to nashville" is overlaid in a large, white, sans-serif font. The word "welcome" is in a smaller font size than "nashville".

welcome to
nashville

Nashville
MUSIC CITY

13 Years in a Row as a Top Global Destination

**#1 Best U.S. Leisure
Destination**

Global Traveler

MAY 2024

**Top Destinations
in the U.S.**

Tripadvisor

JANUARY 2024

**Best Big Cities
in the U.S.**

**Condé Nast
Traveler**

OCTOBER 2023

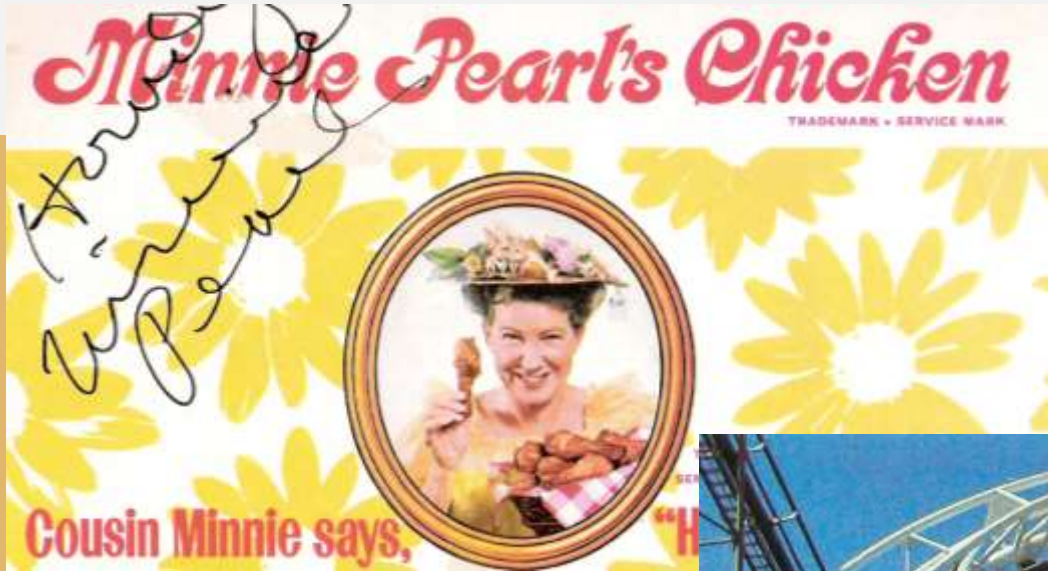
Nashville[®]
MUSIC CITY

The logo for Nashville Music City features the word "Nashville" in a large, bold, italicized font. The letters are filled with a dark, grainy image of a city skyline at night, with lights visible. Below "Nashville" are the words "MUSIC CITY" in a smaller, bold, italicized font. A red musical note is positioned between "MUSIC" and "CITY".

VISITMUSICCITY.COM

THE STORY OF MUSIC CITY

Music City's Roots



1998- Opryland
Theme Park Closes



2003 Strategic Plan

140 community leaders

1.5 years

No beaches, mountains,
gaming or theme parks

Nashville needed an
identity/brand



**“Healthcare
Capital of the
World”**



**“Athens of
the South”**



**“Buckle of
The Bible
Belt”**

NASHVILLE'S
MUSIC INDUSTRY

THE
**AMERICANA
MUSIC
ASSOCIATION**

 **IBMA**
INTERNATIONAL BLUEGRASS MUSIC ASSOCIATION

CMA
COUNTRY MUSIC ASSOCIATION

GMA
GOSPEL MUSIC ASSOCIATION

 **BARBERSHOP HARMONY
SOCIETY**

NSAI

Nashville
MUSIC CITY

NASHVILLE'S
MUSIC INDUSTRY



\$15.6B

Industry Value



50x

More music industry
activity than rest of the U.S.



180+

Live Music Venues



80

Record Labels



498

Music Publishers



80,000

Music Industry Jobs

NASHVILLE'S 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.



Tiera Kennedy

A woman with long dark hair is singing passionately into a vintage-style microphone. She is wearing a blue sequined top. The background is a city skyline at night, with the Nashville skyline prominently featured, including the AT&T Building. The scene is reflected in water in the foreground. The overall color palette is dominated by blues and purples, with some warm lights from the city buildings.

