



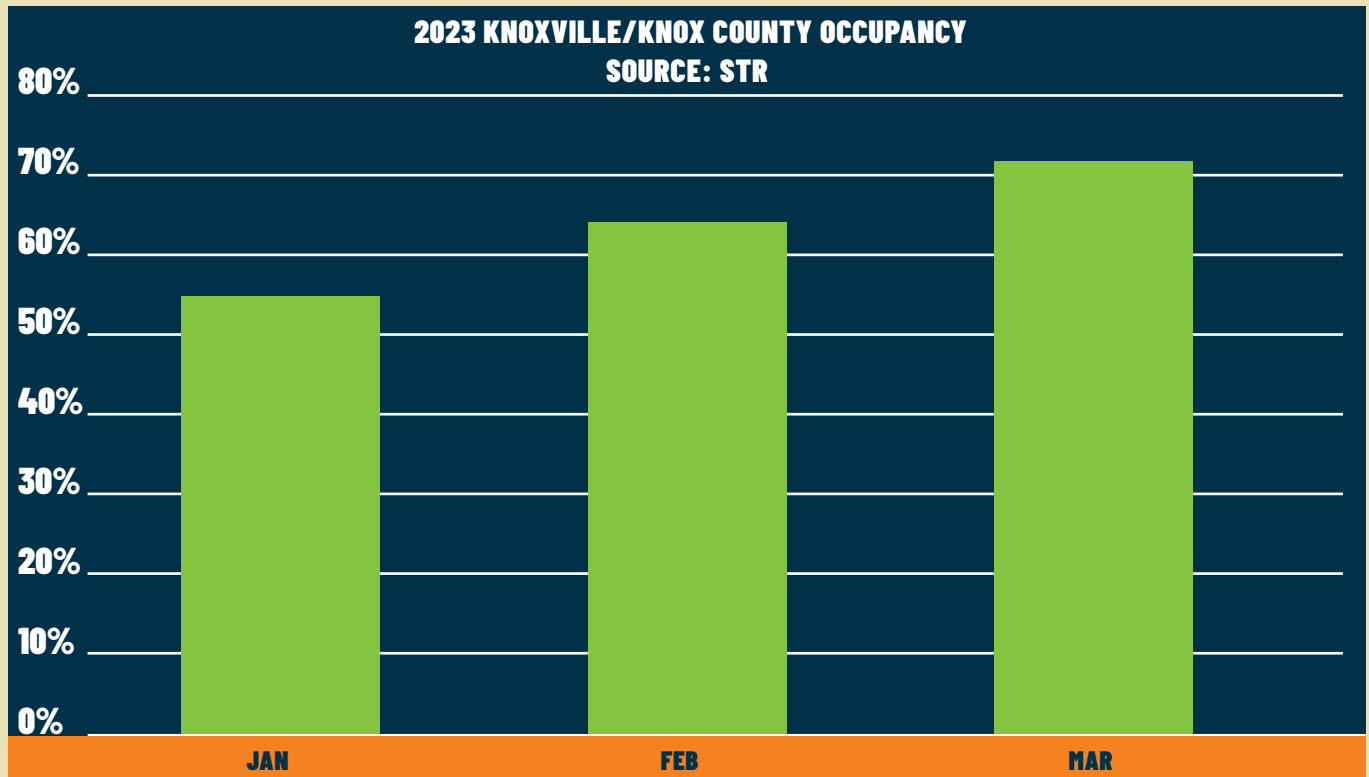
TOURISM

DASHBOARD

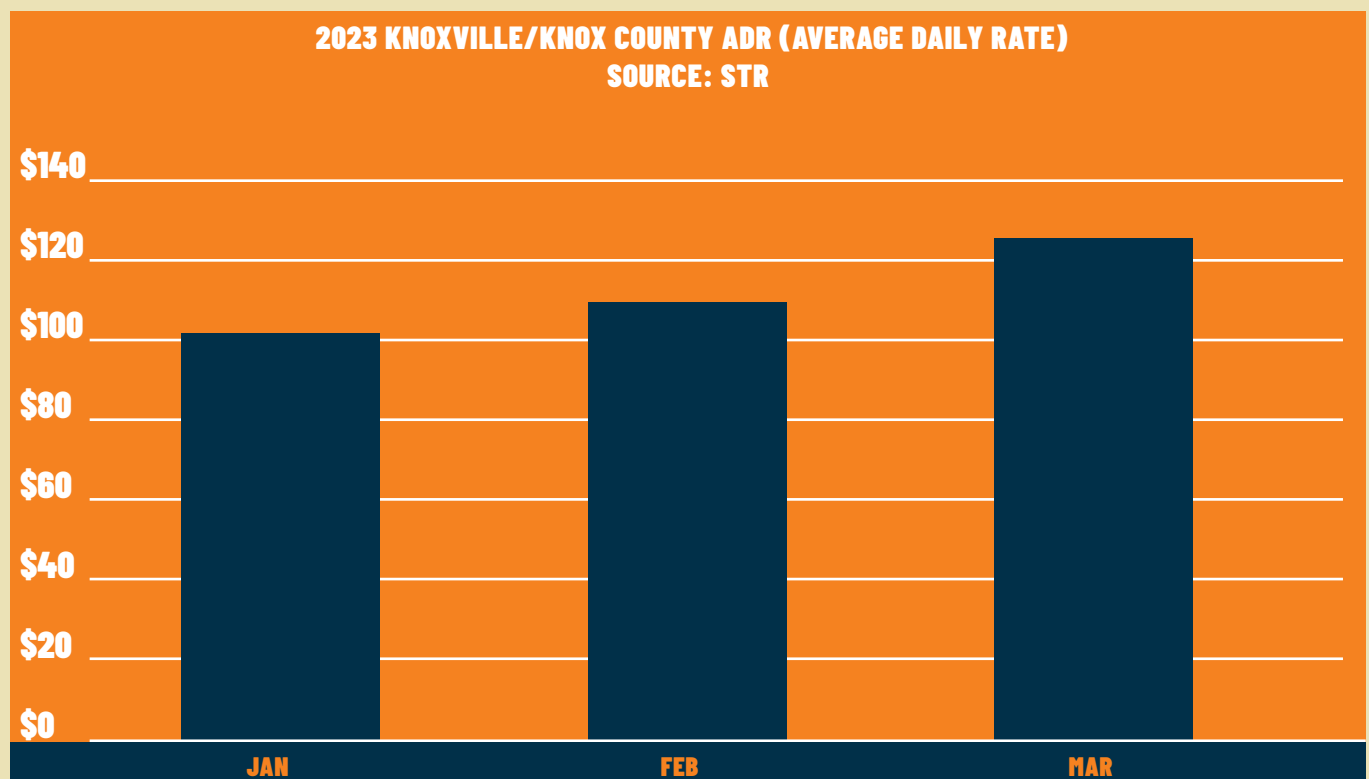
YTD JANUARY-MARCH 2023



HOTEL OCCUPANCY 63.7% YTD



HOTEL ADR \$113.70 YTD





HOTEL RevPAR

(Source Smith Travel Research)

\$72.37

YTD January through March 2023

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)

563,107

YTD January through March 2023

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

BOOKING DATA

YTD January through March 2023

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

11,510 BOOKINGS

26,946 ROOM NIGHTS

\$ 3,878,463 REVENUE

ADARA tracks a 60 day booking window.

