



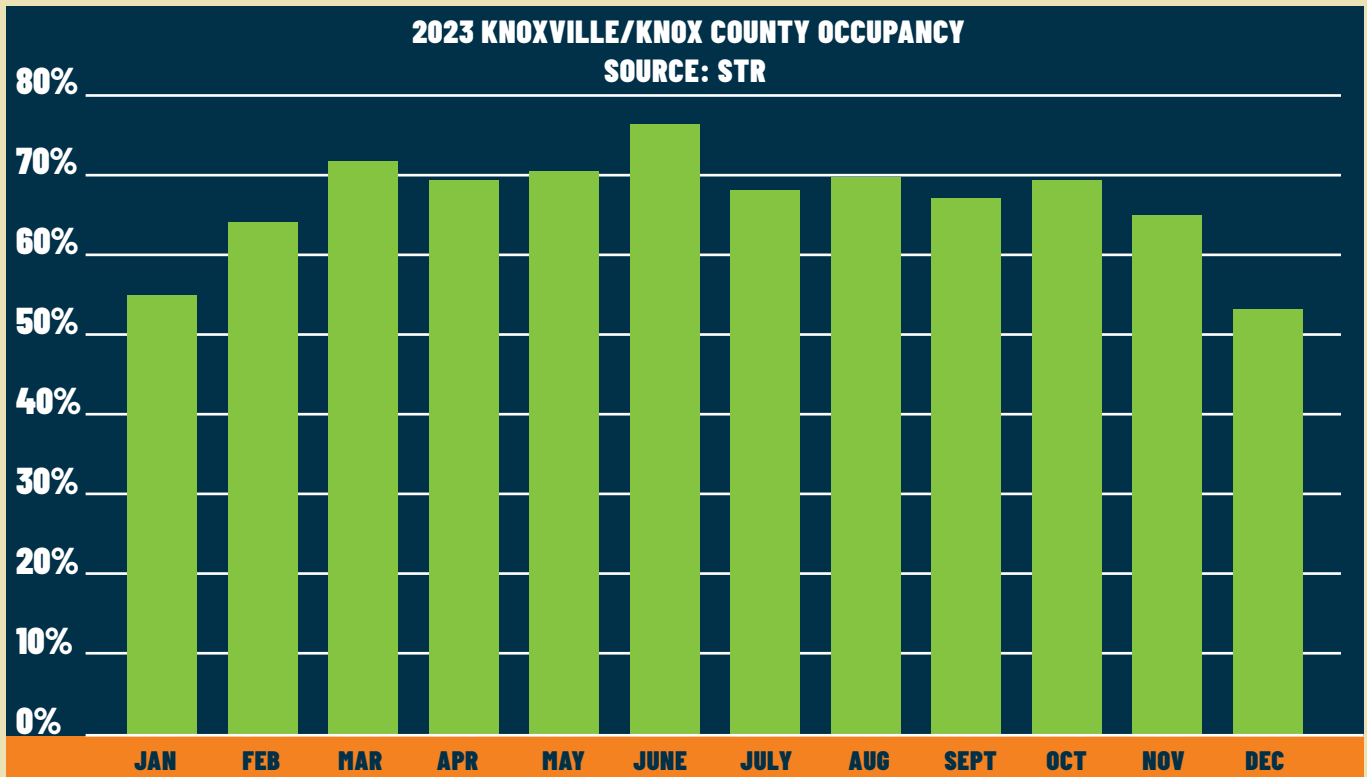
TOURISM

DASHBOARD

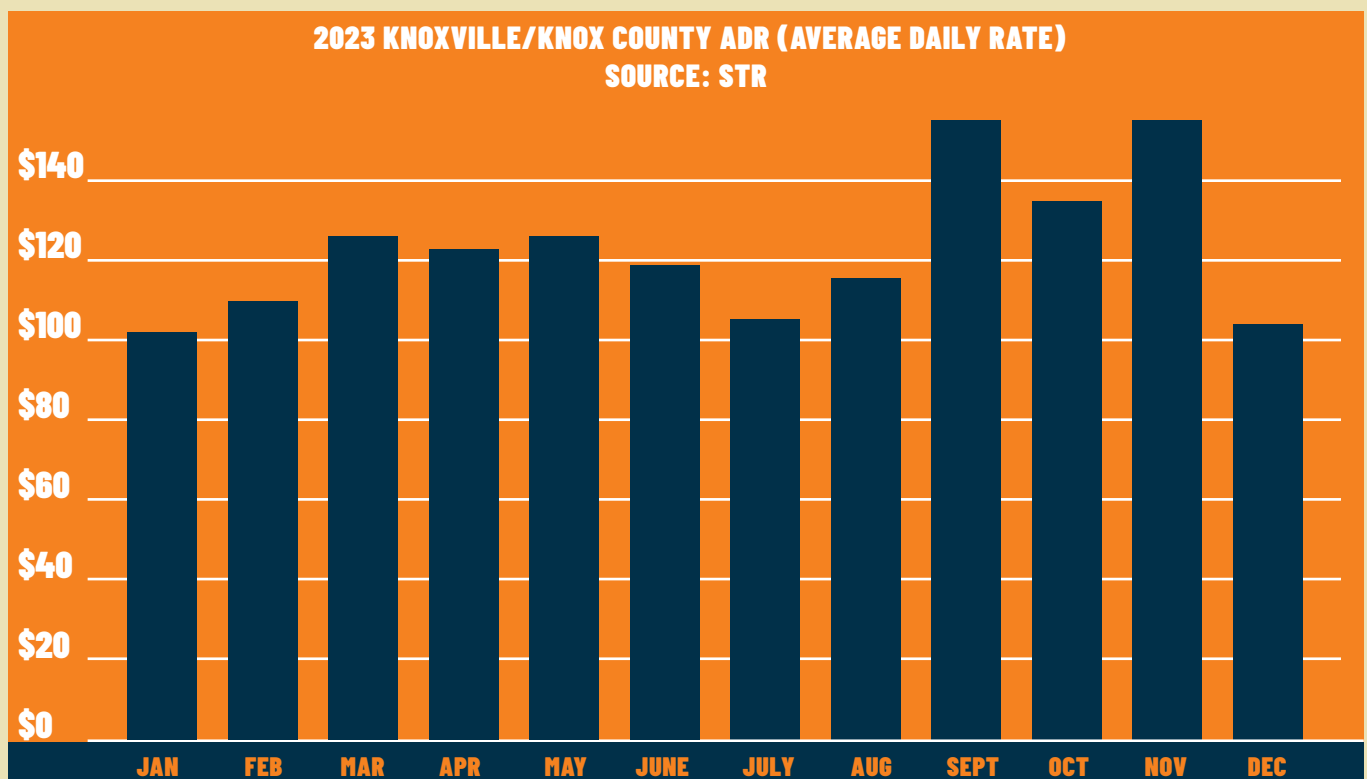
JANUARY-DECEMBER 2023



HOTEL OCCUPANCY 66.7%



HOTEL ADR \$122.50





HOTEL RevPAR

(Source Smith Travel Research)

\$81.73

January through December 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)

2,424,687

January through December 2023

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

BOOKING DATA

January through December 2023

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

40,103 BOOKINGS

90,660 ROOM NIGHTS

\$12,878,752 REVENUE

ADARA tracks a 60 day booking window.

