



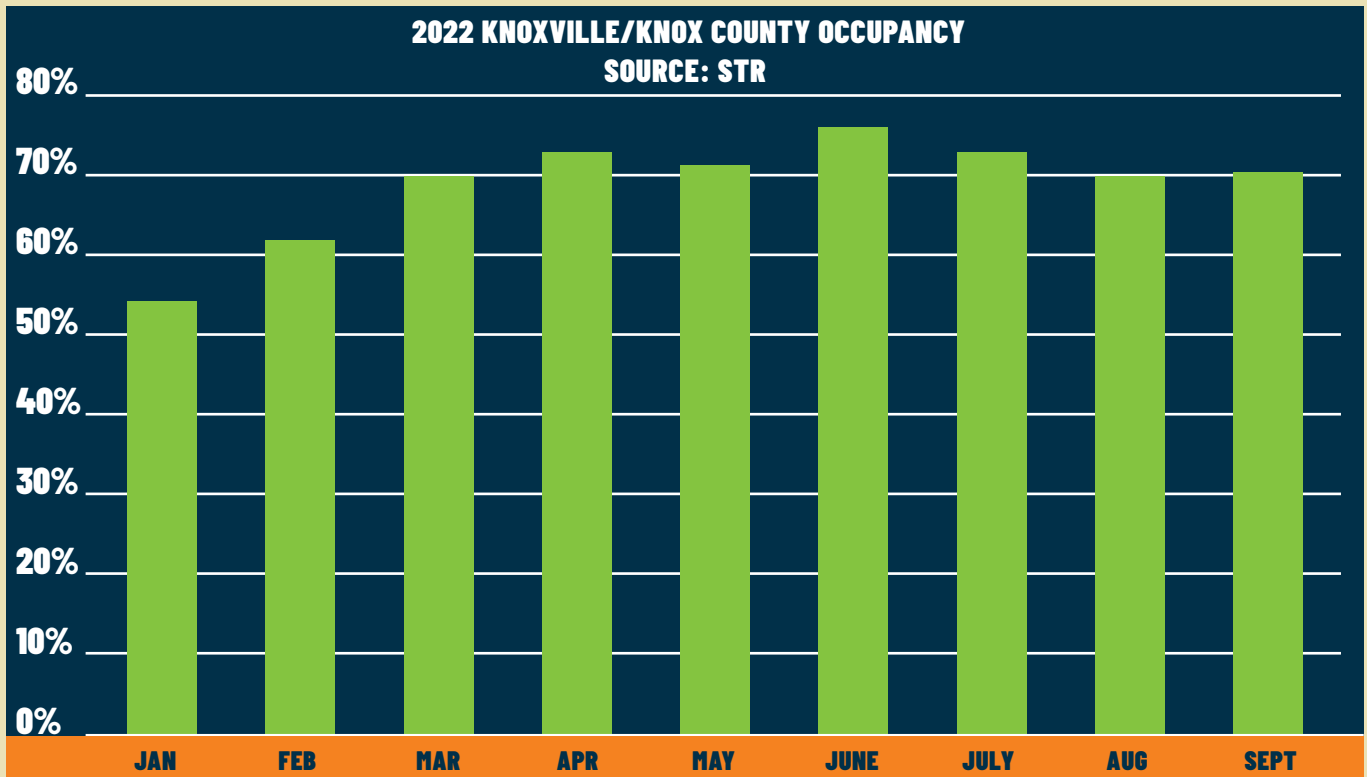
# TOURISM

# DASHBOARD

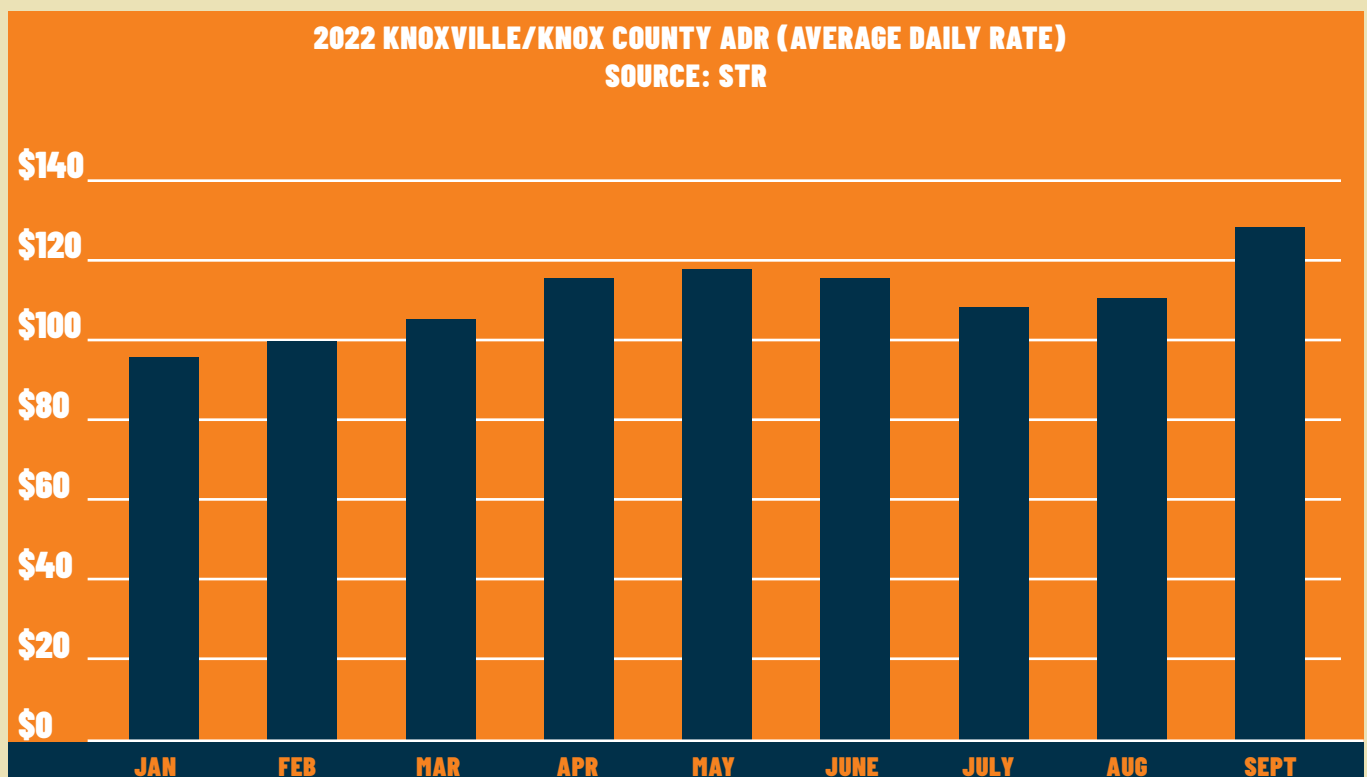
YTD JANUARY-SEPTEMBER 2022



# HOTEL OCCUPANCY 68.6% YTD



# HOTEL ADR \$111.31 YTD





## HOTEL RevPAR

(Source Smith Travel Research)

# \$76.35

YTD January through September 2022

Countywide Hotel Revenue Per Available Room (RevPar) is a key performance indicator that gauges the strength of hotel rooms booked and visitor spending. This indicator measures the hotel room revenue divided by hotel rooms available.

## HOTEL ROOMS SOLD

(Source Smith Travel Research)

# 1,793,254

YTD January through September 2022

Number reflects countywide hotel rooms sold in Knox County during the time period.

