

VISIT   
KNOXVILLE  
TENNESSEE

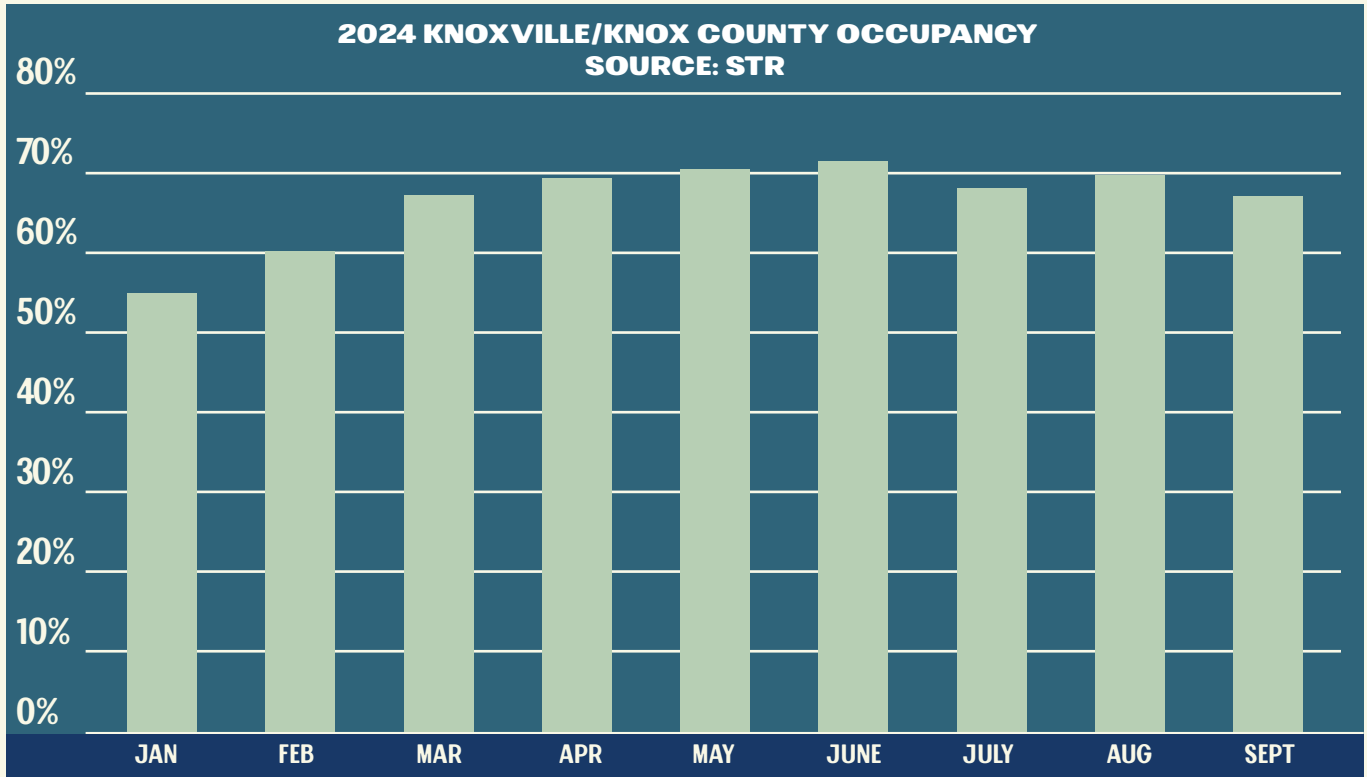
# TOURISM

# DASHBOARD

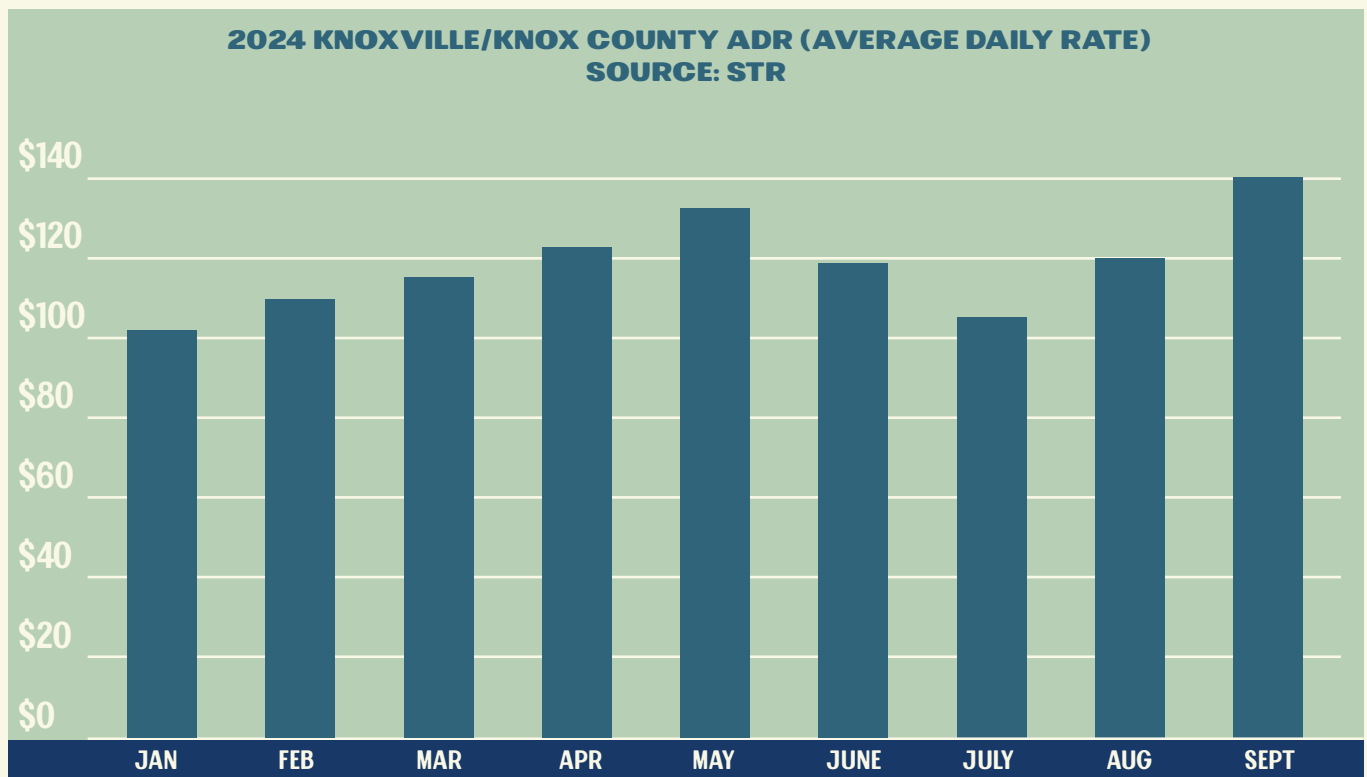
JANUARY-SEPTEMBER 2024



# AVG. HOTEL OCCUPANCY 66.3%



# AVG. HOTEL ADR \$121.43



## HOTEL REVPAR

(SOURCE SMITH TRAVEL RESEARCH)

# \$80.47

January through September 2024

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)

# 1,803,959

January through September 2024

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

## BOOKING DATA

January through September 2024

VK'S DIGITAL AD PLACEMENT AND ORGANIC WEBSITE

VISITATION GENERATED THE FOLLOWING:

**37,245 BOOKINGS**

**86,904 ROOM NIGHTS**

**\$ 12,665,338 REVENUE**

ADARA TRACKS A 60 DAY BOOKING WINDOW.

