



2025 ANNUAL REPORT



TOURISM SHOWS UP EVERY DAY IN CHATTANOOGA.



It is the family planning their first Incline Railway ride, the runner greeting the sunrise along the Riverwalk, and the thousands of neighbors whose work in hotels, restaurants, attractions, and outdoor experiences that turn into livelihoods. In 2024, 11.1 million visitors chose our community, not only for what we offer, but for how they are welcomed. Tourism here is not abstract. It is personal. It is economic. And it is shared by everyone who calls this place home.

Behind these milestones is year-round work that drives results. Marketing campaigns generated over 200 million impressions, introducing Chattanooga to potential visitors across the country. Our sales team built relationships that secured more than 300 future events. Expanded visitor services helped guests discover local businesses and experiences. And nearly 1,100 volunteers gave over 43,000 hours, proving that hospitality here is a community effort supported by partners, residents, and businesses working toward shared success.



This past year affirmed what residents already know. Chattanooga's designation as North America's first National Park City and the recognition of local restaurants by the MICHELIN Guide did not change who we are. They reflected it. In 2025, organizations like the International Bluegrass Music Association, the Outdoor Writers Association of America, and New Zealand's Auckland City Football Club joined longtime events like IRONMAN and TSSAA BlueCross Bowl, helping global audiences experience what makes Chattanooga special.

Our role is to serve our partners and protect the long-term health of this economy, so it continues to benefit residents, support local jobs, and strengthen our community. The results in this report belong to all of us. Together, we will continue building a destination that is welcoming, competitive, and grounded in the people who make Chattanooga feel like home.



STATEWIDE DATA. LOCAL IMPACT.

The 2024 numbers are in, and they're worth celebrating. Hamilton County generated a record-breaking \$1.8 billion in visitor spending—proof that our community thrives through tourism. This performance reflects the strength of our partnerships and the compelling experiences that keep visitors coming back.

Visitor Spending Benefits All of Us

11.1+ MILLION

TOTAL VISITORS

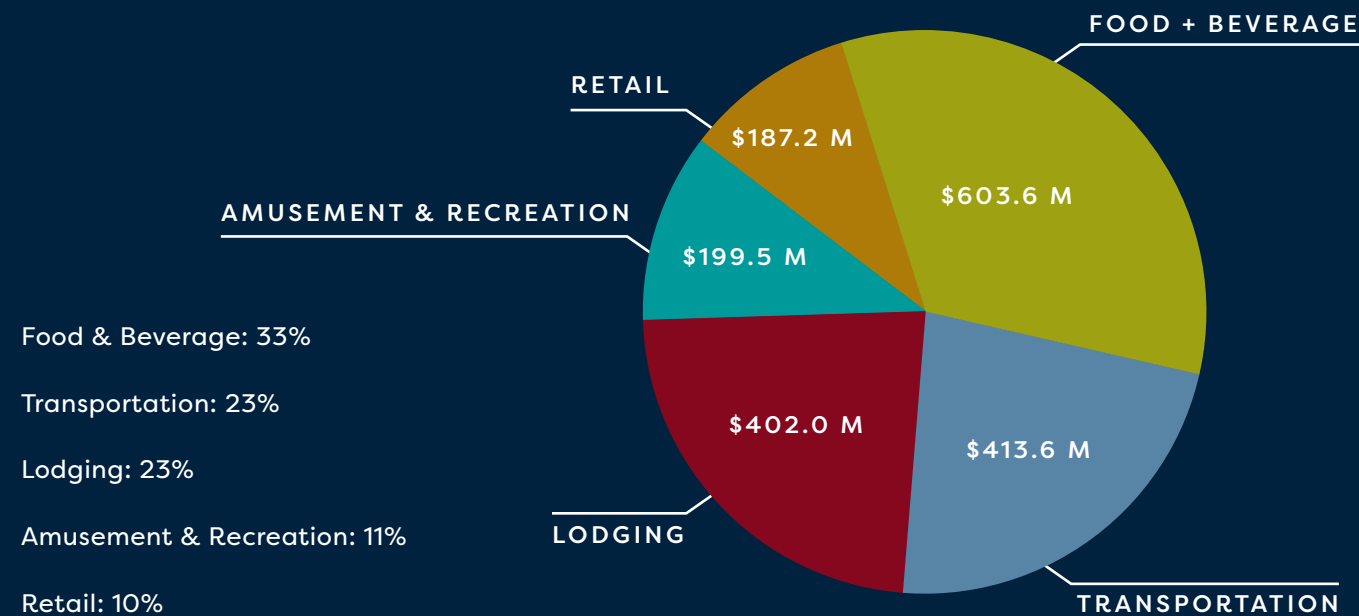
6.8 MILLION

DAY VISITORS

4.3 MILLION

OVERNIGHT VISITORS

2024 Visitor Spending Breakdown*



Source: Estimates from Tennessee Department of Tourist Development
* The Tennessee Department of Tourist Development will release 2025 impact in September 2026.

