



2024 ANNUAL REPORT



CHATTANOOGA
“THE FRIENDLIEST CITY”
CONDÉ NAST TRAVELER

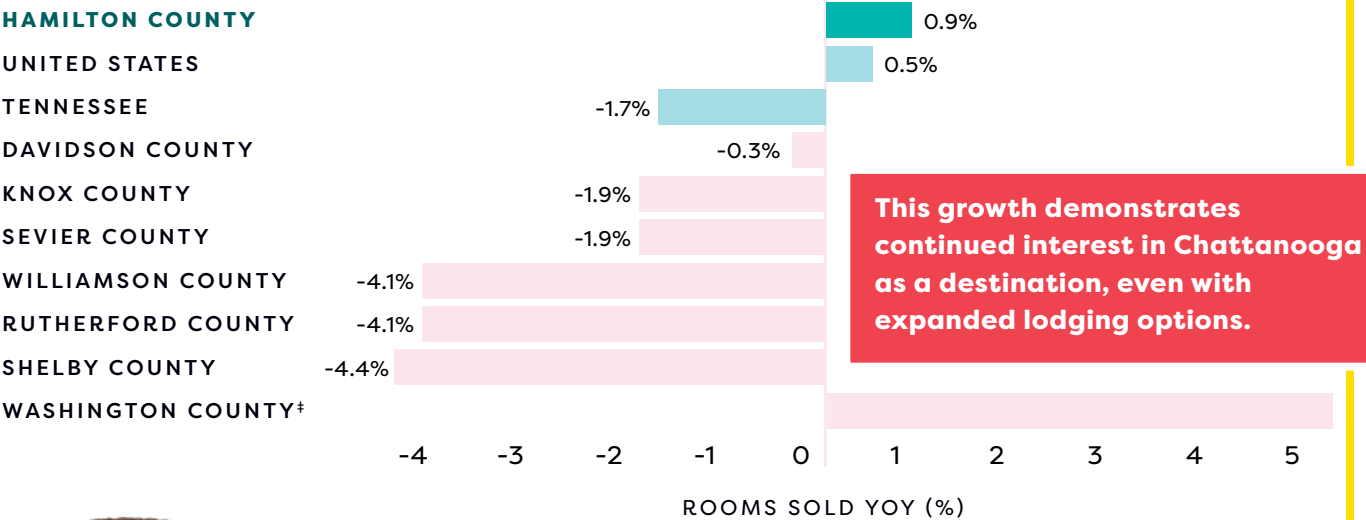
COMMUNITY PERFORMANCE

CHATTANOOGA TOURISM CO. ATTRACTS VISITORS TO DRIVE HAMILTON COUNTY’S ECONOMIC AND SOCIAL PROSPERITY. LODGING OCCUPANCY IS A KEY INDICATOR OF DESTINATION PERFORMANCE AND FUELS VISITOR SPENDING.

Hamilton County Leads Tennessee Tourism in Hotel Room Sales

While growth has slowed, Hamilton County still outpaced Tennessee and the nation with a **0.9%** year-over-year increase in hotel rooms sold.

2024 YEAR-OVER-YEAR HOTEL ROOMS SOLD



Source: STR

† Washington County, Tennessee's growth is directly attributed to evacuation and relief efforts from Hurricane Helene.

CHATTANOOGA IS ONE OF THE BEST PLACES TO VISIT IN TENNESSEE

Travel + Leisure

Tourism Creates Jobs

Tourism directly supported over **30K jobs** in Hamilton County, contributing to a thriving local economy.

Source: Bureau of Labor Statistics

Lodging Summary

60.5% OCCUPANCY†
4.9% INCREASE IN SUPPLY†

WHY LODGING OCCUPANCY MATTERS

Overnight visitors account for **40%** of total visitation but generate **46%** of total visitor spending, contributing **\$707 million** in 2023.*

Source: Symphony | Tourism Economics

† Includes all hotels and short-term rentals in Hamilton County.
* 2024 Numbers Not Yet Available.



