

Trailhead Referral Criteria

Silver members are eligible for the Tennessee Whiskey Trailhead referral program. The Trailhead is located adjacent to the Jack Daniel Distillery's parking lot in Lynchburg, TN, and is an unparalleled opportunity to promote additional member businesses in the south central Tennessee region. The Trailhead contains promotional print material and Tennessee-based products, and it is staffed by Experience TN employees. Experience TN member businesses are the first to be referred by our staff.

In order to help our staff to best promote your business, you are eligible to write a referral document that outlines useful information about your business for potential visitors. In this document, please include:

Business Name:

Contact Information and website:

County:

Category (food, shopping, etc.):

One sentence description of what your business does and what makes it unique:

List of amenities and goods sold at your business:

Additional information that is relevant for tourists: