



DEAR GROWN-UPS,

OK, OK, THIS MAY LOOK JUST LIKE ANOTHER TOY CATALOG. BUT WE PROMISE, IT'S MORE THAN THAT.

It's no secret: kids love getting toys for the holidays. But there are times you want to give them a gift that will keep their attention longer than 10 minutes. Heck, maybe even something that could last a lifetime. Like, say, the memories made on a family trip to Tennessee.

Well, this lets you do both.

So, think of it more as a "dream it up" catalog. A "get their imaginations racing as fast as they run away from a plate of broccoli" catalog. A toy catalog that can actually take you places.

Let the kids go wild marking their favorite toys, then use that to plan your family vacation. After all, every toy in here represents a Tennessee destination we know kids love. (And we have the data to prove it, but more on that in a few pages.) Finally, pick the toy (or toys) that best represents your future trip so they have something extra special to open.

Even better, we included wrapping paper. No, really. We did.

We can't wait to welcome you,

TENNESSEE

YOUR PLAYCATION ROADMAP

CATALOG HOW-TO 4

KID REVIEWED EXPLAINED 5

PLAYCATION COLORING PAGE 8-9

DISCOVERY PARK OF AMERICA 10-11

ARE WE THERE YET? MAZE 12-13

MEMPHIS ZOO 14-15

THE FIRE MUSEUM OF MEMPHIS 16-17

CRACK THE CODE 18

CONNECT THE SPOTS 19

DOWNTOWN MEMPHIS 20-21

TENNESSEE SAFARI PARK 22-23

I SEE A TO 7 24

COMPARE THE CASTLES 25

TOY AISLE | 26-27

DOWNTOWN NASHVILLE 30-31

RYMAN AUDITORIUM 32-33

COUNTRY MUSIC HALL 34-35 OF FAME® & MUSEUM

HALL OF FINDING 36

STAIN THE GLASS 37

CHEEKWOOD ESTATE 38-39

& GARDENS

SOUNDWAVESTM AT 40-41

GAYLORD OPRYLAND®

CRAND OLE OPRY 42-43

DOWNTOWN 44-45 CHATTANOOGA TENNESSEE AQUARIUM 46-47
POLAR PORTRAIT 48
WALK ON THE WILD SIDE 49
RUBY FALLS 50-51
OOKOUT MOUNTAIN 52-53

INCLINE RAILWAY AND

ROCK CITY

MATCH MADE IN TN 54

SEEK + FIND 55

TOY AISLE 2 56-57

THE SUNSPHERE AT 60-61

KNOXVILLE'S

WORLD'S FAIR PARK

NAVITAT KNOXVILLE 62-63

SOAKY MOUNTAIN WATERPARK 64-65

WATER WAYS MAZE 66

SOMETHING FISHY 67
TITANIC MUSEUM 68-69
DOLLYWOOD 70-71
DRAWN TOGETHER 72

CAMP SIGHTS 73

ANAKEESTA 74-75

OBER MOUNTAIN 76-77

GREAT SMOKY 78-79 Mountains Vational Park BRISTOL MOTOR 80-81 SPEEDWAY

TENNESSEE STATE PARKS 82-83
COLOR INSIDE THE LANES 84
CAMPFIRE SING-ALONG 85
TOY AISLE 3 86-87



HOW TO USE THIS CATALOG

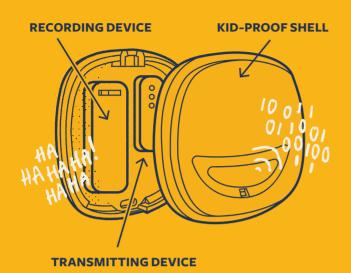
Let the kids go nuts picking out everything they "gotta have."

Scan the QR codes to plan your family's trip and check out the toys.

Boom. You've got a vacation booked. And the gifts on lock.

Tell everyone you owned the holidays. Even that neighbor you barely talk to.

KID REVIEWED EXPLAINED



We invented a wearable device to see how much fun kids are having at Tennessee destinations. As you flip through this catalog, look at the bottom of the toy pages to see these fun findings. And enjoy a real quote from one of these tiny travelers.











WE TRACK Laughter

We created a kidfriendly recording device to track actual kid laughter.

MEASURE EXCITEMENT LEVELS

Using wearable tech, we also tracked levels of excitement.

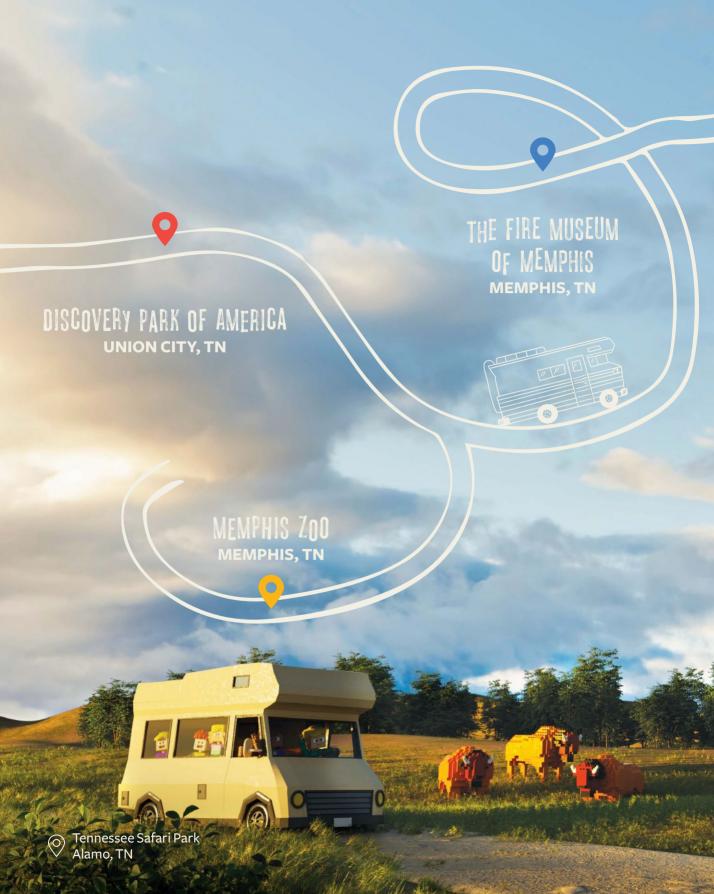
COLLECT KID REVIEWS

We then paired the data with candid reviews and surveys from kids.

5



SCAN TO LEARN MORE ABOUT KID REVIEWED





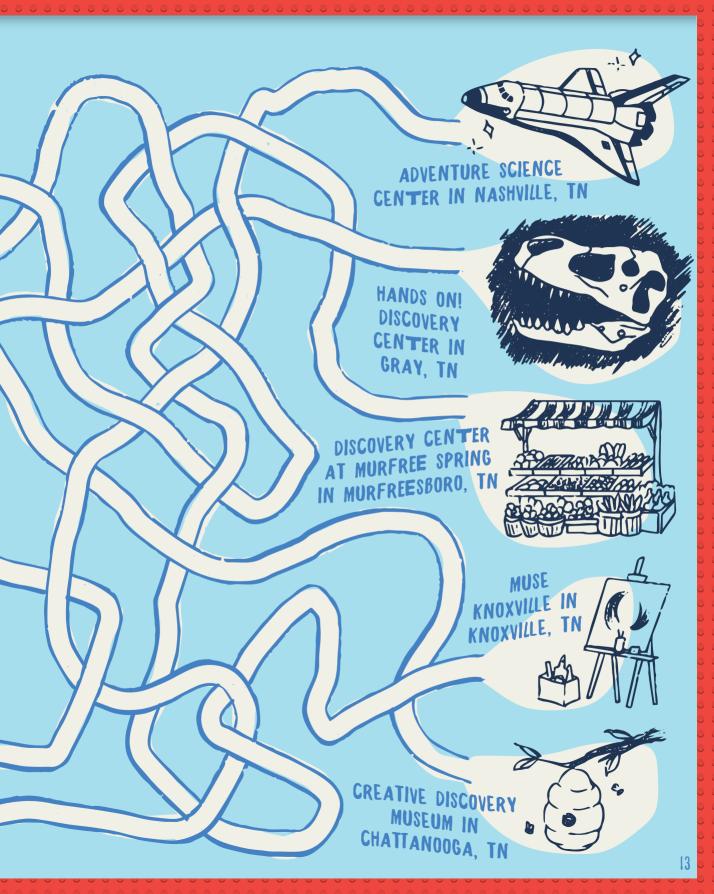






















CRACK THE GODE

WRITE YOUR NAME IN HIEROGLYPHICS:

USE THE HIEROGLYPHIC DECODER
TO DECIPHER THESE
SUPER-SECRET HIDDEN MESSAGES.

WWW

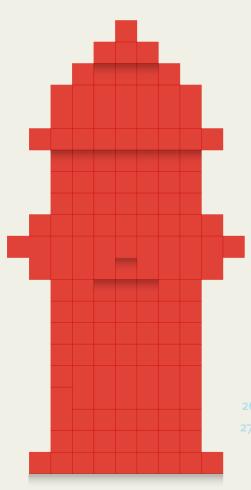
www



CHECK OUT THE MEMPHIS ZOO'S TOY ON PAGE 15

CONNECT THE SPOTS

COMPLETE THE PICTURE TO MEET IZZY.
THE MEMPHIS FIRE MUSEUM'S FRIENDLY DALMATIAN.



CHECK OUT THE FIRE MUSEUM OF MEMPHIS' TOY ON PAGE 17





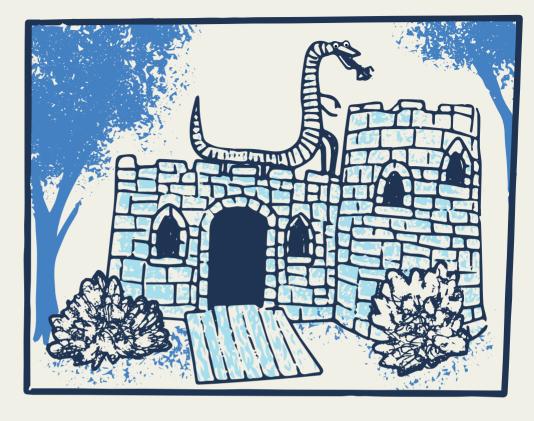


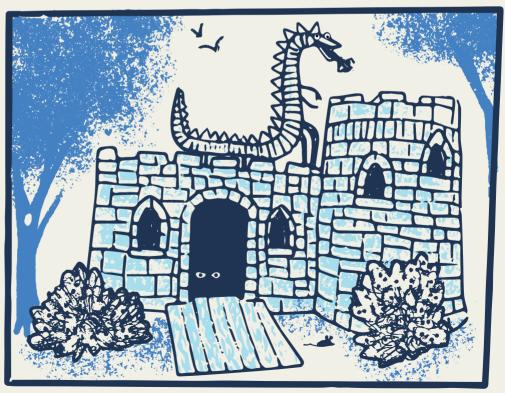






FIND & DIFFERENCES BETWEEN THESE DRAWING OF THE CASTLE AND DRAGON PLAYGROUND AT MY BIG BACKYARD IN MEMPHIS.





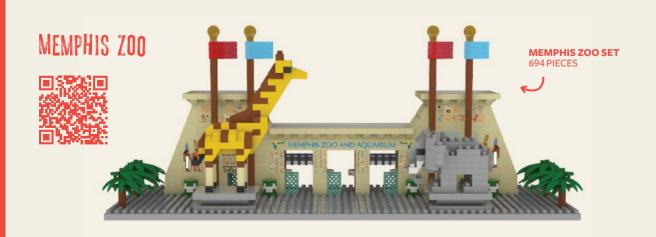
THE FIRE MUSEUM OF MEMPHIS





THE FIRE MUSEUM OF MEMPHIS SET 704 PIECES









DISCOVERY PARK OF AMERICA

TYRANNOSAURUS REX FOSSIL SET 867 PIECES

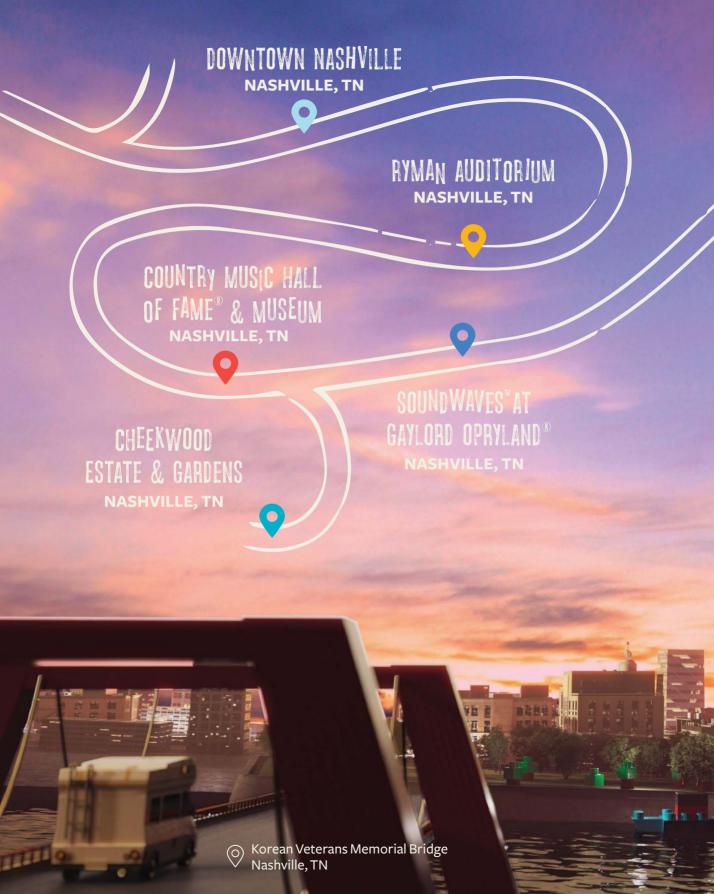






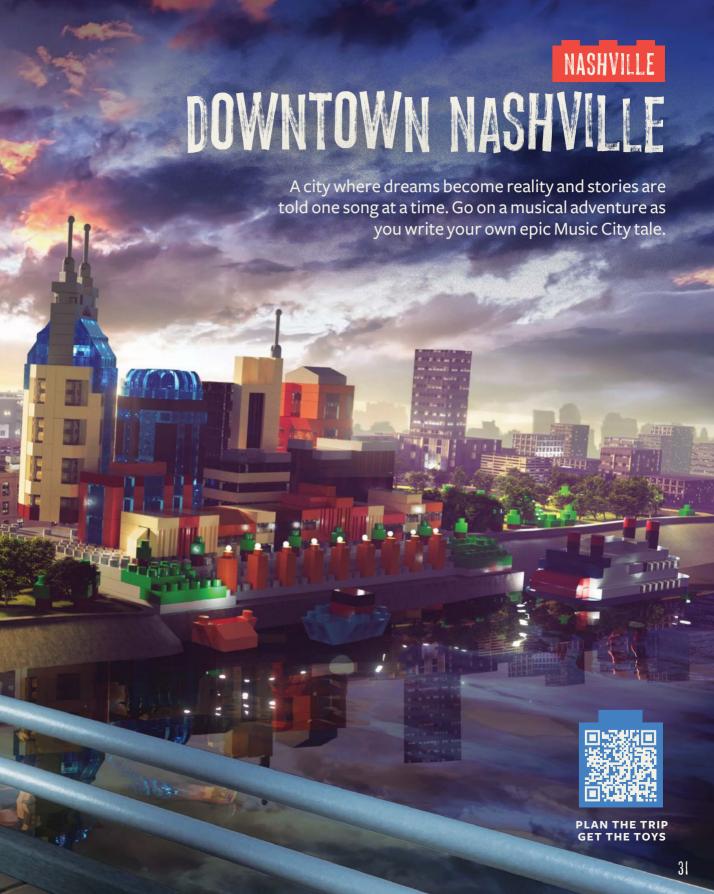


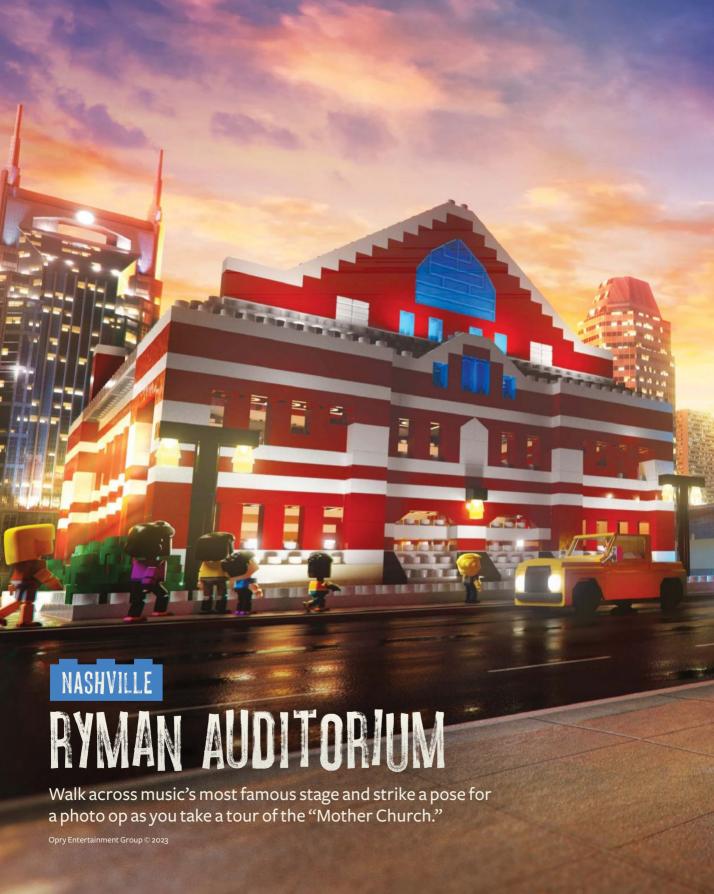
















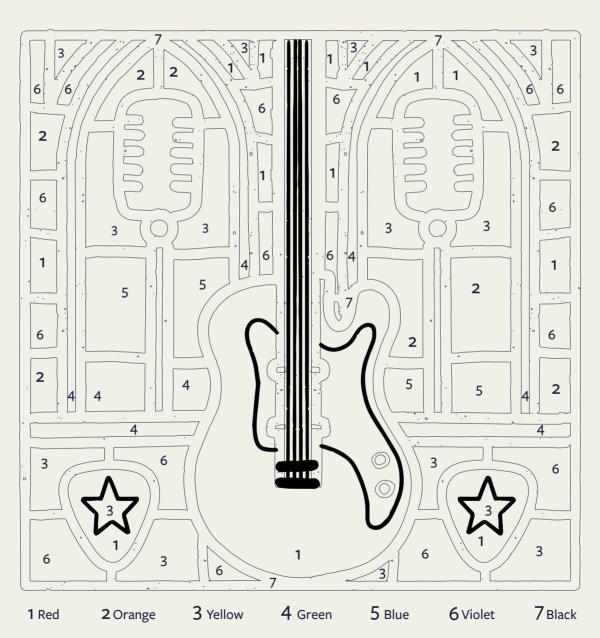




WHAT'S A GUITARIST'S FAVORITE KIND OF CHEESE?

STAIN THE GLASS

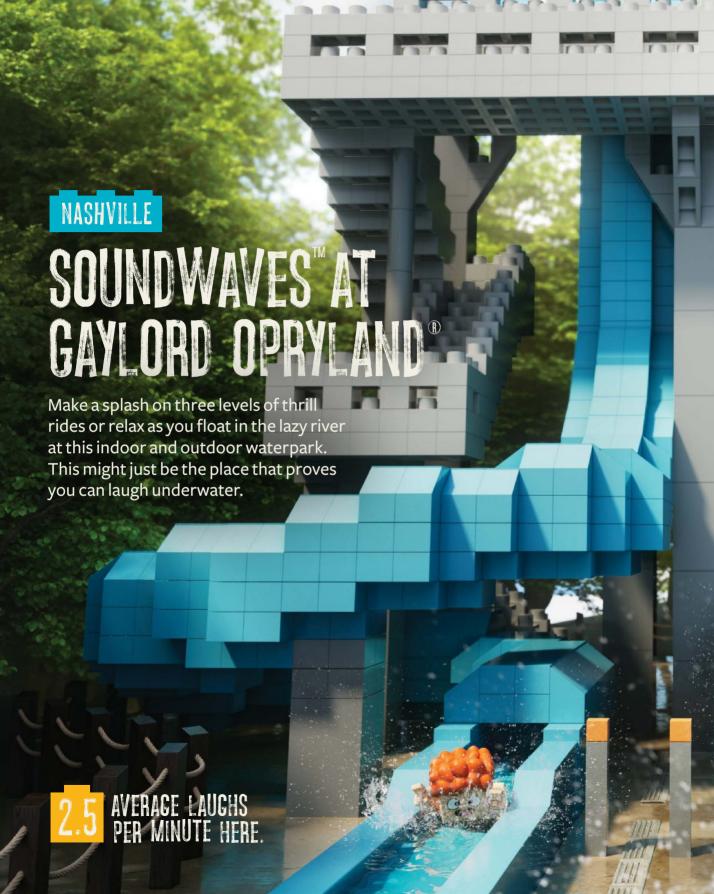
COLOR BY NUMBER TO REVEAL THE WONDER OF NASHVILLE'S RYMAN AUDITORIUM'S STAINED GLASS WINDOWS.



CHECK OUT RYMAN AUDITORIUM'S TOY ON PAGE 33

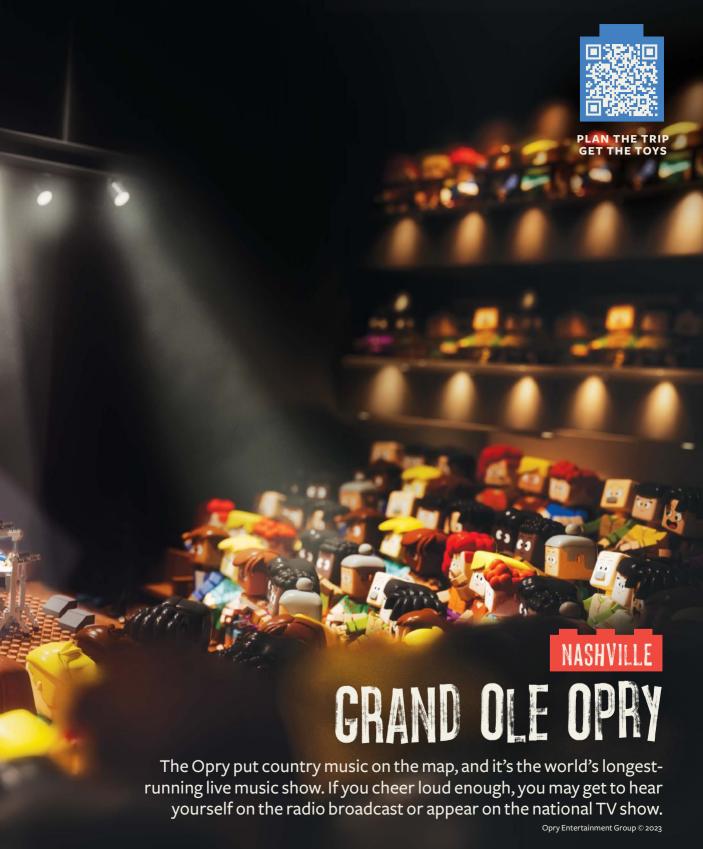


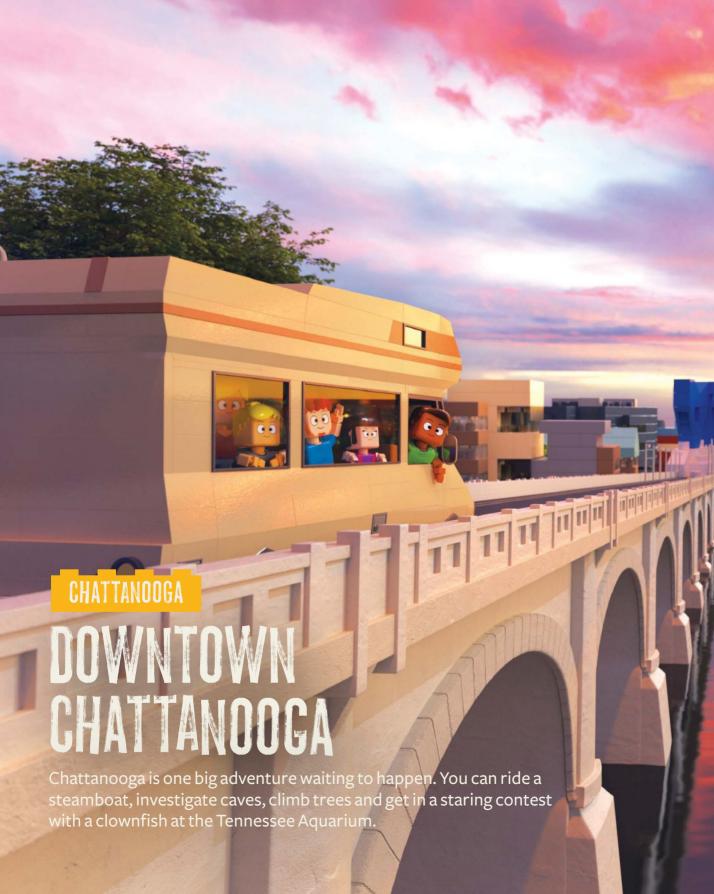


















POLARIPORTRAJI

CAN YOU FINISH THIS DRAWING OF BIGFOOT THE PENGUIN FROM THE TENNESSEE AQUARIUM IN CHATTANOOGA?

WHO UN'S WHO UN'S PENORITE? FAVATIVE?

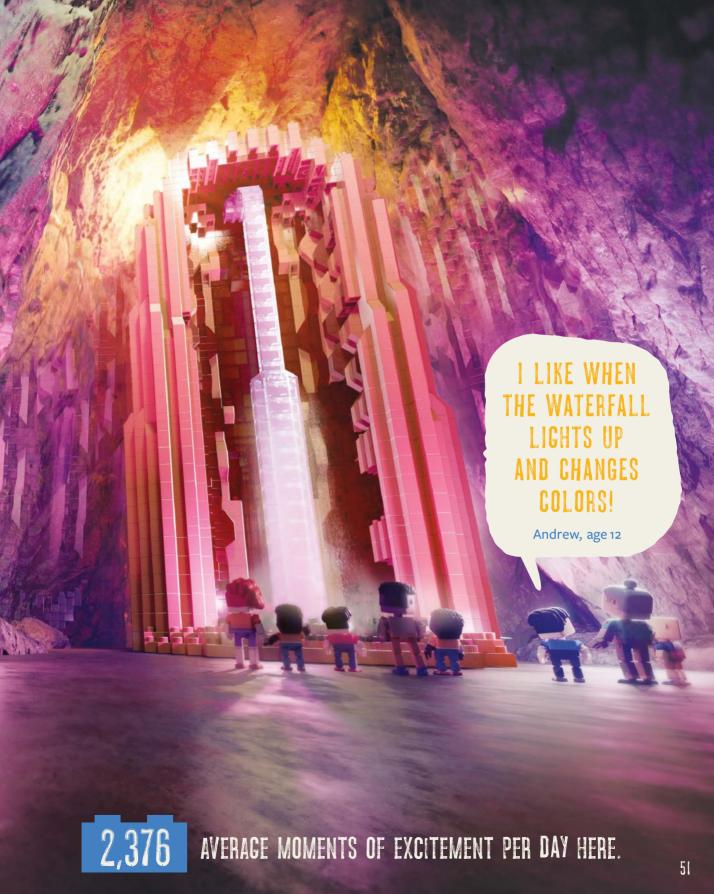
CHECK OUT THE TENNESSEE AQUARIUM'S TOY ON PAGE 47