Record-breaking **\$1.8+ billion** in direct visitor spending, up \$73,266,800 from 2023!

Tourism Creates Tax Savings for Residents



\$186+ million

state and local taxes collected

\$1,232 in taxes saved annually by every Hamilton County household



Tourism Helps Fund Our Schools

\$17.7 MILLION IN LOCAL SCHOOL FUNDING WAS GENERATED BY LEISURE AND HOSPITALITY TAXABLE SALES IN HAMILTON COUNTY.

Source: Estimates from Tennessee Department of Tourist Development

A FIRST: CHATTANOOGA'S CULINARY SCENE RECOGNIZED BY MICHELIN GUIDE

FOUR CHATTANOOGA RESTAURANTS EARNED PRESTIGIOUS RECOGNITION IN THE INAUGURAL MICHELIN GUIDE AMERICAN SOUTH.

This milestone was made possible through a strategic partnership between Chattanooga Tourism Co., the Tennessee Department of Tourist Development, Travel South USA, and MICHELIN Guide—marking the first time Chattanooga restaurants were eligible to be considered for the guide.

This unprecedented opportunity placed Chattanooga on a global culinary stage, elevating Chattanooga's food scene and the city's reputation as a must-visit destination for food and hospitality, attracting food-focused travelers for years to come.

BIB GOURMAND

Little Coyote

MICHELIN RECOMMENDED

Easy Bistro & Bar

Main Street Meats

The Rosecomb



Little Coyote



Easy Bistro & Bar



The Rosecomb

CHATTANOOGA'S LODGING DEMAND CONTINUES TO GROW

When overnight visitors choose Chattanooga, they choose the experiences our hospitality partners create. In 2025, Chattanooga saw an impressive 2.5% increase in room nights sold compared to last year, positioning our destination among the leading counties in the state for growth in lodging demand. Supply is also increasing with multiple new hotels opened in 2025, so our continued investment in sales and marketing is critical for our hospitality partners.**

Overnight guests stay longer and spend more than twice as much as day visitors, contributing significantly to our local economy. Nearly half of our overnight visitors return within 12 months—a powerful validation that what we're building together works. Tracking lodging performance helps us strategically grow demand and strengthen the partnerships making our destination competitive.

2.5% INCREASE IN LODGING DEMAND FROM 2024

3.4% INCREASE IN LODGING SUPPLY FROM 2024

60.3% OCCUPANCY

Sources: Symphony | Tourism Economics, STR, AirDNA, Longwoods International
** Includes all hotels and short-term rentals in Hamilton County



"..FOR MAXIMUM CHARM, STAY IN CHATTANOOGA."