## BOOKING DATA

YTD January through September 2022

VK's digital ad placement and organic website visitation generated the following:

**33,701 BOOKINGS**

**86,659 ROOM NIGHTS**

**\$12,631,510 REVENUE**

**ADARA tracks a 60 day booking window.**

**The booking data above is current as of 10-18-22**

## TOP 5 BOOKING MARKETS

YTD January through September 2022

**Atlanta**

**Charlotte**

**\*Knoxville**

**Nashville**

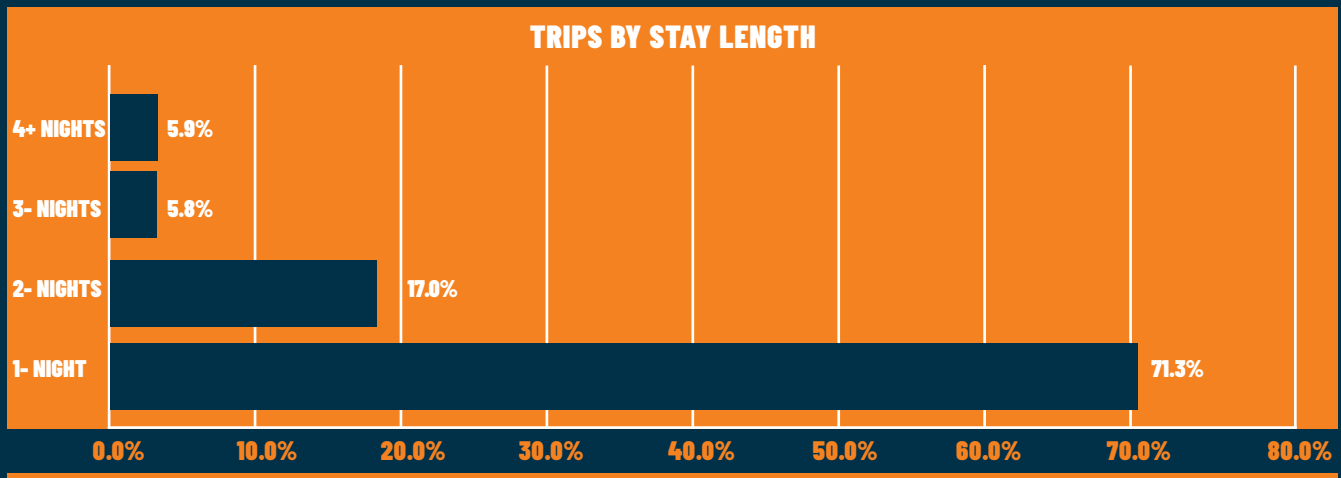
**New York**

\*The Knoxville DMA (Designated Market Area) consists of 22 counties within East Tennessee and Southeast Kentucky