The booking data above is current as of 4-20-23

TOP 5 BOOKING MARKETS

YTD January through March 2023

Atlanta

Charlotte

***Knoxville**

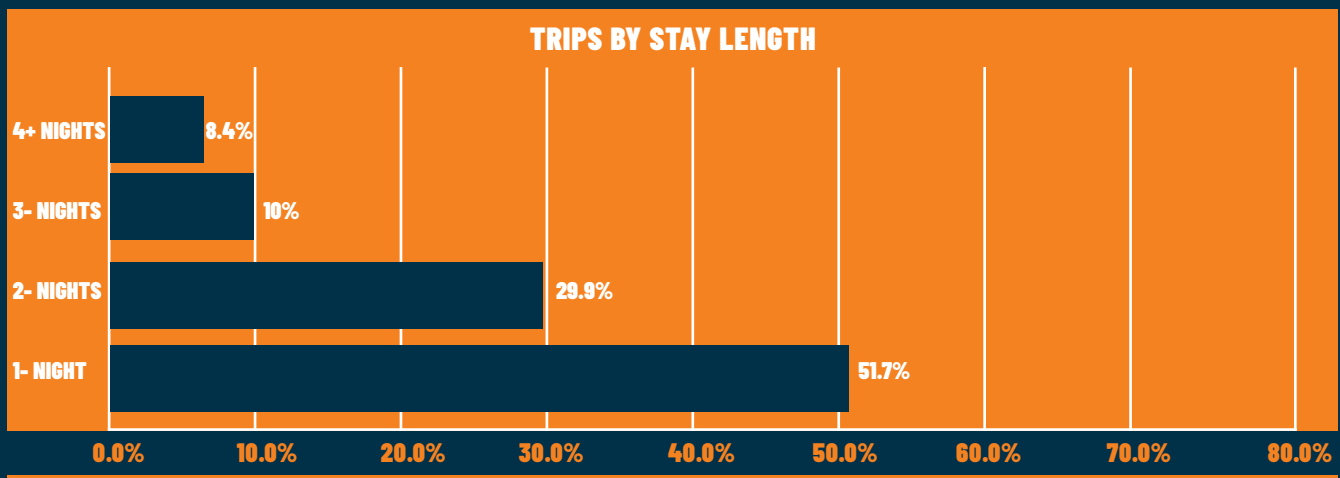
Nashville

Washington, D.C.

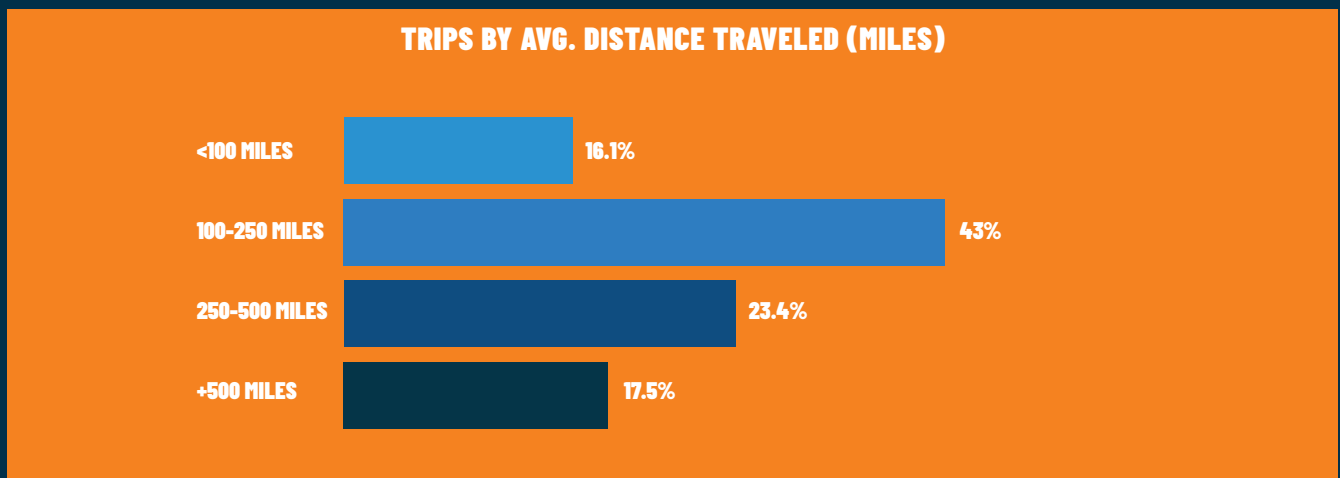
*The Knoxville DMA (Designated Market Area) consists of 22 counties within East Tennessee and Southeast Kentucky