Washington Post



CHATTANOOGA TOURISM CO. 7

DRIVING VISITATION

INSPIRING VISITATION THROUGH STRATEGIC MARKETING

205.3 M

PAID MEDIA IMPRESSIONS



15.3%

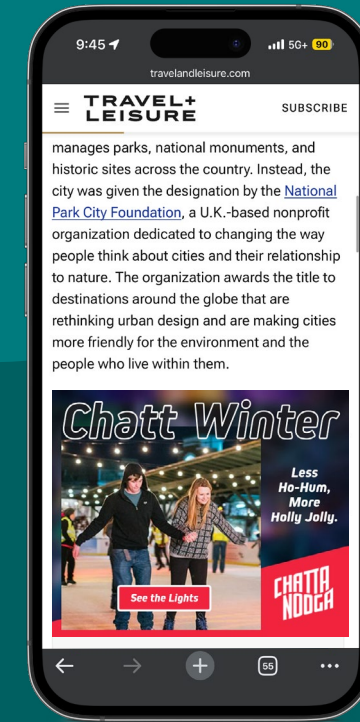
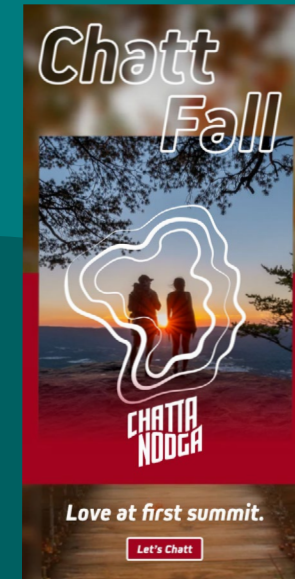
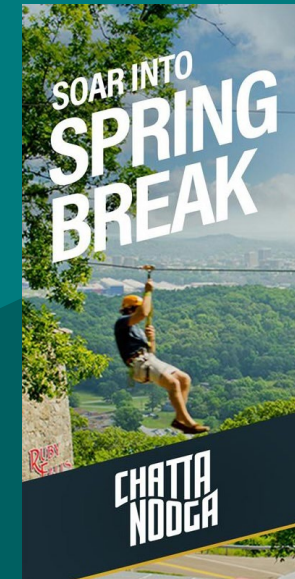
INCREASE FROM 2024

Turning Awareness into Visits

In 2025, we elevated our advertising campaigns and brand approach through strengthened brand pillars and consistent seasonal storytelling. By focusing on priority markets and working with trusted content partners, we reached highly engaged audiences and delivered measurable results. From our website and social channels to public relations and advertising, every campaign is designed to drive visitation that supports local businesses, creates jobs, and strengthens Chattanooga's economic and social vitality.

2025	TIKTOK	FACEBOOK	INSTAGRAM	TOTALS
VEWS	36.9 M	88.2 M	8.5 M	133.6 M
ENGAGEMENT	19.5 M	2.6 M	331.6 K	22.4 M
FOLLOWERS	137.5 K	394.4 K	111.5 K	643.4 K

WEBSITE VISITCHATTANOOGA.COM	6.8 M PAGE VIEWS	2.3 M USERS	1 MIN 23 S AVG. ENGAGEMENT TIME
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Examples of 2025 paid campaign creative.

Inviting the World to Experience Chattanooga

Our public relations team amplifies Chattanooga's story through coverage in well-known travel, lifestyle, and news publications, along with features created by independent journalists and content creators. In 2025, this work resulted in 117 media placements, reaching an estimated global audience of more than 2.5 billion.

Chattanooga Tourism Co. supported this coverage by hosting visits for 26 U.S.-based and international journalists, offering firsthand experiences of Chattanooga's attractions, neighborhoods, and outdoor assets.

TRAVEL+
LEISURE

Southern Living

Forbes

The Washington Post

117

MEDIA PLACEMENTS

12

U.S. BASED JOURNALISTS HOSTED BY CTCO.