Music City

NOT MUSIC CITY USA



Visitor's First Point of Contact

- Airport – live music stages and recorded messages
- Live Music Venue signs

Music City Walk of Fame



Little Richard



Jack White & Loretta Lynn



Dolly Parton



Darius Rucker

Noteworthy Events





Let Freedom Sing! Music City July 4th

- 2024 attendance: 355,000
- 2024 visitor spending: \$17.5 million



Presented by 

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

- 2023 attendance: 215,000
- 2023 visitor spending: \$39 million





NFL Draft Nashville April 27-29, 2019

- Record-breaking 600,000 fans over 3 days
- \$132.8 million in direct spending
- 47.5 million viewers
- 115 countries broadcast globally



NASHVILLE

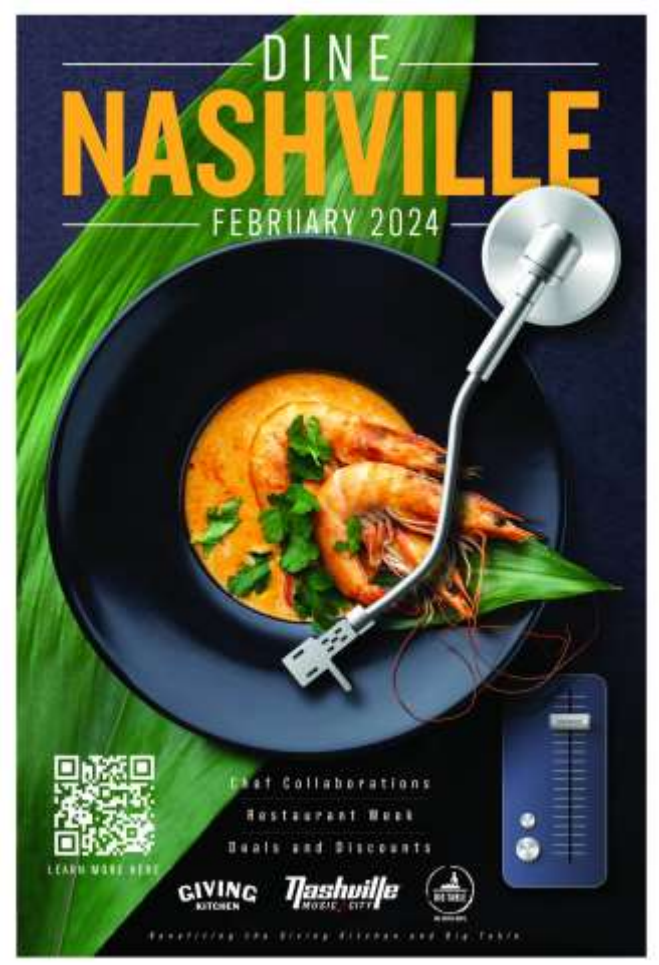
We Chase Big Things



2030 SPECIAL OLYMPICS
USA GAMES
N A S H V I L L E

