

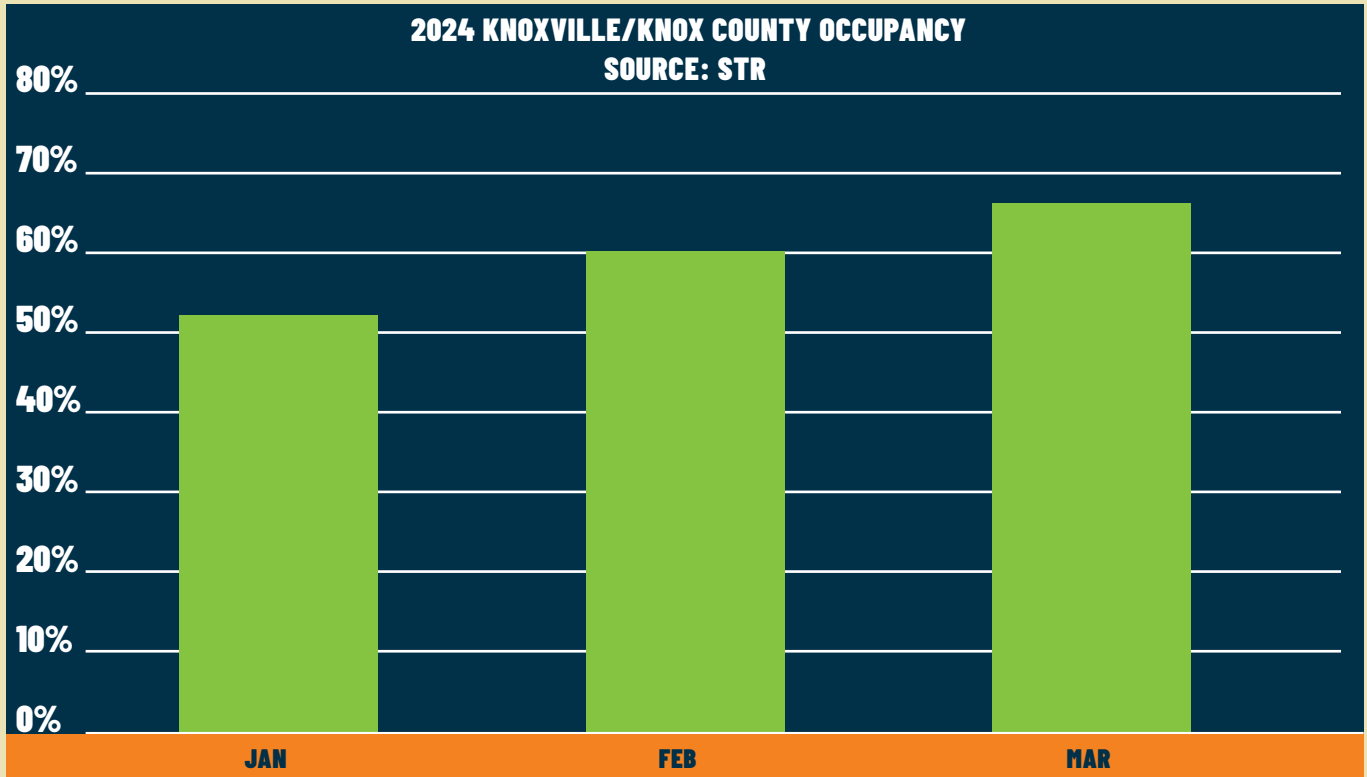


TOURISM DASHBOARD

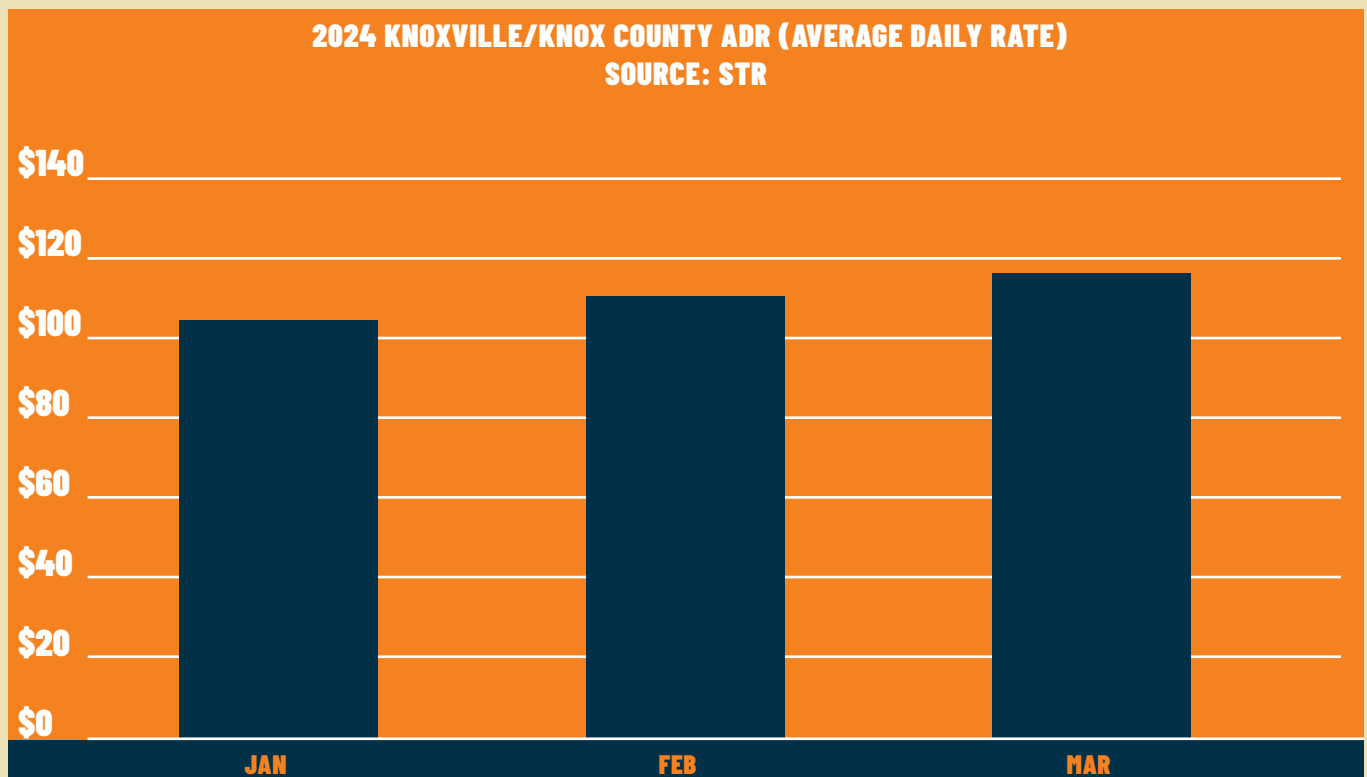
JANUARY-MARCH 2024



HOTEL OCCUPANCY 60.4%



HOTEL ADR \$114.42



HOTEL RevPAR

(Source Smith Travel Research)

\$69.14

YTD January through March 2024

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)

541,349

YTD January through March 2024

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

BOOKING DATA

YTD January through March 2024