62.3 M

IMPRESSIONS

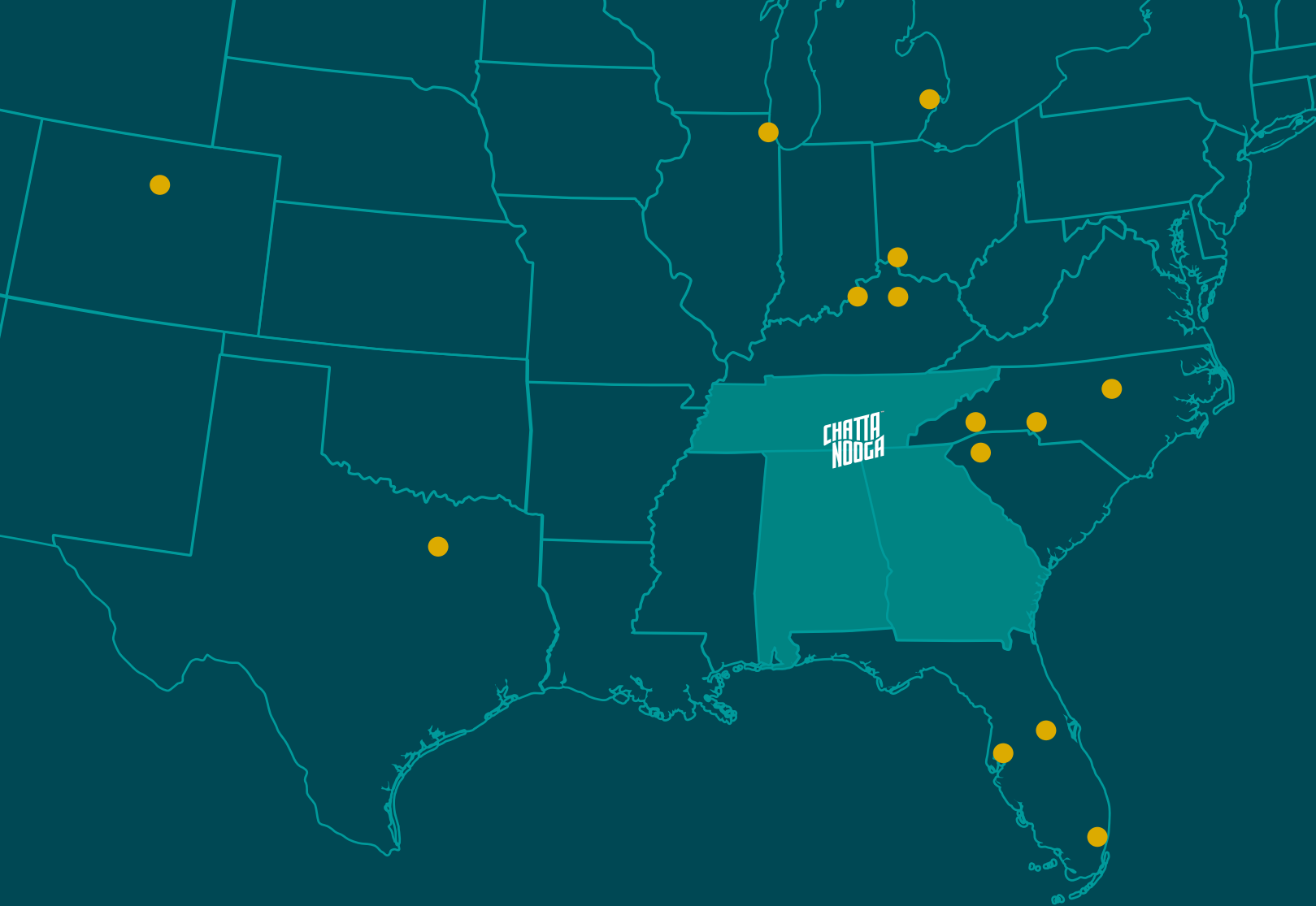
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INTERNATIONAL JOURNALISTS HOSTED BY CTCO.



FEATURED IN PUBLICATIONS THAT REACH A COMBINED 2.5 BILLION UNIQUE VISITORS

Sources: Development Counsellors International and Tennessee Department of Tourist Development



Focused Markets. Unified Message.

By focusing on priority markets and aligned creative, we strengthened brand recognition and engagement.



GEOGRAPHIC TARGETING

- City Targeting
- State-wide Targeting

130 K

TRAVEL INSPIRATION MAGAZINES
PUBLISHED IN 2025

About Our Visitors



VISITATION IS STEADY YEAR-ROUND, WITH STRONGER OVERNIGHT TRAVEL ACROSS SPRING, SUMMER, AND FALL.



MOST VISITORS TRAVEL IN SMALL GROUPS OR FAMILIES, AVERAGING 2.5-3 PEOPLE PER PARTY.



REPEAT VISITATION IS A MAJOR STRENGTH, 49% OF OVERNIGHT VISITORS VISITED CHATTANOOGA WITHIN THE PAST YEAR.



MOST VISITORS DRIVE TO CHATTANOOGA, EMPHASIZING THE IMPORTANCE OF REGIONAL MARKETS AND EASY ACCESS.



VISITOR SATISFACTION REMAINS EXCEPTIONALLY HIGH, DRIVING BRAND LOYALTY AND STRONG RETURNS ON MARKETING INVESTMENT.

Source: Longwoods International

“CHATTANOOGA IS TENNESSEE’S GEM FOR SOLO TRAVELERS. LOCALS ARE KNOWN FOR BEING WELCOMING, FRIENDLY, AND HELPFUL, WHICH MAKES IT GREAT FOR GREENER SOLO TRAVELERS.”

TravelAwaits

“WITH ITS CONCENTRATION OF FINE DINING, INTRIGUING CASUAL RESTAURANTS AND DROOL-WORTHY BREAKFAST SPOTS, YOU NEED A GOOD STRETCH OF TIME IN CHATTANOOGA.”

SheBuysTravel



A GROWING CONVENTION AND EVENTS ECONOMY

BUILDING RELATIONSHIPS THAT BRING MEETINGS AND EVENTS TO CHATTANOOGA

Our sales team brings business to Chattanooga by building real relationships and showcasing the genuine warmth that defines our hospitality community. Through proactive outreach, industry trade shows, hosted events, and hands-on site visits, they inspire decision-makers to choose Chattanooga for their next meeting, conference, event, or festival. By connecting groups with local venues, hotels, and partners, they help planners experience Chattanooga the way their attendees will.



- 586** GROUP BOOKINGS PURSUED
16.7% INCREASE FROM 2024
- 306** FUTURE EVENTS BOOKED
12.5% INCREASE FROM 2024
- 28** TRADESHOWS & CONFERENCES ATTENDED

BIG EVENTS. BIGGER ECONOMIC IMPACT.

\$211.4 MILLION IN ECONOMIC IMPACT IN 2025 – UP MORE THAN 16% FROM 2024.

Events are a vital driver of Chattanooga’s visitor economy and community impact. Last year, Chattanooga Tourism Co. worked with 271 meetings, conventions, festivals, and sporting events. Our team supports these events year-round, so visitors can experience our hospitality while we showcase the best of our city. These group events support local businesses and create economic opportunities across our community.

MEETINGS & CONVENTIONS

159 EVENTS IN 2025 **126,021** ATTENDEES

\$76.7 M ECONOMIC IMPACT

SPORTS

112 EVENTS IN 2025 **230,241** ATTENDEES

\$134.7 M ECONOMIC IMPACT

\$211.4M

TOTAL ECONOMIC IMPACT FROM EVENTS (UP 16.7% FROM 2024)



2025 Event Highlights

- PAVE/X Pavement Experience (January)
- Tennessee Distributive Education Clubs of America (February)
- Tennessee Health Occupations Students of America State Conference (March)
- NCAA Division II Softball Championships (May)
- IRONMAN 70.3 (May)
- Outdoor Writers Association of America Conference (August)
- International Bluegrass Music Association World of Bluegrass (September)
- IRONMAN (September)
- Medal of Honor Celebration (September–October)
- Scenic City Fall Softball Showcase (November)
- BlueCross Bowl – TSSAA High School Football Championships (December)



Looking Ahead to 2026

- Southeastern Theatre Conference Annual Conference (March)
- Wanderful: WITS Travel Creator Summit 2026 (May)
- 2026 Spain National Football Team Basecamp (June)
- National Model Railroad Association Annual Convention (July)
- Tennessee Tow Show (October)
- Tennessee Educational Technology Conference (November)



OWAA Reception

“NICKNAMED THE ‘SCENIC CITY’ FOR ITS RIVER VIEWS AND SURROUNDING MOUNTAINS, CHATTANOOGA IS FULL OF BUCKET LIST EXPERIENCES, FROM HISTORIC ATTRACTIONS TO OUTDOORSY ADVENTURES AND AN AMAZING FOOD SCENE.”

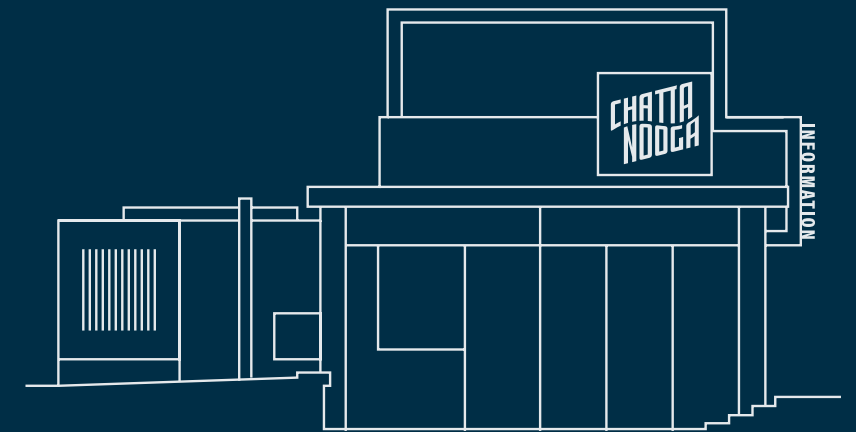
Bucket List Journey



INFORMATION

Information Center

Chattanooga Tourism Co.’s Information Center serves as a shared community resource, with knowledgeable concierges connecting visitors and residents to local experiences and businesses across the city. Building on this foundation, Chattanooga Tourism Co. partnered with the City of Chattanooga to launch a new digital information kiosk at Outdoor Chattanooga, expanding access to visitor resources with 24/7 partner information. The kiosk helps visitors discover new ideas they may not have considered, explore curated recommendations, and experience all that Chattanooga has to offer—encouraging longer stays while supporting local businesses.