The booking data above is current as of 1-22-24

TOP 5 BOOKING MARKETS

January through December 2023

Atlanta

Charlotte

***Knoxville**

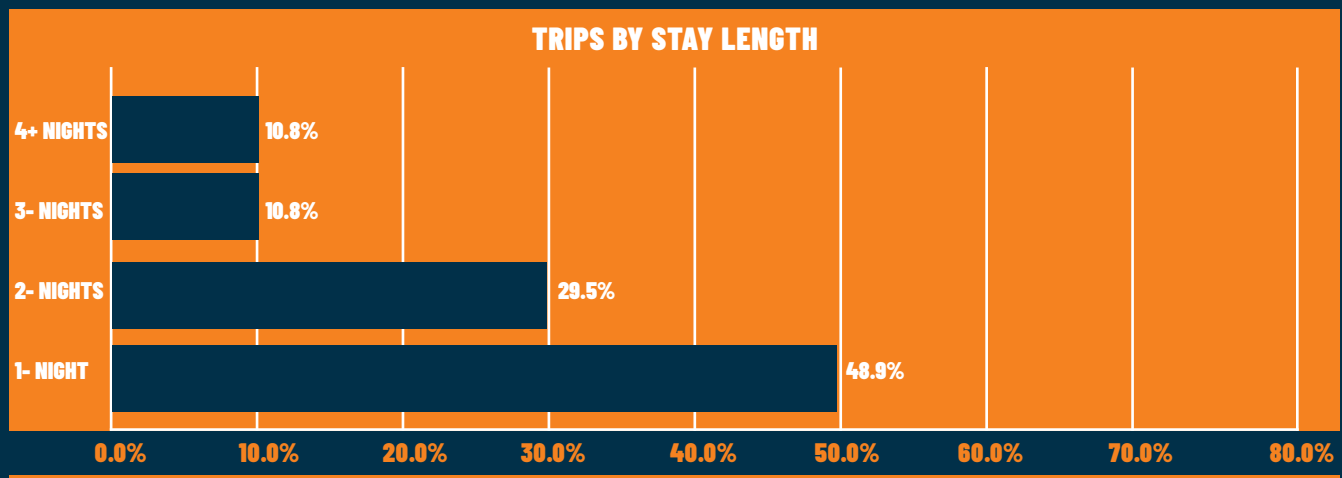
Nashville

Washington DC

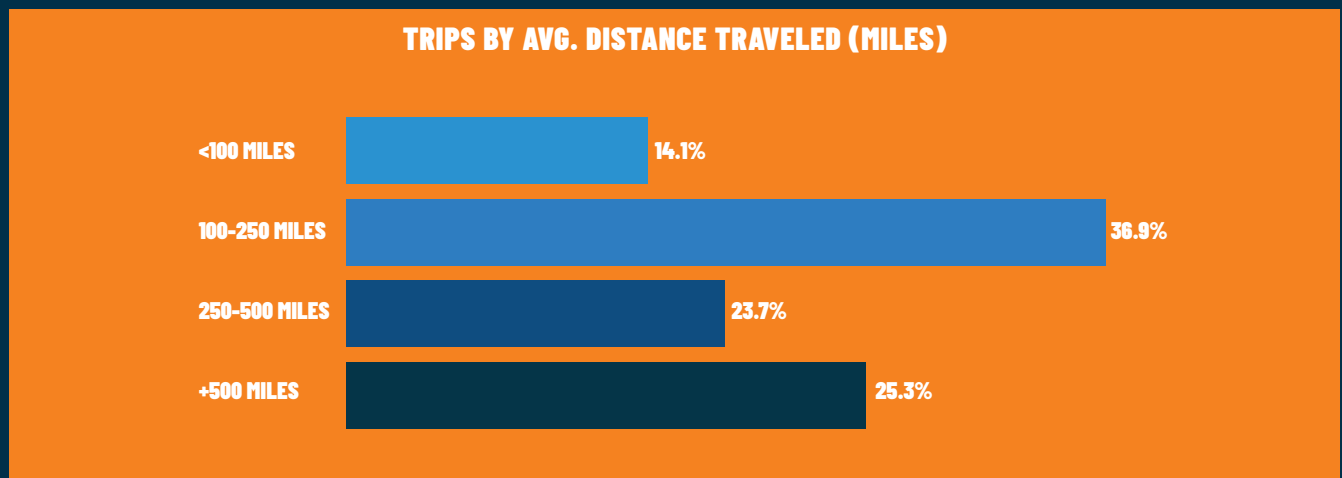
*The Knoxville DMA (Designated Market Area) consists of 22 counties within East Tennessee and Southeast Kentucky

Source: ADARA

OVERNIGHT TRIPS BY LENGTH OF STAY