Source: ADARA

OVERNIGHT TRIPS BY LENGTH OF STAY



OVERNIGHT TRIPS BY AVG. DISTANCE TRAVELED

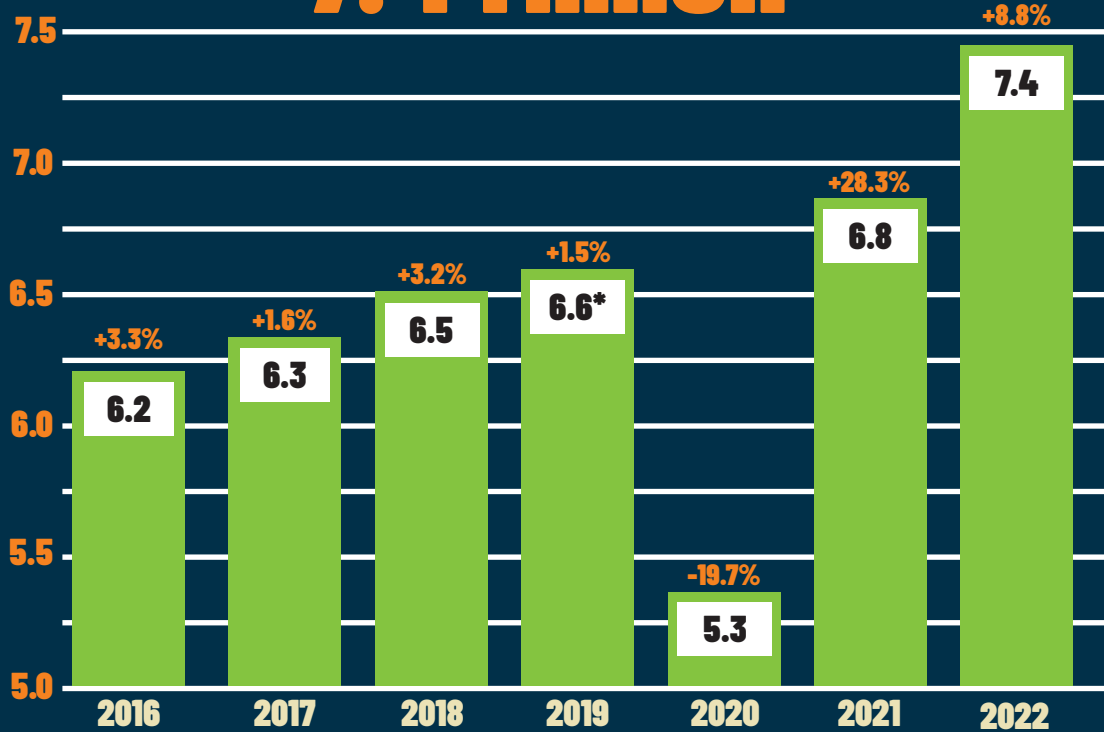


Source: Arrivalist



TOTAL OVERNIGHT VISITORS FOR CALENDAR YEAR 2022

7.4 Million



* Overnight visitation has grown 19% from 2016-2022

Based on Knoxville's share of total US volume compared against STR room nights - Sources: Longwoods, STR, Arrivalist, Visit Knoxville

2021 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:

\$1.65 Billion



Local Travel-Generated
Tax Revenues:

\$49.9 Million



Travel-Generated Jobs:

12,630



State Travel-Generated
Tax Revenues:

\$81.5 Million