53% of overnight travelers had visited before in the past 12 months

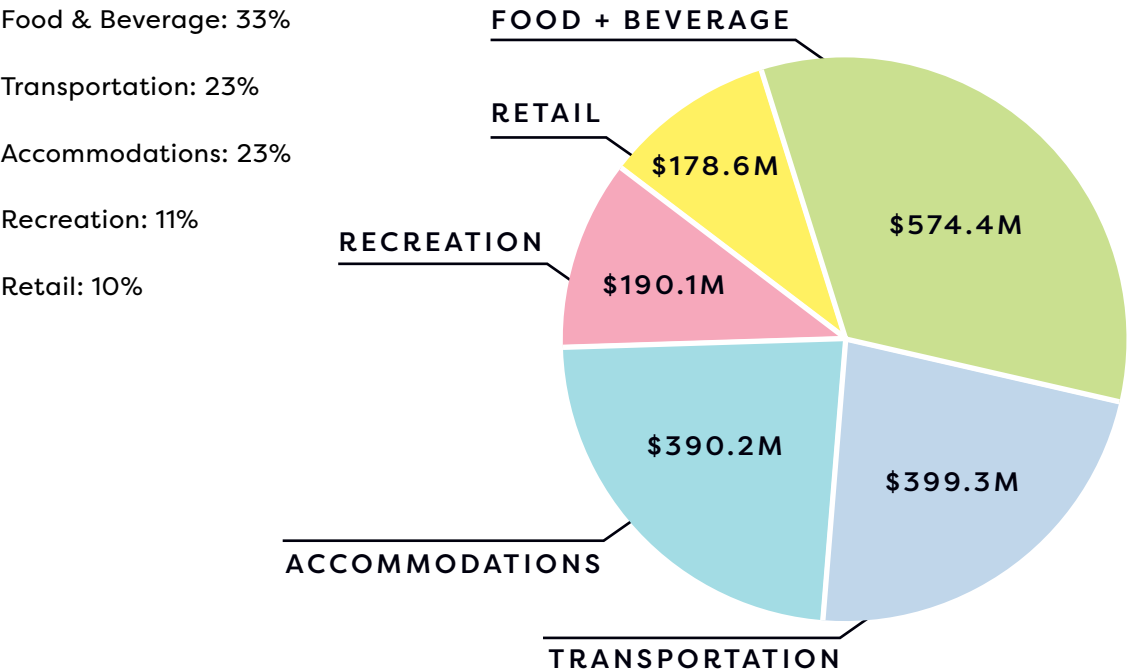
Source: Longwoods International

CHATTANOOGA RANKED #2 BEST U.S. CITY TO WORK REMOTELY

TechNational

Visitors spent **\$1.7 billion** in 2023, up 6.36% from 2022!

2023 Visitor Spending Breakdown*



2023 Visitor Spending + Volume*

Visitors contributed **\$179.4 million** in state and local tax revenue, saving every Hamilton County household **\$1,205 annually**.

10.7 MILLION TOTAL VISITORS (UP 2.2% FROM 2022)

6.4 MILLION	4.3 MILLION
DAY VISITORS	OVERNIGHT VISITORS

More than **77%** of total visitor spending takes place in local businesses like restaurants, attractions, art galleries, shops, etc. (not inside lodging facilities).

Source: Tennessee Department of Tourist Development
*2024 Numbers Not Yet Available.

CHATTANOOGA #2 IN 50 BEST VACATIONS IN THE U.S. Men’s Journal

BUILDING CONNECTIONS

1,120 Businesses partner with Chattanooga Tourism Co.

The Chattanooga Tourism Co. champions tourism-related economic opportunities for our community by **attracting visitors who support local businesses**, including hotels, short term vacation rentals, restaurants, coffee shops, gas stations, boutiques, festivals, attractions, and outdoor outfitters. Through strategic partnerships, we offer opportunities to amplify our partners’ marketing efforts, achieving results far beyond what could be accomplished independently.

70 New Partners

- | | | |
|---|--|---|
| Group Bunkhouse Lodging and Accommodations | Pocket Cafe | Talking Water Nature Retreat |
| Table South | The Batter’s Box | Metro Livery |
| River Rafting Gift Shop | The Playlist | Home2 Suites by Hilton Chattanooga East Ridge |
| The Bistro at Courtyard Cleveland | The McLeMore Golf Club | Overlooked Materials |
| Stills + Mash | Selah | Paradise Meadows Farmhouse |
| THE FORGE | Wavelength Space | Tennessee River Adventures |
| Zois’ Harbor Lights Restaurant | Furnish | La Quinta Inn & Suites Chattanooga |
| Wanderer Restaurant & Bar | Executive Limousine & Shuttle Service LLC | Asheville Dispensary Chattanooga |
| Apricot Place Cafe | ChattanoogaPetSitter.com | Watersports Of Chattanooga |
| Cesario’s | Chattanooga Paddleboards | Treetop Hideaway at Ruby Falls |
| Moonryvr Jewelry | Chattanooga VIP Tours | Pizzeria Cortile |
| Chattanooga Outdoor Festival | North Chickamauga Creek Gorge State Park | McKamey Animal Center |
| Elsie’s Daughter | The Marsh House | Impact Vacations |
| Little Debbie Park | Chattanooga Olive Oil Company | The Heinsman Guest House |
| Bar Moxy | BumbleBash 5 | ChattaBOOga Ghost Walk |
| Chattanooga Crystal Store | Tennessee Wall | Cumulus Chattanooga |
| FlatOut Sim Racing | Ascent Hospitality | Drury Plaza Hotel Chattanooga Hamilton Place |
| Big Bad Breakfast | TownePlace Suites Cleveland | Upper Room Studios |
| Moccasin Bend National Archeological District | Courtyard Cleveland | Ernest Chinese |
| MISSION BBQ | Holiday Inn Express Chattanooga Hamilton Place | The Seed Theatre |
| Auld Alliance | Candlewood Suites Chattanooga Hamilton Place | Kelley Hoagland Photography |
| Mayfly Coffee Company | La Antigua Fruit & Smoothie Bar | Community Pie Hamilton Place |
| Skyside | Dazey Skate Co. | Boccaccia Ristorante Italiano |
| Croft | | |

