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FOR IMMEDIATE RELEASE

Obion County selected to host the 2024 Alabama-Mississippi-Tennessee Rural Tourism Conference

(Union City, Tennessee, June 8, 2023) — [Obion County, Tennessee](#) has been selected to host the [2024 Alabama-Mississippi-Tennessee Rural Tourism Conference](#) to be held October 21-23, 2024. This is the first time the county has been selected to host this annual event and the third time for the conference to be held in Tennessee. The Northwest Tennessee county was selected after a review process that included presentations in Cookeville, Tennessee by several other rural counties with a strong presence of tourism-related businesses and organizations.

The Obion County proposal, created and presented by the Obion County Tourism committee, includes opportunities for attendees to experience Reelfoot Lake, White Squirrel Winery, Union City’s downtown, The Pavilion at Houser Creek Crossing and more. The conference itself will take place at Discovery Park of America.

The Alabama-Mississippi-Tennessee Rural Tourism Conference takes place in a different rural community in Alabama, Mississippi or Tennessee each year. Attending will be around 250 individuals who work in tourism or economic development, members of city councils, elected officials or those who want to network with professionals in the tourism industry. Attendees experience educational sessions that allow them to learn ways to grow tourism in rural communities.

“I join our entire tourism community here in Obion County with excitement as we prepare to host this conference and roll out the red carpet,” said Steve Carr, Obion County, Tennessee Mayor. “From eagles to white squirrels and sunken cypress trees to dinosaurs, we have a lot to share, and I know those attending this conference are going to be impressed with their experience here in Obion County.”

According to statistics released by the Tennessee Department of Tourist Development, tourism spending in 2021 in Obion County was \$66.9 million, up 28% over 2020. With the increase in tourism revenue, sales tax collected since 2012 continues to trend upward, with the City of Union City collecting a record \$9.8 million in local sales tax in 2021.

Photo Caption: After a successful presentation in Cookeville, Obion County has been selected to host the 2024 Alabama-Mississippi-Tennessee Rural Tourism Conference to be held October 21-23, 2024. l to r: Rachael McKinney, Community Relations Director, Obion County Chamber of Commerce; Scott Williams, President and CEO, Discovery Park of America; Lindsay Frilling, CEcD, Chief Executive Officer, Obion County Joint Economic Development Corporation; Ed Mayberry, Board Member, Obion County Tourism Committee and Chairman, Samburg Tourism.

