

# Visit Knoxville TOURISM DASHBOARD

## YTD January-December 2021

### Hotel Occupancy

(Source Smith Travel Research)



# 64%

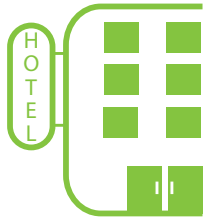
YTD January through December 2021

Hotel Occupancy Rates measure the ratio of booked hotel rooms to available supply. This measurement is another important key performance indicator used to determine the health of Knoxville's hotel industry.

**Hotel Occupancy is up 35.7% over the same period last year.**

### ADR

(Source Smith Travel Research)



# \$99.14

### Hotel RevPAR

(Source Smith Travel Research)

# \$63.43

YTD January through December 2021

Hotel Revenue Per Available Room (RevPar) is an important 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. Average Daily Rate (ADR) is a measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold.

**Hotel ADR is up 22.3% and RevPAR is up 66.1% over the same period last year.**



## Hotel Rooms Sold

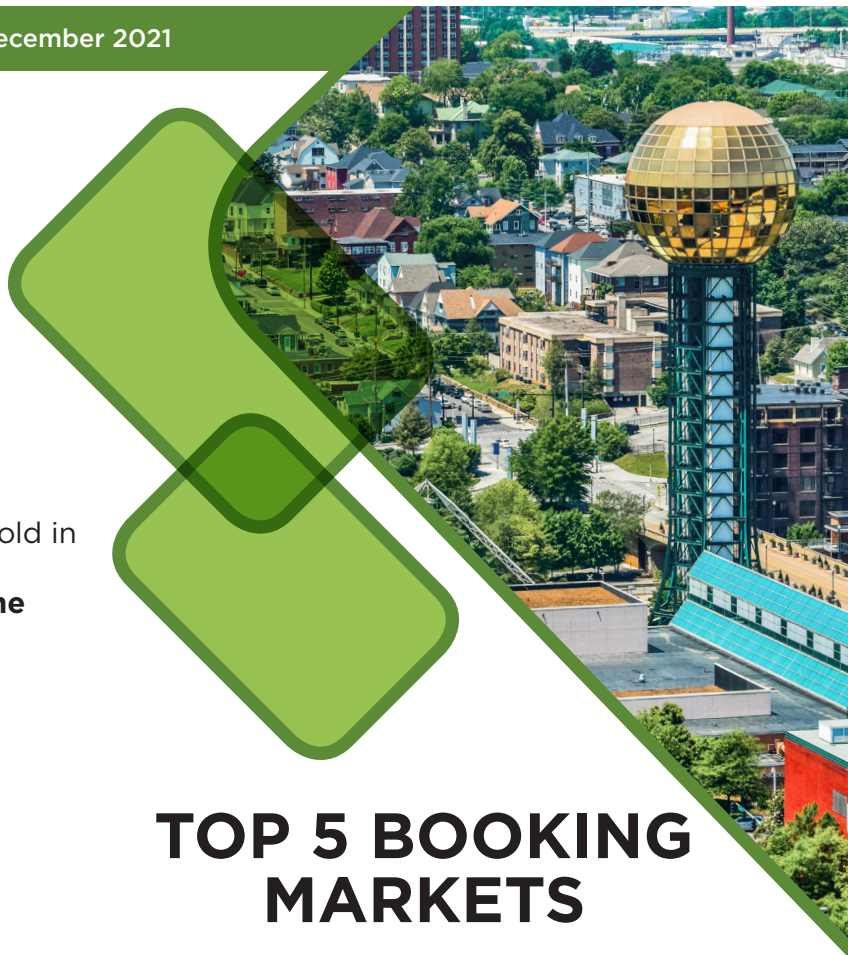
(Source Smith Travel Research)

# 2,141,737

YTD January through December 2021

Number reflects county-wide hotel rooms sold in Knox County during the time period.

**Hotel Rooms Sold are up 36% over the same period last year.**



## BOOKING DATA

YTD January through December 2021

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

**55,629 BOOKINGS**

**128,140 ROOM NIGHTS**

**\$15,636,661 REVENUE**

ADARA tracks a 60 day booking window.  
The booking data above is current as of 1-21-22

## TOP 5 BOOKING MARKETS

YTD January through December 2021

**Atlanta**

**\*Knoxville**

**Memphis**

**Nashville**

**New York**

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

Source: ADARA



**2020 Overnight Visitors**

# 5.3 Million

Based on Most Current Data Available  
(Source: Longwoods International, STR, Visit Knoxville)





# 2020 Knox County Economic Impact of Travel

Based on Most Current Data Available.  
(Source: Tennessee Dept. of Tourist Development/U.S. Travel Association)



Travel-Generated Spending:

**\$1.17 Billion**



Local Travel-Generated  
Tax Revenues:

**\$38.8 Million**



Travel-Generated Jobs:

**11,680**



State Travel-Generated  
Tax Revenues:

**\$57.1 Million**





# Social Media Referrals

## 44,883

YTD January through December 2021

A large focus of Visit Knoxville's social media efforts is to drive traffic to VisitKnoxville.com. This is accomplished through events to links, blogs, stories and more.

**Social Media Referrals are down 51.9% over the same period last year.**

**Note:** Reflects both organic and paid traffic.

# Website Sessions



## 1,757,661

YTD January through December 2021

VisitKnoxville.com is one of the primary tools in our marketing program and consistently achieves high traffic and engagement numbers. Advertising directs consumers to this website for more information on Knoxville. This number reflects users actively engaged with our website.

**Website Sessions are up 49.1% over the same period last year.**

## VK App

YTD January through December 2021



**Downloads..2,389**  
**Sessions.....11,259**  
**Time Spent...2:59**

# eNewsletter Open Rate

## 16.6%

YTD January through December 2021

Visit Knoxville's eNewsletter is a direct connection to consumers wanting to know more about activities and events in Knoxville. Monitoring open rates of the consumer eNewsletter helps determine the engagement and effectiveness of this communications tool.

# Visitors Guides Distributed

## 151,625

YTD January through December 2021

The Knoxville Visitors Guide is an important resource used to inspire travel to Knoxville. This metric monitors the number of guides Visit Knoxville has distributed via individual and bulk requests. Distribution for 2020 YTD through December was 176,124.

**Note:** The distribution of Visitor Guides is sometimes logged after the close of a quarter, creating a variance in total number previously reported.