DRIVING PRODUCTIVITY

CHATTANOOGA TOURISM CO. INSPIRES TRAVEL AND ELEVATES THE CITY’S PROFILE THROUGH SOCIAL MEDIA, DIGITAL CAMPAIGNS, AND A STRONG WEB PRESENCE. THESE EFFORTS ENGAGE AUDIENCES, SHOWCASE EXPERIENCES, AND BOOST THE LOCAL TOURISM ECONOMY.



FACEBOOK	TIKTOK	INSTAGRAM	WEBSITE
66.3 M	7.2 M	6.1 M	9.1 M
IMPRESSIONS	IMPRESSIONS	IMPRESSIONS	IMPRESSIONS
389.8 K	131.3 K	106.7 K	2.7 M
FOLLOWERS	FOLLOWERS	FOLLOWERS	ACTIVE USERS

Surpassed the significant milestone of 100k followers on TikTok and Instagram.

VisitChattanooga.com saw a 12% surge in traffic, climbing from 8 million in 2023 to 9.1 million in 2024.

Sources: Miles Partnership, Sprout Social, Google Analytics

CHATTANOOGA FEATURED AS TOP LAST-MINUTE, HASSLE-FREE MEMORIAL DAY TRAVEL DESTINATION

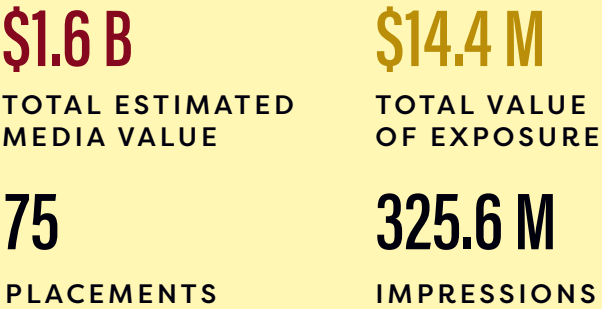
Good Morning America



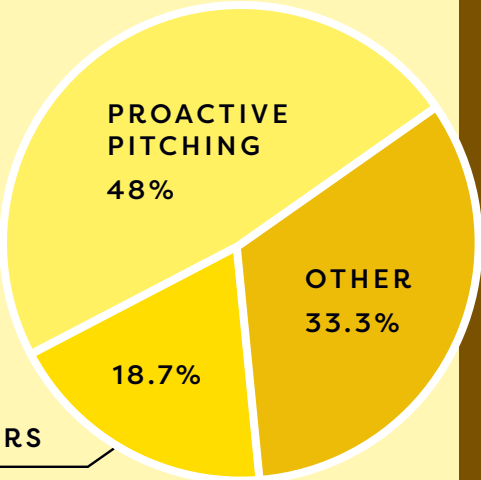
CHATTANOOGA WAS VOTED #3 BEST FOOD CITY IN THE U.S. Condé Nast Traveler



Media Hits



MEDIA PLACEMENT RESULT OF

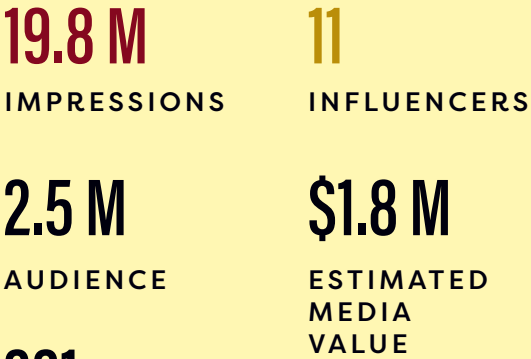


DESTINATION DISCOVERY TOURS

17 journalists were hosted in Chattanooga through group and individual press trips, resulting in 20 placements across 20 different publications.