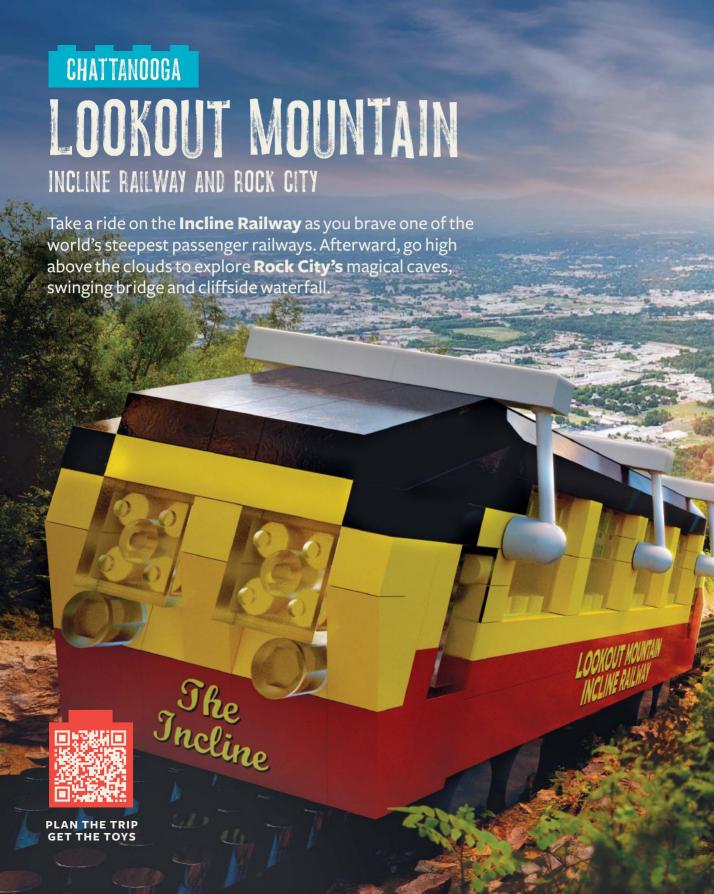
WALK ON THE WILD SIDE

MATCH THE FOOT (OR PAW) PRINT TO ONE OF THESE AMAZING ANIMALS YOU CAN VISIT.



CHATTANOOGA RUBY FALLS Go on a journey deep inside of the Earth to see the world's largest indoor waterfall. It's always a cool 60 degrees inside, so when a grown-up tells you to bring a coat, listen. **PLAN THE TRIP GET THE TOYS**



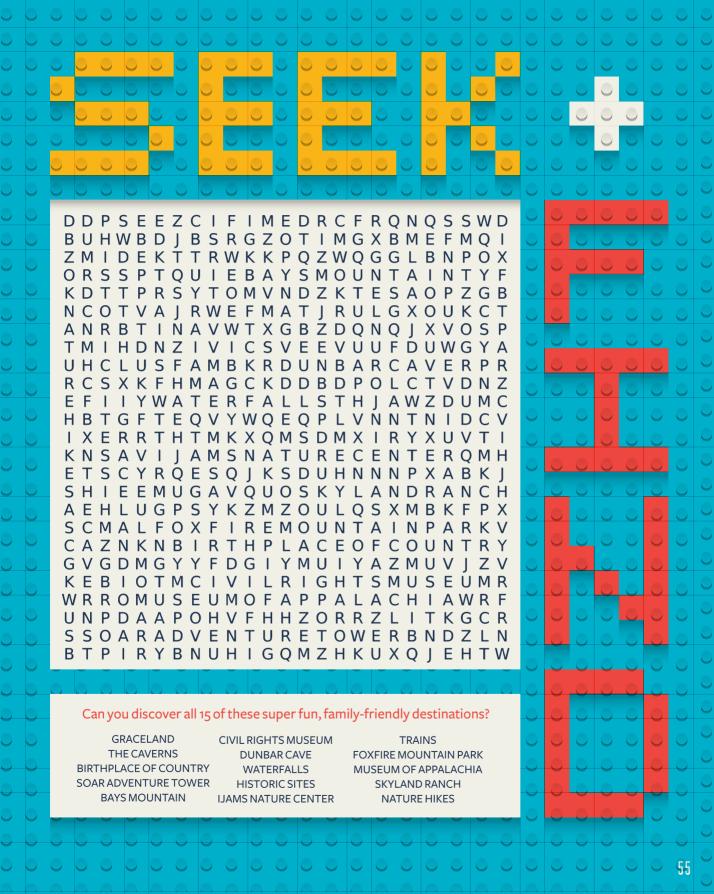




MATCH MADE IN TN

ASK AN ADULT TO HELP CUT THESE OUT, PLACE THEM FACE DOWN, THEN FLIP TWO CARDS AT A TIME AS YOU TRY TO MATCH THE PICTURES.