35,632 GUEST INTERACTIONS

7,872 KIOSK SESSIONS

WORKING TOGETHER

SHARED WORK. SHARED WINS.



Partners

Our partners are at the core of our mission. Together, we champion tourism-related economic opportunities by attracting visitors who support local businesses across our community. Our partners create lodging, dining, attractions, and outdoor and cultural experiences that inspire visitors to choose Chattanooga and return year after year. In collaboration with partners, we work together to amplify marketing efforts, provide networking opportunities, and extend impact across the destination. Thank you for your shared commitment to strengthening Chattanooga's economy and visitor experience.

 **1,252**
LOCAL BUSINESSES
PARTNER WITH CTCO.

 **94**
NEW PARTNERS

Connecting Chattanooga to New Markets



Chattanooga Tourism Co. worked with the Chattanooga Metropolitan Airport on targeted marketing, promotion, and recruitment efforts to support expanded air service and drive regional economic impact.



NEW DIRECT FLIGHTS

Newark Liberty International Airport (EWR)
Orlando International Airport (MCO)
Fort Lauderdale-Hollywood International Airport (FLL)



Student Capture: Liomar Antonio Mercedes Sosa

Partnering with UTC: Exploring and Promoting Chattanooga Class

Chattanooga Tourism Co. partnered with the University of Tennessee at Chattanooga to engage students in real-world tourism and hospitality marketing projects during the spring and fall semesters. The class provides students with hands-on experience in destination marketing and community engagement while strengthening connections between education, industry, and the future tourism workforce.



Culture, Heritage & Arts (CHA) Coalition

For the past six years, the Culture, Heritage, & Arts (CHA) Coalition volunteer advisory group has supported Chattanooga Tourism Co.'s cultural tourism efforts. The coalition provides insight into the city's creative landscape, supports local events and initiatives, and contributes to marketing and advocacy for Chattanooga's hospitality industry.

Volunteers & Community Impact

Volunteers are the heart of our events. From individual volunteers to organized groups, their time, energy, and genuine hospitality help bring events like World of Bluegrass and BlueCross Bowl to life—creating memorable experiences for attendees and meaningful benefits for our community. Thank you to all the individuals, schools, youth groups, churches, and non-profits who volunteered their time in 2025 to make our events successful.



1,092 VOLUNTEERS **10,240** VOLUNTEER SHIFTS **43,187** VOLUNTEER HOURS

NATIONAL PARK CITY

LED BY THE CITY OF CHATTANOOGA. SHAPED BY OUR COMMUNITY.

The National Park City designation provides a powerful new framework for how our community tells its story. More than a campaign or slogan, it is a global recognition of how Chattanoogaans live, value their community, and connect to nature. This effort elevates Chattanooga's identity beyond individual attractions and into shared civic values rooted in access, stewardship, and belonging.

From a destination storytelling perspective, National Park City offers a unifying narrative grounded in lived experience. It reinforces that access to nature, culture, creativity, and connection are not just amenities here—they are community traits. These shared values and the designation strengthen Chattanooga's voice nationally and position the city as a place shaped by nature, collaboration, and care for the places we call home.



FIRST NATIONAL PARK CITY IN NORTH AMERICA AND THIRD GLOBALLY



OVER 50 LOCAL ORGANIZATIONS CONTRIBUTED TO THE JOURNEY BOOK AND REVIEW PROCESS



MORE THAN 5,600 COMMUNITY SIGNATURES SUPPORTING THE DESIGNATION



MET 23 INTERNATIONAL CRITERIA FOCUSED ON ACCESS, CONNECTIVITY, CULTURE, SUSTAINABILITY, AND PARTICIPATION

EARLY NATIONAL MEDIA COVERAGE GENERATED SIGNIFICANT EARNED VISIBILITY, REINFORCING CHATTANOOGA'S ENVIRONMENTAL COMEBACK AND COMMUNITY-LED IDENTITY



[VISITCHATTANOOGA.COM/CORPORATE](https://www.visitcattanooga.com/corporate)