THE BOOKING DATA ABOVE IS CURRENT AS OF 10-2-24

## TOP 5 BOOKING MARKETS

January through September 2024

**ATLANTA**

**CHICAGO**

**\*KNOXVILLE**

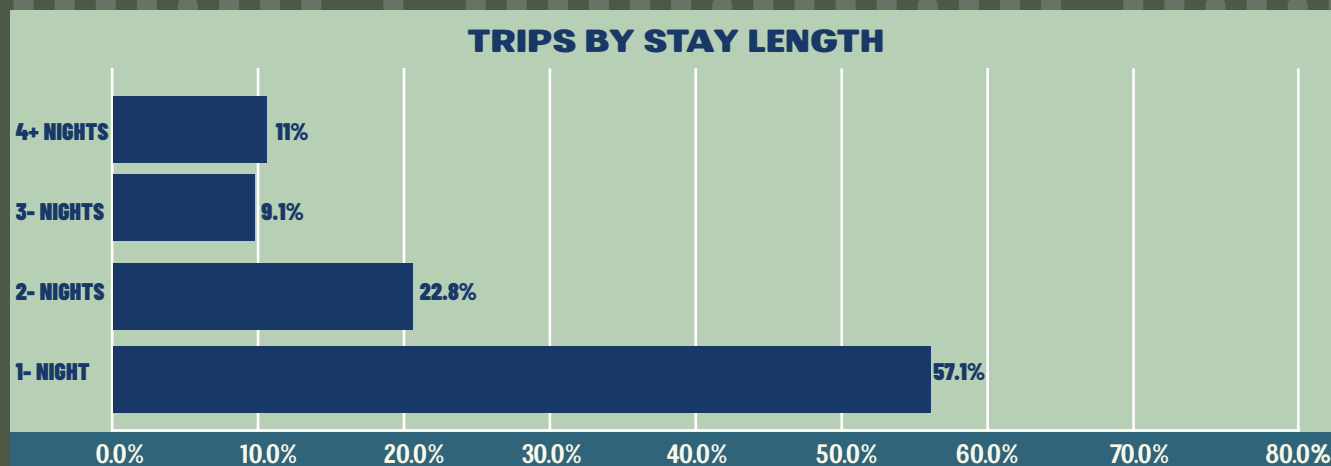
**NASHVILLE**

**WASHINGTON DC**

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

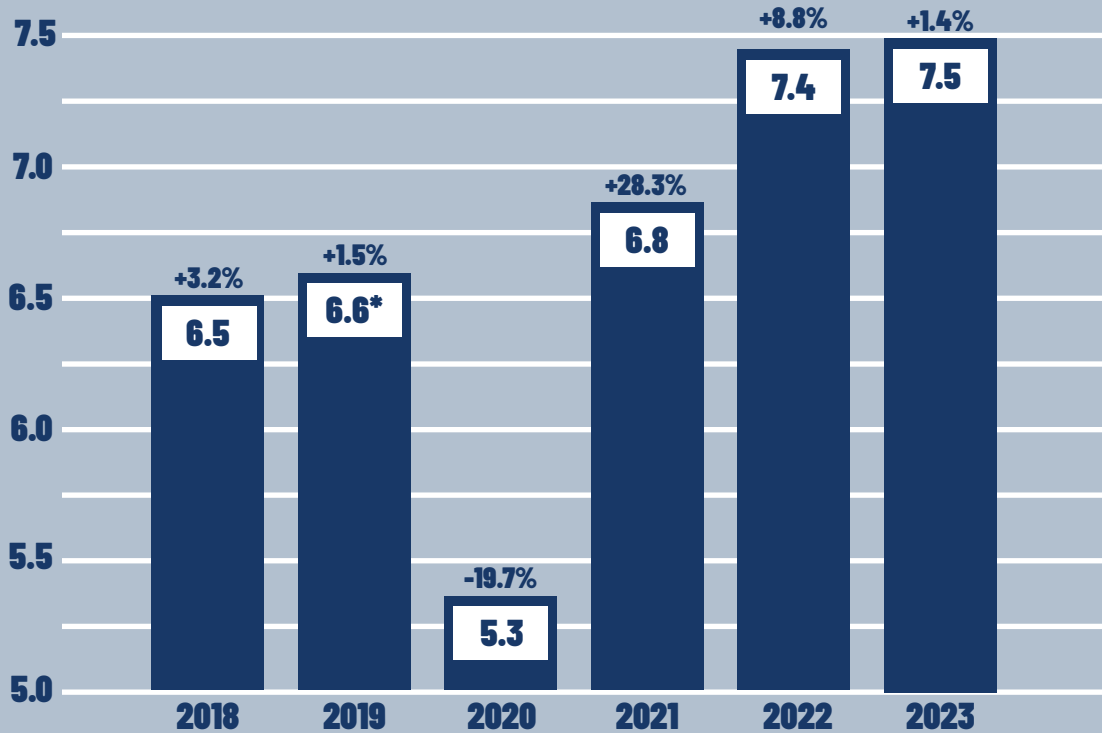
Source: ADARA

## OVERNIGHT TRIPS BY LENGTH OF STAY



## TOTAL OVERNIGHT VISITORS FOR CALENDAR YEAR 2023

# 7.5 Million



\* Overnight visitation has grown 15% from 2018-2023

Based on Knoxville's share of total US volume compared against STR room nights

Sources: Longwoods, STR, Arrivalist, Visit Knoxville

# 2023 KNOX COUNTY ECONOMIC IMPACT OF TRAVEL

BASED ON MOST CURRENT DATA AVAILABLE, UPDATED BY TDTD IN AUGUST

(SOURCE: TENNESSEE DEPT. OF TOURIST DEVELOPMENT/U.S. TRAVEL ASSOCIATION, TOURISM ECONOMICS)



**TRAVEL-GENERATED  
SPENDING:**

**\$2.04 BILLION**



**LOCAL TRAVEL-GENERATED  
TAX REVENUES:**

**\$ \$75.7 MILLION**



**TRAVEL-GENERATED  
JOBS:**

**14,723**



**STATE TRAVEL-GENERATED  
TAX REVENUES:**

**\$ 129.9 MILLION**