COUNTRY MUSIC HALL OF FAME®

& MUSEUM COUNTRY MUSIC HALL OF FAME A MUSEUM SET 1,445 PIECES







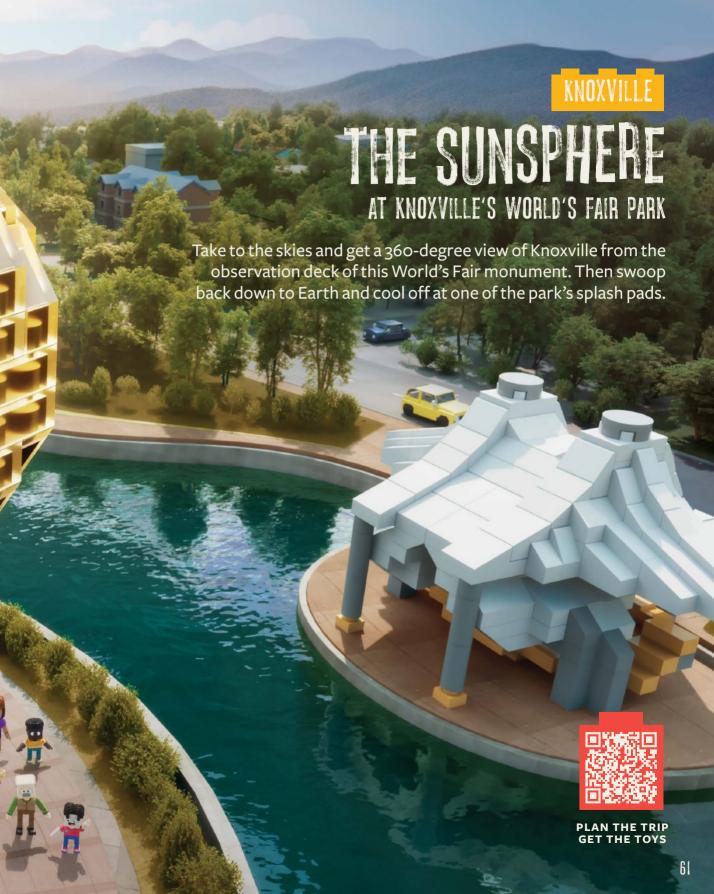










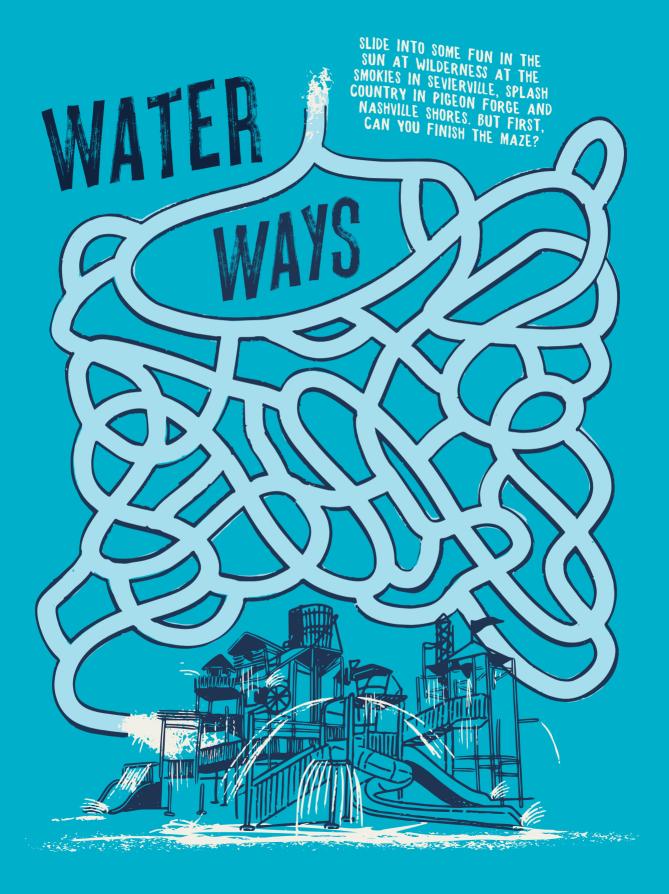








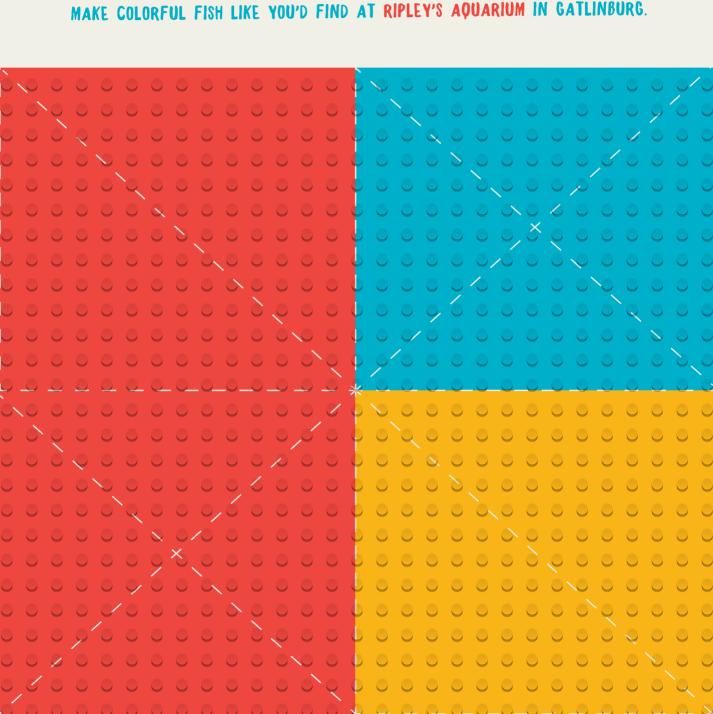




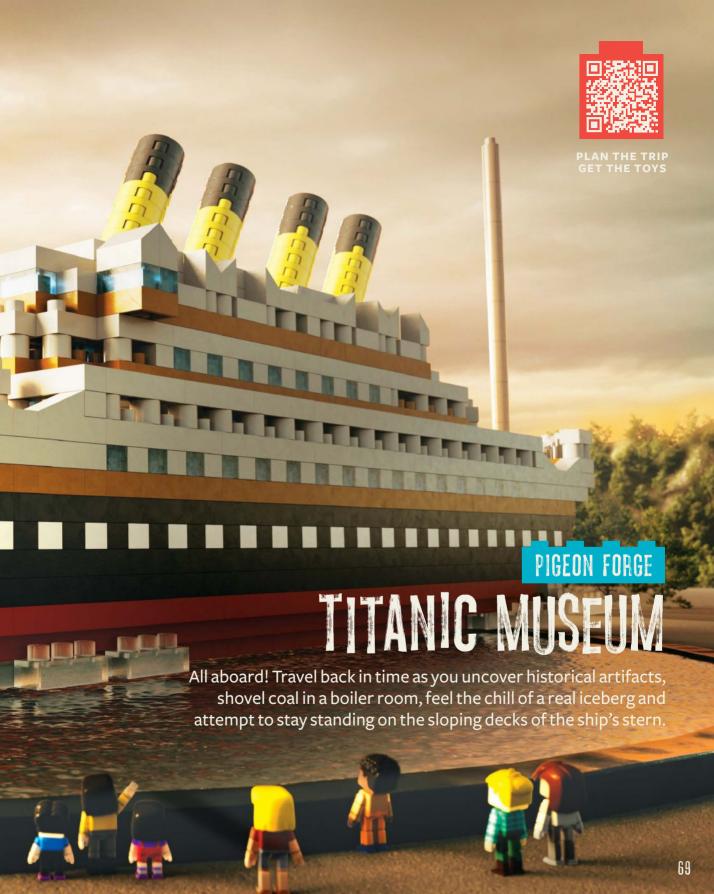


SOMETHING FISHY

ASK AN ADULT TO HELP YOU CUT OUT THESE SHAPES, THEN ARRANGE THEM TO MAKE COLORFUL FISH LIKE YOU'D FIND AT RIPLEY'S AQUARIUM IN GATLINBURG.









Feel the rush of going "infinity fast" on epic rides like the new Big Bear Mountain. When you're done bumping cars and flying giant bees, you may even get a chance to see Dolly Parton herself.