Source: Development Counsellors International

Influencer Program



221 POSTS ACROSS INSTAGRAM, TIKTOK, PINTEREST, FACEBOOK, AND BLOGS



141.2 K SOCIAL ENGAGEMENTS

FUELING EVENTS



299K

TOTAL ATTENDEES

\$183.9M

TOTAL ECONOMIC IMPACT FROM EVENTS

477

TOTAL LEADS*

30

TRADESHOWS

180.8K

ROOM NIGHTS SOLD

263

FUTURE EVENTS BOOKED

253

EVENTS SERVICED BY CHATTANOOGA TOURISM CO.

Event Volunteers

ACROSS 6 OPERATED EVENTS

1,300

VOLUNTEER SHIFTS

5,200

VOLUNTEER HOURS

650

INDIVIDUAL VOLUNTEERS



IRONMAN Chattanooga was ranked 2nd Overall Swim Course, 2nd Best Overall Race, and 2nd Most Recommended Race by the 2023 Global and North America Athletes' Choice Awards. (2024)

Source: Symphony | Tourism Economics

* Opportunities shared with partners.

Meetings + Conventions

KEY MEETINGS HOSTED

- Christian Counseling & Education Foundation National Conference
- Tennessee Tow Show

MEETINGS MILESTONES

- Sports ETA 4S Summit welcomed **250 sports tourism professionals**, an **80% increase in attendance** from 2023, setting a new record for summit participation.
- Tennessee Governor's Conference on Hospitality and Tourism **welcomed 640 attendees**, making it the largest Gov Con to date.

79K

TOTAL ATTENDEES

151

MEETINGS SERVICED

BOOKED

- Outdoor Writers Association of America
- Medal of Honor Celebration Convention
- International Bluegrass Music Association's World of Bluegrass

220K

TOTAL ATTENDEES

102

SPORTS SERVICED

Sports

KEY SPORTS HOSTED

- TSSAA Girls' Soccer State Championships
- BlueCross Bowl TSSAA Football State Championships
- NJCAA Division III Men's and Women's Tennis Championships
- NJCAA Division III Softball Championship

GAME CHANGERS

- Softball showcased its strength in our community as we hosted **17 events, 41K attendees, and over \$29.5 million in economic impact.**
- IRONMAN 70.3 had the largest athlete participation for any IRONMAN event in the world with over **4K total athletes, 11K spectators, and a \$9.9 million total economic impact.**

EVENTS WON

NCAA Division II Softball National Championship secured through 2028.

- Celebrated **10 years** of IRONMAN Chattanooga.
- Head of the Hooch welcomed **20K athletes and spectators**, bringing **\$9.6 million total economic impact.**

INVESTING LOCALLY



Co-Op Program

The Co-Op program empowers tourism partners by matching advertising investments dollar-for-dollar, resulting in a total spend of **\$220K**. This collaboration brought measurable success through targeted digital and social campaigns, driving visibility for local businesses and enhancing Chattanooga's brand.

Since its inception in 2020, the Co-Op program has **invested \$1.3M across 154 campaigns**, generating more than **250 million impressions** and fostering partnerships with organizations of all sizes.

Group Volunteer Fundraising Initiative

The Group Volunteer Fundraising Initiative **awarded \$18K to local non-profit organizations** for their volunteer efforts. Funded through event revenues generated by several of our events, this program was created to support local groups in need of funding. Groups receive funds based on the number of participants, hours worked, and the scope of their contributions.



“CHATTANOOGA NAMED ONE OF THE SOUTH'S BEST CITIES”
Southern Living



CHA Airport Support

Targeted marketing, promotional efforts, and recruitment assistance were essential in supporting the Chattanooga Metropolitan Airport's successful flight expansions.

NEW DIRECT FLIGHTS TO

LaGuardia Airport | New York, NY
Harry Reid International Airport | Las Vegas, NV

Tourism in the Classroom

Through a partnership with the University of Tennessee at Chattanooga's "Exploring Chattanooga" course, students engage with local culture and destination marketing through hands-on projects and industry interactions. This collaboration fosters workforce development, student retention, and cultural storytelling, producing **133 new digital assets** (including the photo below by Allison Gilliam), **6 student-written blogs**, and connections between **40 students and 46 local partners**.



Music Venue Needs Assessment

The Chattanooga Music Venue Needs Assessment evaluated the state of local music venues and identified opportunities to enhance the city's music scene through strategic growth and development.

RECOMMENDATIONS:

- 6,000-seat outdoor amphitheatre
- Permanent bandshell in a public park
- Continued improvements to Miller Park Stage
- Support for Tivoli Theatre renovations
- Support for Finley Stadium event hosting infrastructure



Scenic City Cup

Nearly **\$30K** from the Scenic City Cup was reinvested into local recreational youth soccer programs. Since its inception in 2013, the event has contributed almost **\$550K to support and grow youth soccer** in our community.

