

OFFICIAL 2026 VISITORS GUIDE



DEAR TOURISM PARTNER,

Each year, the *Rutherford County Visitors Guide* uses your stories to drive tourism to our county. **The 2026 edition will be published in June**, and we invite you to join us in sharing why Rutherford County is a great place to visit.

In 2024, tourism in Rutherford County generated **\$787,645,118** in visitor spending. We are better positioned than ever before to build on this momentum and bring even more travelers to our area.

Our Visitors Guide will do just that by helping future visitors choose places to stay, eat and visit — through engaging stories, high-impact photos and well-designed, readable listings.

A dynamic and interactive digital guide will offer an online and mobile experience to extend the audience reach of the guide at visitrutherfordtn.com/visitors-guide.



We've partnered with Tennessee-based Journal Communications Inc. to be our travel publishing partner for the Visitors Guide, and they know travel well. Journal currently publishes the *Nashville Visitors Guide*, the *Tennessee Vacation Guide* and *Tennessee Home & Farm*. Their advertising representative, Maryann Stafford, can tell you more about custom advertising opportunities such as display ads and sponsored content.

I hope you'll spend time with Maryann to learn about how you can showcase your brand and inspire visitors to make your business part of their unique Rutherford County experience.

We invite you to capitalize on the visitors guide experience by advertising in the 2026 guide. If you are interested in being a part of this exciting marketing opportunity, please contact **Maryann Stafford** at **(615) 771-5569** or email mstafford@jnlcom.com.

We look forward to helping our visitors connect with you!

Sincerely,

Barbara Wolke, Senior Vice President, Rutherford County Convention & Visitors Bureau



Rutherford County Convention & Visitors Bureau
3050 Medical Center Parkway, Murfreesboro, TN 37129

REACH TRAVELERS. INSPIRE ADVENTURES.

The Rutherford County Visitors Guide serves as an important “first stop” for thousands of people planning their visit to our great county.

Our Visitors Guide is designed to help potential travelers choose where to stay, play, eat and visit through engaging stories, high-impact photos and well-designed, readable listings.



2025 GUIDE STATS

DIGITAL GUIDE VISITORS BY STATE:

1. Tennessee
2. Georgia
3. Alabama
4. North Carolina
5. Florida



DIRECT VISITOR SPENDING IN 2024:

\$787,645,118

Rutherford County ranked **No. 7** among Tennessee's 95 counties based on visitor spending.

GUIDE FORMAT

THE GUIDE WILL INCLUDE:

- Inspirational features to highlight the best experiences Rutherford County has to offer
- Local tourism listings:
 - Attractions
 - Agritourism
 - Arts & Culture
 - Family Fun
 - History & Heritage
 - Food, Spirits, Brews & Wine
 - Lodging
 - Sports & Recreation
 - Shopping & Wellness
- Calendar of events and festivals

PRINT DISTRIBUTION

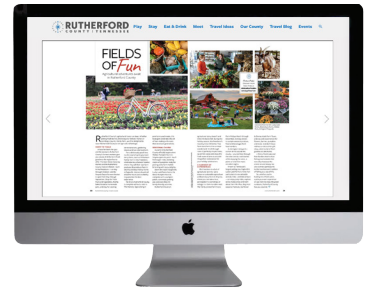


70K

PRINT GUIDES WILL BE DISTRIBUTED THROUGH:

- Direct mailings from phone and website requests
- County Visitors Center
- State Welcome Centers
- Local events and businesses

DIGITAL GUIDE



Visitors to the Visit Rutherford website will access the 2026 digital version, optimized for mobile, tablets and desktops.

Your print ad is included as a live link to your designated URL, and videos, pop-ups and slideshows can enhance readers' digital ad experience.

Custom ADVERTISING OPPORTUNITIES

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DISTINCT WAYS TO PROMOTE YOUR BRAND TO POTENTIAL VISITORS

The Rutherford County Visitors Guide is designed to tell your stories to an engaged audience of people planning their trip to the region.

1 PRINT & DIGITAL GUIDE DISPLAY ADVERTISING

Promote your destination, attraction or business through our display advertising program. Each display ad is included in both the print and digital guide, with additional interactive elements available for the digital experience.

With sizes ranging from 1/6 to a Two-Page Spread, there's a size available to fit most budgets.

Premium advertising placements are also available, including:

- › Cover Positions
- › Table of Contents
- › Feature Content
- › Listings Premium Placement
- › Calendar of Events



Come Out & PLAY

Discover all Murfreesboro Parks and Recreation has to offer

Murfreesboro Parks and Recreation oversees almost 2,000 acres of parks and green space - but there's even more to explore. "Murfreesboro Parks and Recreation showcases such a wide variety of incredible opportunities for the entire community," says executive director of recreation services Nate Williams. "We also have amazing facilities that create impactful youth, adult and senior programs, and we provide a vast amount of historical and cultural experiences."

Get in the Game
Outstanding facilities make it easy to keep active. The community centers, McFadden, Patterson Park and Sports "Cen", offer vital programs, and their indoor recreation centers get everyone moving with an array of group classes. There are programs available for the pre-K crew, inclusive Advantage Sports and Miracle

League for those with diverse physical and developmental needs, and a full roster of senior fitness programs. St. Clair Senior Center promotes overall well-being with fun activities and educational classes. Youth and adults can show off athletic skills, too, at the Adams Tennis Complex and Richard Siegel Soccer Complex.

Explore and Learn
Murfreesboro Parks and Recreation oversees several of the city's cultural and historic gems. Travel back in time at Cannonburgh Village, which includes a schoolhouse, chapel, general store and more. Bradley Academy Museum and Cultural Center features the Willie McGowan Auditorium and historic exhibits. The Washington Theatre, located inside of Patterson Park Community Center, is a 305-seat, state-of-the-art facility home to Perform Murfreesboro's theatrical productions and a Community Gallery full of local art displays.

Take It Outdoors
Walking trails, picnic pavilions and playgrounds are plentiful throughout the 17 miles of greenway. Old Fort Park features a tennis complex, skate park and pump track, and pickleball courts. Richard Siegel Neighborhood Park includes sand volleyball courts, and the two Bark Parks are ideal for socializing with furry friends. Barfield Crescent Park features an 18-hole championship disc golf course, a baseball/softball complex, mountain bike trails and backcountry camping. It's also home to Wilderness Station, a nature center and headquarters for Outdoors Murfreesboro.

More to See
"Everything we do is based around our mission to provide for and strengthen life in our community," concludes Williams. "We really do have something for everyone." Visit murfreesboroparks.com to learn more.

Sponsored by Murfreesboro Parks and Recreation

2 SPONSORED CONTENT

Have a great story to tell? We'll craft your custom story through a sponsored article or listicle, written and designed in the overall tone and style of the guide. Plus, your piece will run on visitrutherfordtn.com for one year.

- › Sizes available: Half Page, Full Page or Two-Page Spread

Designed and written to look like editorial content.