PLAN THE TRIP

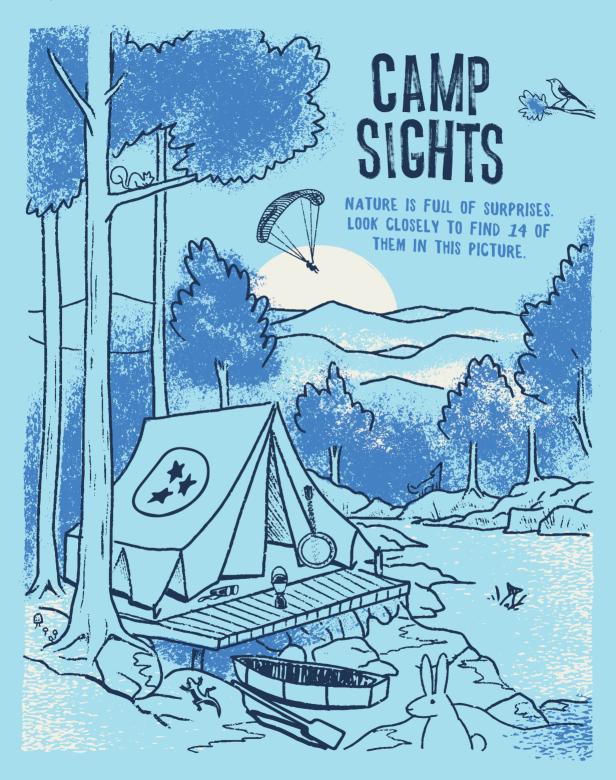




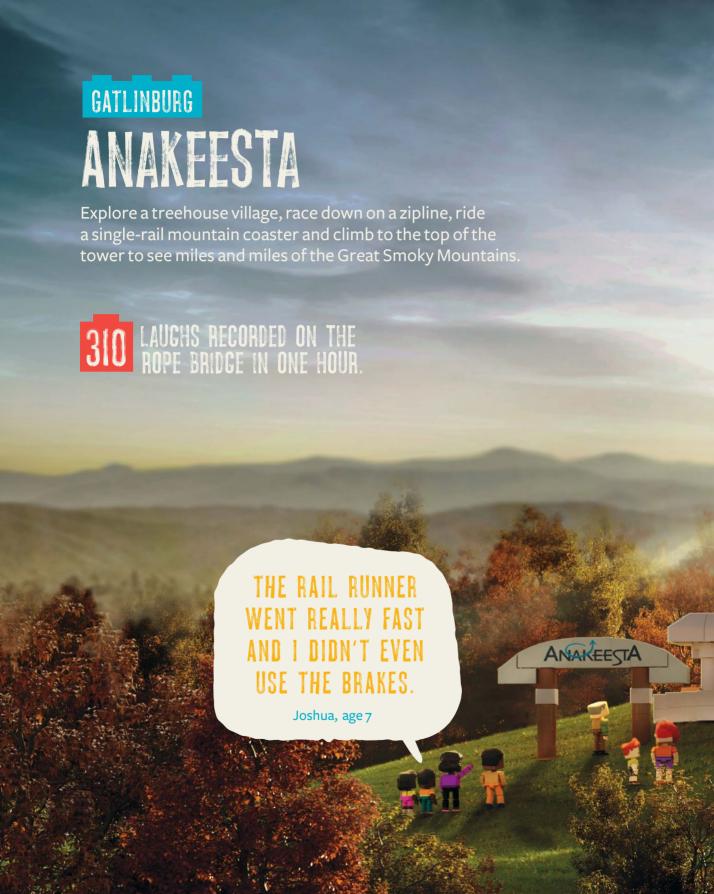
BEST DAY EVER!

DRAWN TOGETHER

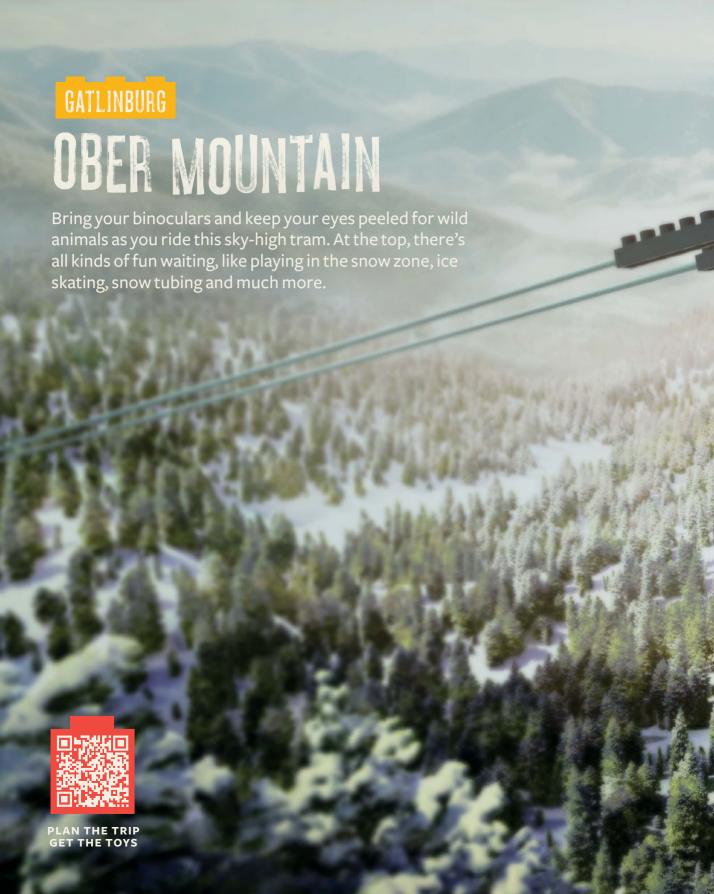
IMAGINE HAVING THE BEST TIME AT DOLLYWOOD IN PIGEON FORGE. THEN DRAW A PICTURE OF IT.



SALAMANDER BANJO RABBIT FISH WOLF HANG GLIDER TRISTAR LANTERN TENT SQUIRREL BINOCULARS MUSHROOMS CANOE PADDLE







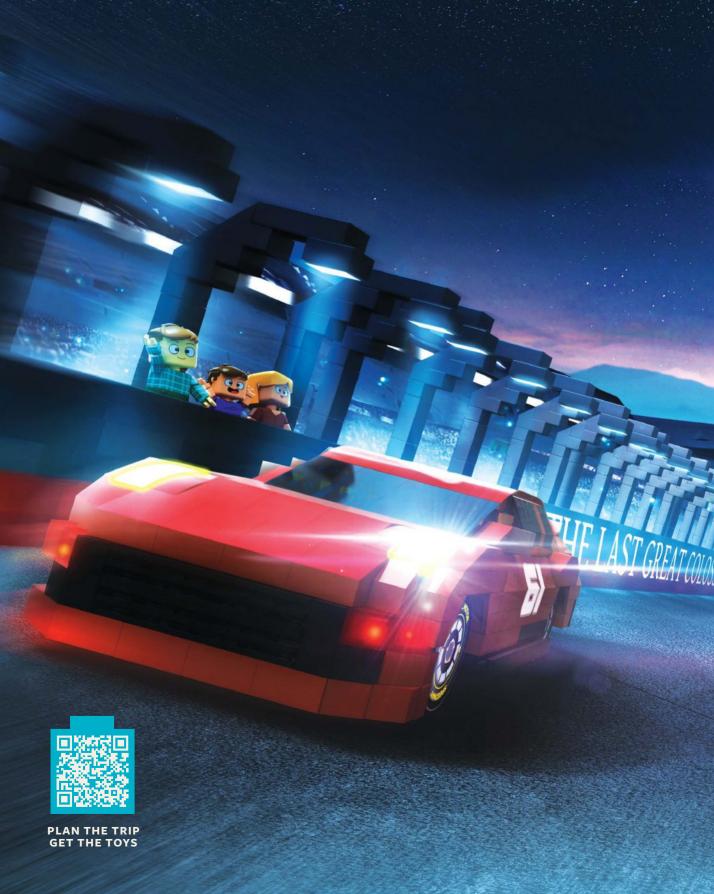


CREAT SMOKY MOUNTAINS NATIONAL PAR Formed over 200 million years ago, the Smokies are one of the oldest mountain ranges in the world. Yet even then, there are all kinds of new surprises hidden around every bend. What will you discover in this ancient playground?



