



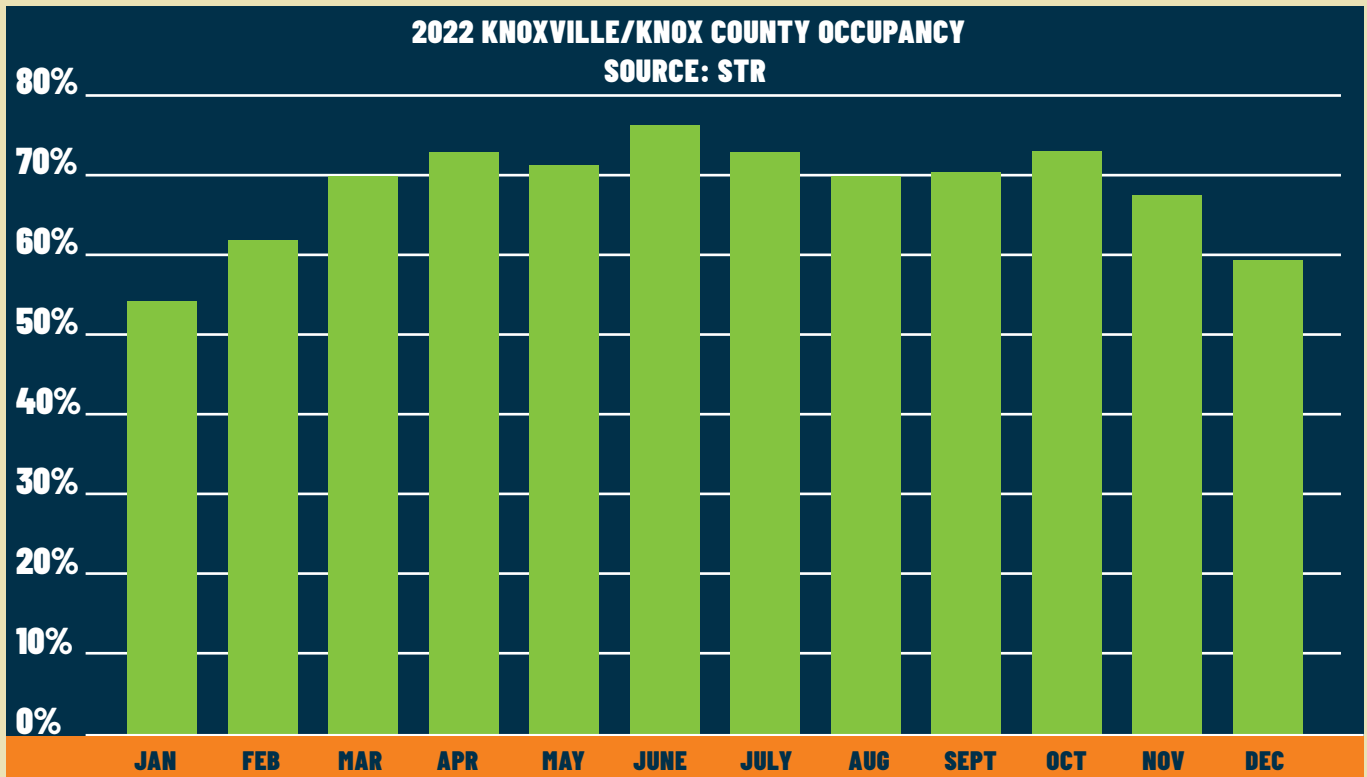
TOURISM

DASHBOARD

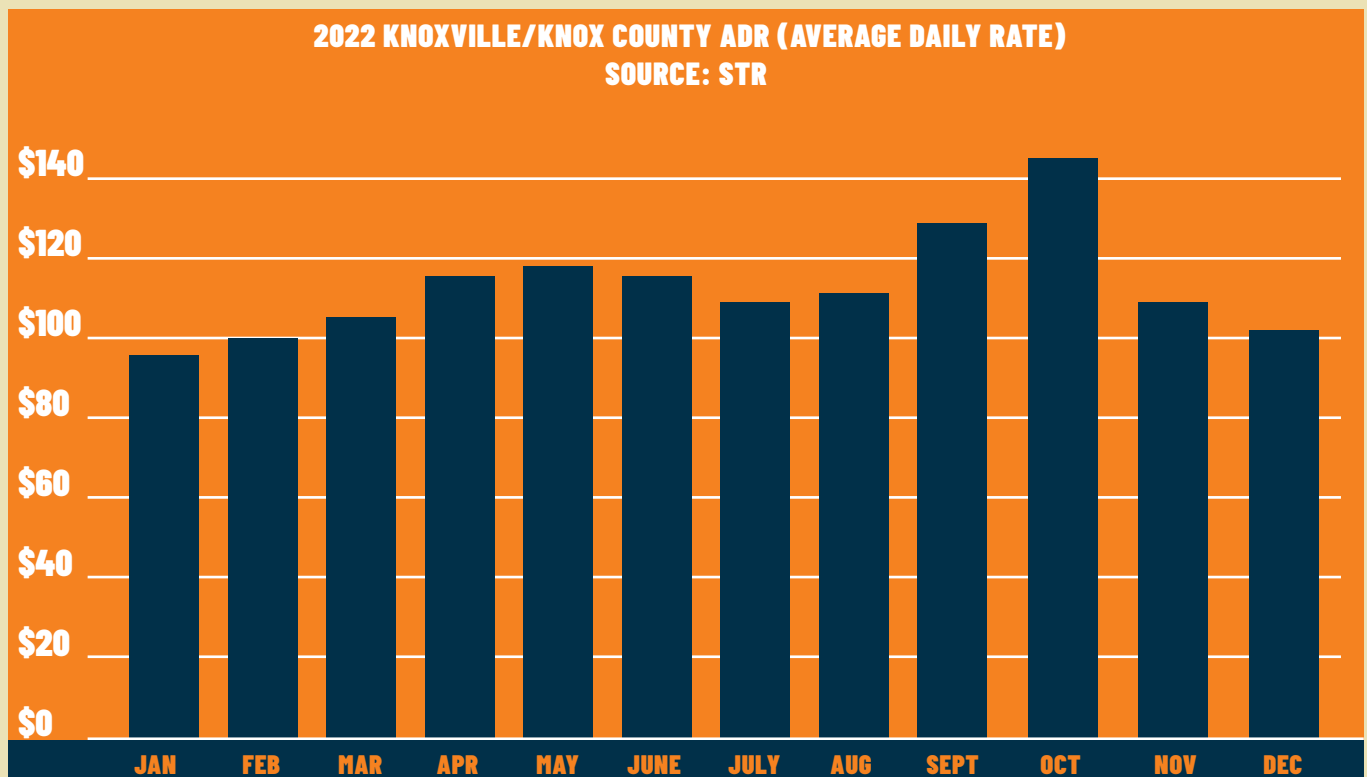
JANUARY-DECEMBER 2022



HOTEL OCCUPANCY 68%



HOTEL ADR \$113.27





HOTEL RevPAR

(Source Smith Travel Research)

\$77.04

January through December 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)

2,417,223

January through December 2022

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

BOOKING DATA

January through December 2022

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

41,026 BOOKINGS

103,788 ROOM NIGHTS

\$15,080,786 REVENUE

ADARA tracks a 60 day booking window.