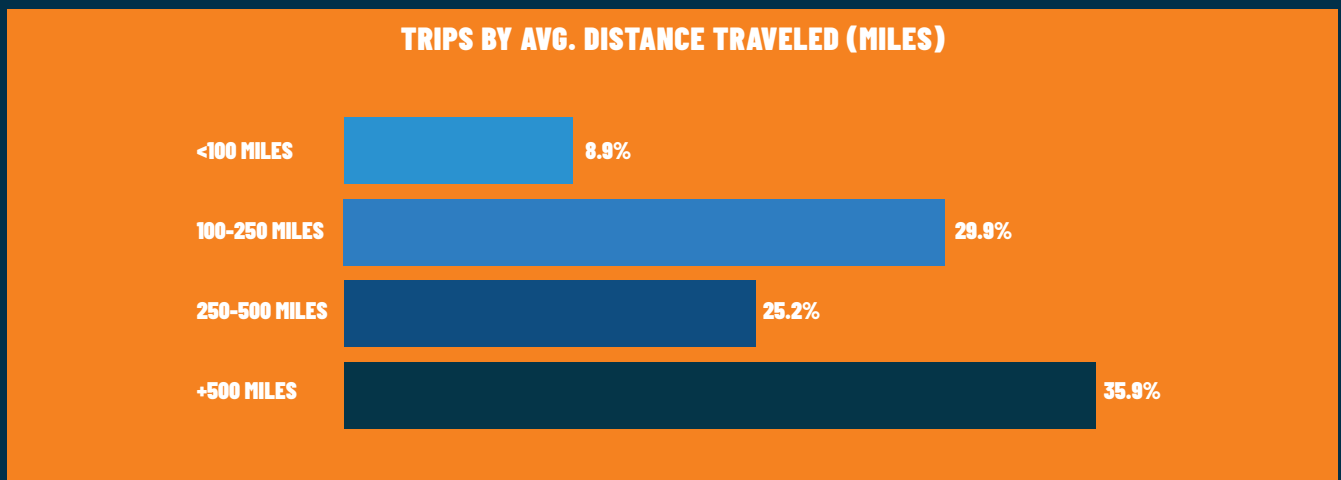
**Source: ADARA**



# OVERNIGHT TRIPS BY LENGTH OF STAY



# OVERNIGHT TRIPS BY AVG. DISTANCE TRAVELLED



Source: Arrivalist



# 2021 KNOX COUNTY ECONOMIC IMPACT OF TRAVEL

Based on Most Current Data Available.

(Source: Tennessee Dept. of Tourist Development/U.S. Travel Association, Tourism Economics)



Travel-Generated Spending:  
**\$1.65 Billion**



Local Travel-Generated  
Tax Revenues:  
**\$49.9 Million**



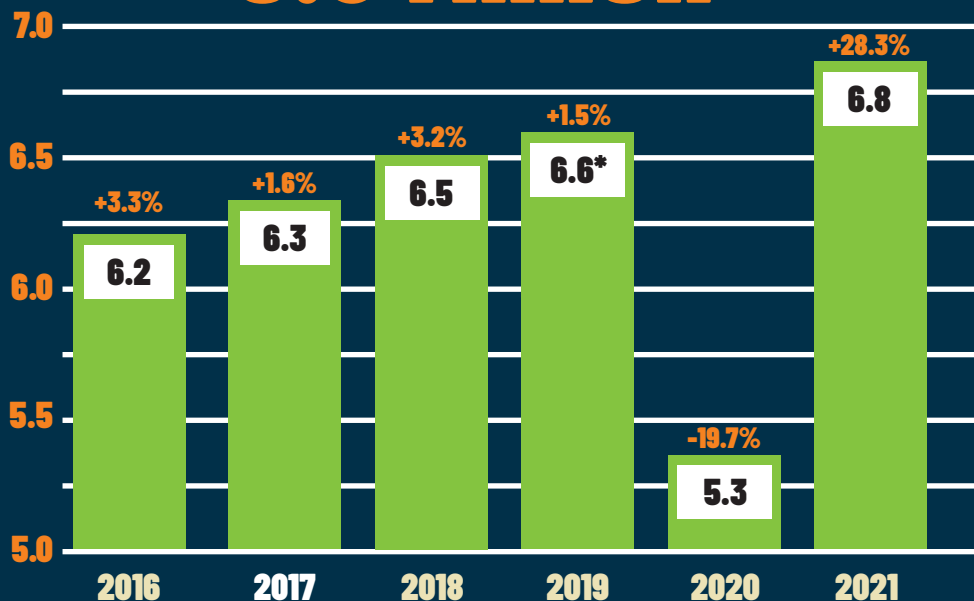
Travel-Generated Jobs:  
**12,630**



State Travel-Generated  
Tax Revenues:  
**\$81.5 Million**

## TOTAL OVERNIGHT VISITORS FOR CALENDAR YEAR 2021

# 6.8 Million



\* Overnight visitation has grown 10% from 2016-2021

Based on Knoxville's share of total US volume compared against STR room nights  
Sources: Longwoods, STR, Arrivalist, Visit Knoxville