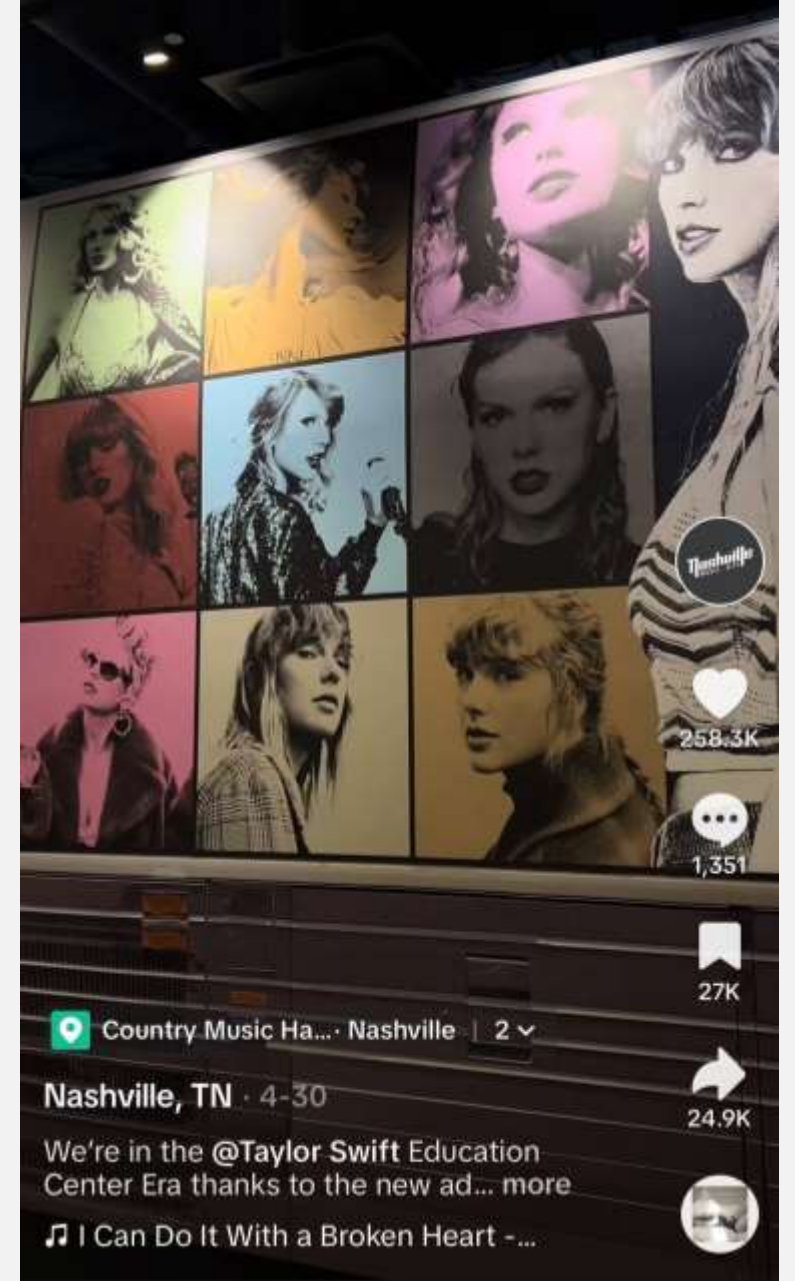


Expanding the Brand



Taylor Swift Tik Tok

- Views: **1.2M**
- Likes: **258.3K**
- Comments: **1.3K**
- Shares: **24.9K**
- Saves: **27K**



Innovate with Purpose



RECORD BREAKING 2023



16.8M

Annual Visitors



\$10.77B

Visitor Spending



\$29.5M

A Day in Visitor
Spending



\$666M

In state tax revenue

\$444M

In local tax revenue

There's More Than One Way to Play Music City



Jon Bon Jovi



Daisha McBride



Maneet Chauhan



Dierks Bentley

There's More Than One Way to Play Music City



Philip Krajeck



Tiera Kennedy



Louis York



Cassadee Pope



Sam Palladio

Nashville[®]
MUSIC  ***CITY***

Nashville
MUSIC CITY

Thank
You

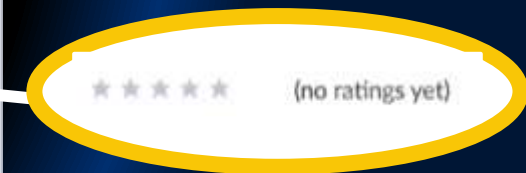
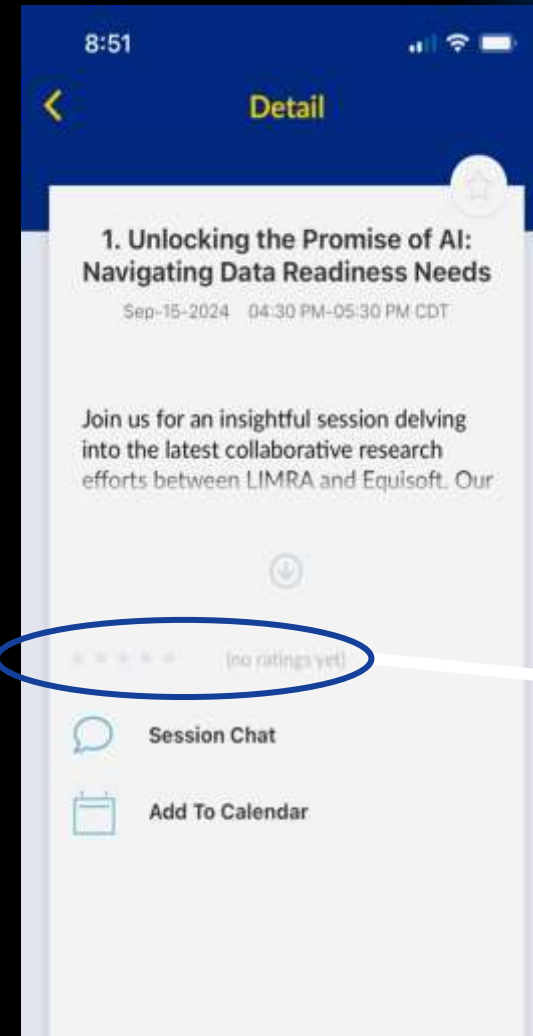


Please Provide Your Feedback on the Conference App

OPTION 1



OPTION 2



Thank You