OVERNIGHT TRIPS BY AVG. DISTANCE TRAVELLED

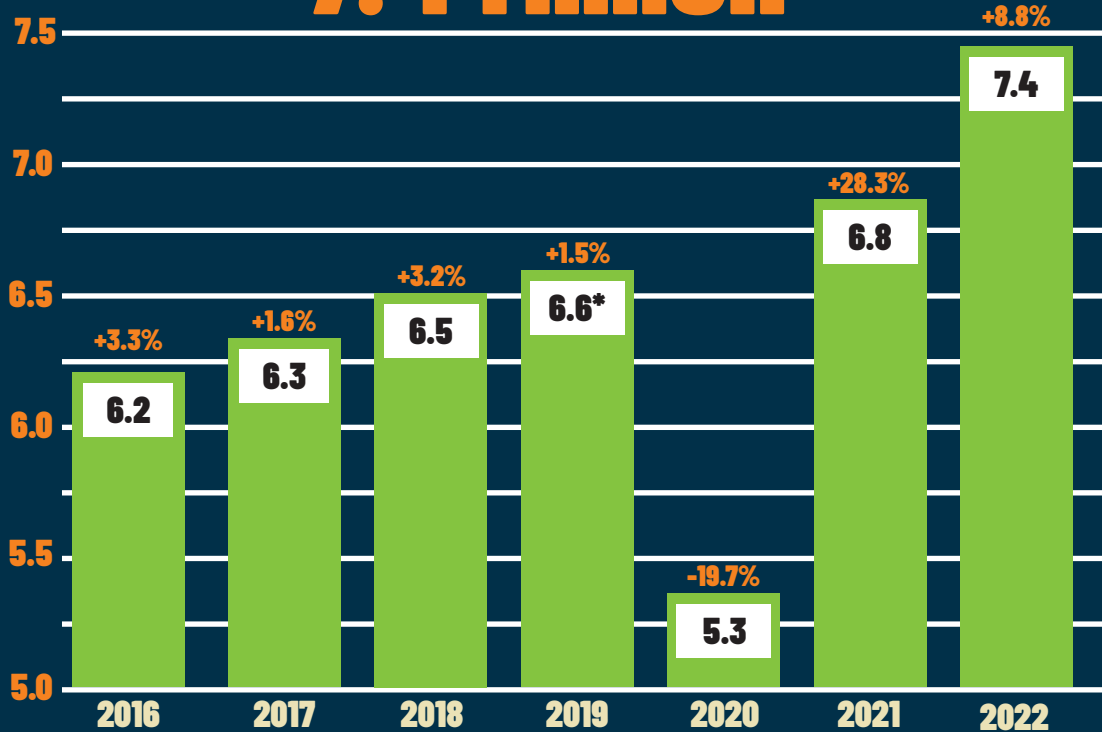


Source: Arrivalist



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

2022 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:

\$1.88 Billion



Local Travel-Generated
Tax Revenues:

\$69.4 Million



Travel-Generated Jobs:

14,170



State Travel-Generated
Tax Revenues:

\$118.5 Million