

**RULES  
OF  
THE TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT  
DIVISION OF MARKETING**

**CHAPTER 1670-3-1  
MARKETING**

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**1670-3-1-.01 GENERAL.** The Division of Marketing is responsible for the planning and implementation of marketing programs including coordination of efforts of our advertising program, liaison with the Division of Information and Advertising, through direct contact with travel agents, tour wholesalers, and tour brokers to provide exposure for Tennessee's vacation opportunities for group travel business and participation in mall shows.

*Authority:* Chapter 468 of the Public Acts of 1976. *Administrative History:* Original rule filed June 1, 1976; effective July 1, 1976.

**1670-3-1-.02 GROUP SALES.** The Division of Marketing through its development of our marketing programs is responsible for the solicitation of travel groups, i.e., conventions, bus tours, affinity tours to solicit development of Tennessee tours, and package tour development.

*Authority:* Chapter 468 of the Public Acts of 1976. *Administrative History:* Original rule filed June 1, 1976; effective July 1, 1976.

**1670-3-1-.03 TRAVEL AND TRADE SHOWS.**

*Authority:* Chapter 468 of the Public Acts of 1976. *Administrative History:* Original rule filed June 1, 1976; effective July 1, 1976.

**1670-3-1-.04 REPEALED.**

*Authority:* Chapter 468 of the Public Acts of 1976. *Administrative History:* Original rule filed June 1, 1976; effective July 1, 1976. Repeal by Public Chapter 575; effective July 1, 1976.