PLAN THE TRIP
GET THE TOYS

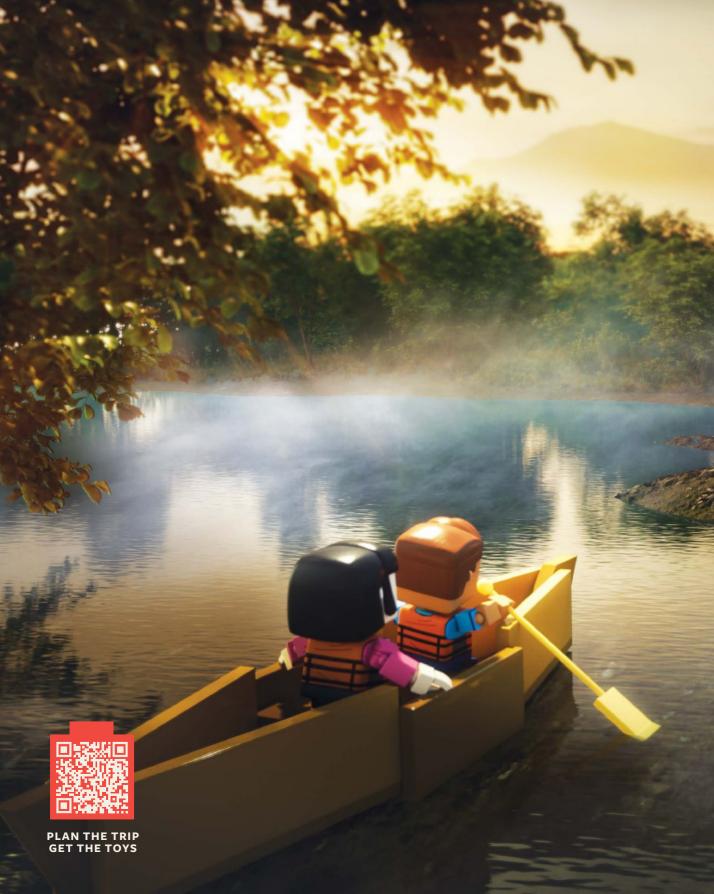




BRISTOL MOTOR SPEEDWAY

Watch drivers battle it out in the "Last Great Colosseum" one lap at a time. If you listen closely, you might even hear the roar of their engines from where you're sitting.

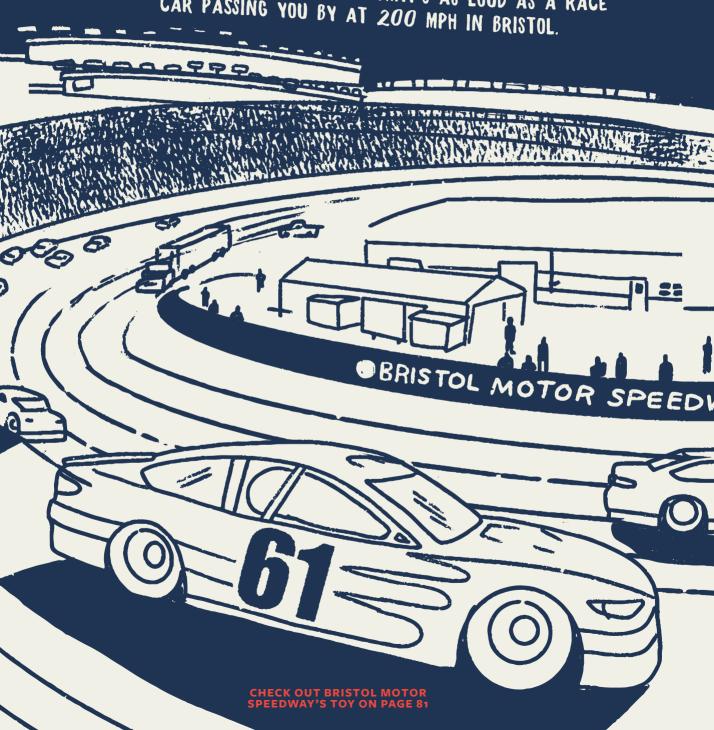
WE COULDN'T RECORD ANY LAUGHTER BECAUSE THE CARS WERE TOO LOUD.





COLOR INSIDE THE LANES

CREATE A CUSTOM PAINT JOB THAT'S AS LOUD AS A RACE CAR PASSING YOU BY AT 200 MPH IN BRISTOL.



USE YOUR OUTDOOR VOICE TO SING YOUR VERY OWN CHART-TOPPING CAMPFIRE MELODY. Yeaaaaah. We're going to Tennessee. Taking a _______, both you and me.

Then toast up a ______s'more or two.

We're gonna meet a _____ at the zoo.

I packed a ______ and _____, woooo.

So why don't cha help me _____ this song.

Because tomorrow we'll be _____-ing all day long.

Yeaaaaaah, we're going to Tennessee.

And it's gonna be the _____trip ever.

CABLE MILL SET 562 PIECES

GREAT SMOKY MOUNTAINS NATIONAL PARK







BLACK BEAR SET 453 PIECES



EACH SOLD SEPARATELY

DOLLYWOOD





BIG BEAR MOUNTAIN SET 316 PIECES

THE SUNSPHERE THE SUNSPHERE AT KNOXVILLE'S WORLD'S FAIR PARK SET 1,198 PIECES















OBER MOUNTAIN AERIAL TRAMWAY SET 601 PIECES

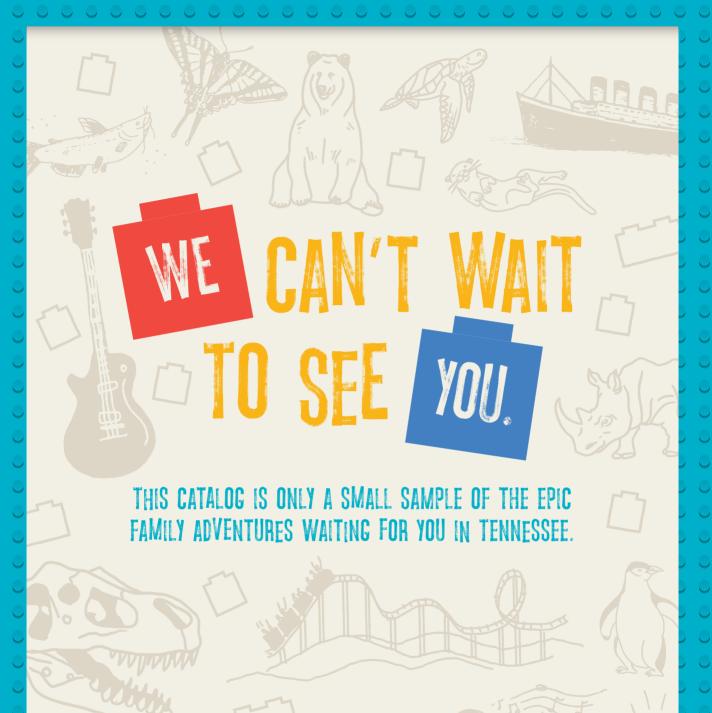






BRISTOL MOTOR SPEEDWAY SET 530 PIECES







START PLANNING TNVACATION.COM