The booking data above is current as of 1-20-23

TOP 5 BOOKING MARKETS

January through December 2022

Atlanta

Charlotte

***Knoxville**

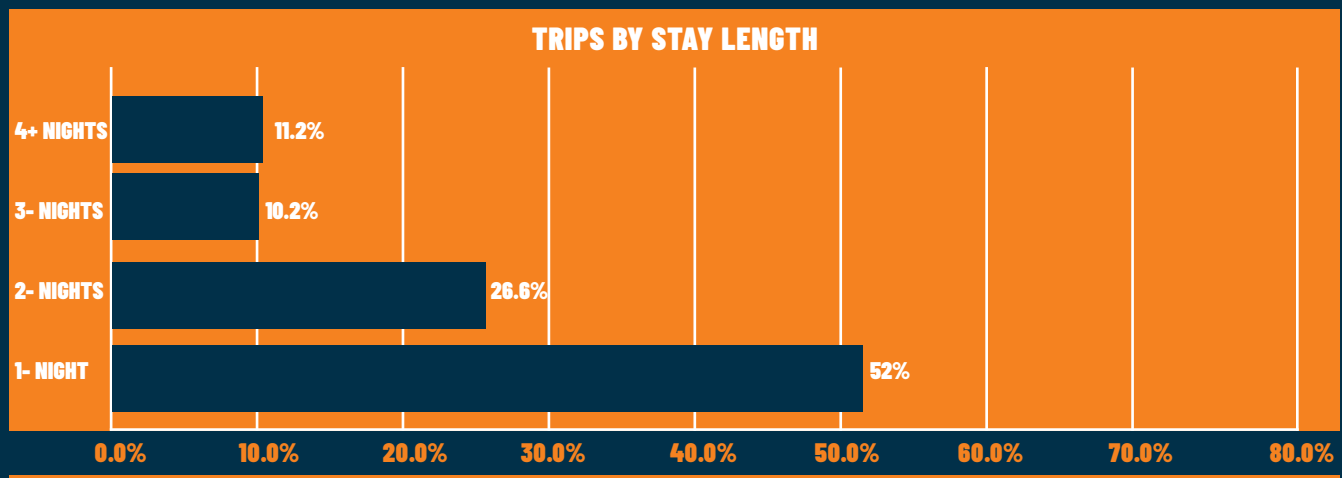
Nashville

New York

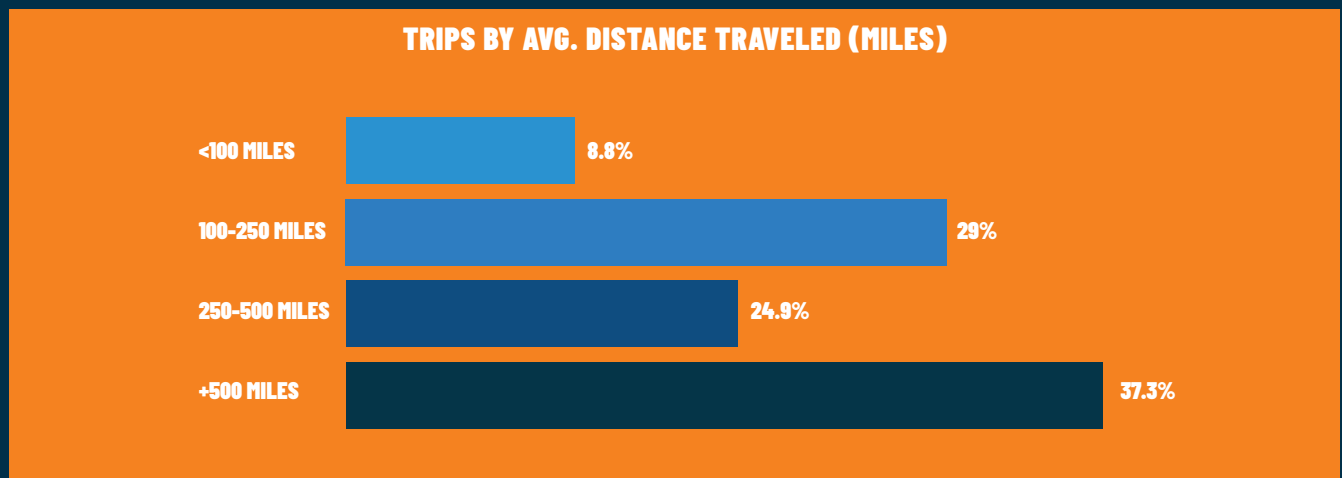
*The Knoxville DMA (Designated Market Area) consists of 22 counties within East Tennessee and Southeast Kentucky

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

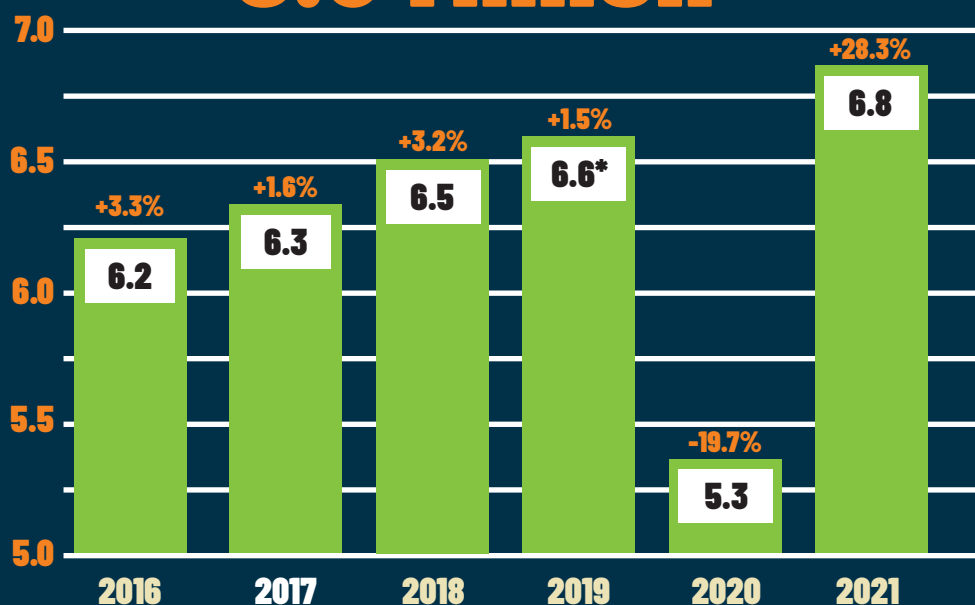


State Travel-Generated
Tax Revenues:

\$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