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

10,113 BOOKINGS

18,692 ROOM NIGHTS

\$2,616,344 REVENUE

ADARA tracks a 60 day booking window.

The booking data above is current as of 4-18-24

TOP 5 BOOKING MARKETS

YTD January through March 2024

Atlanta

***Knoxville**

Nashville

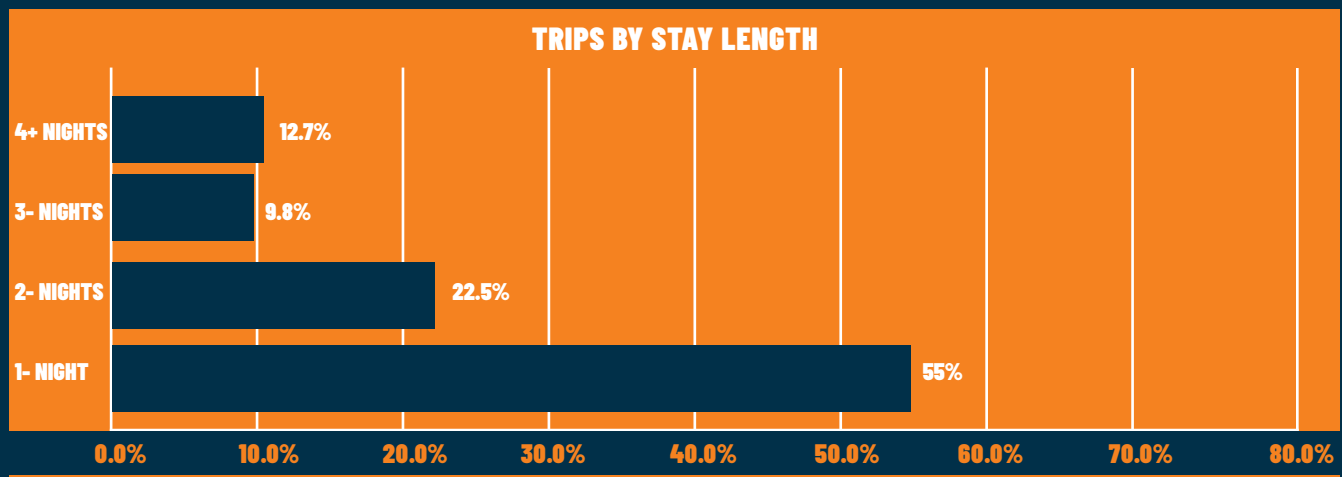
New York

Washington DC

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

Source: ADARA

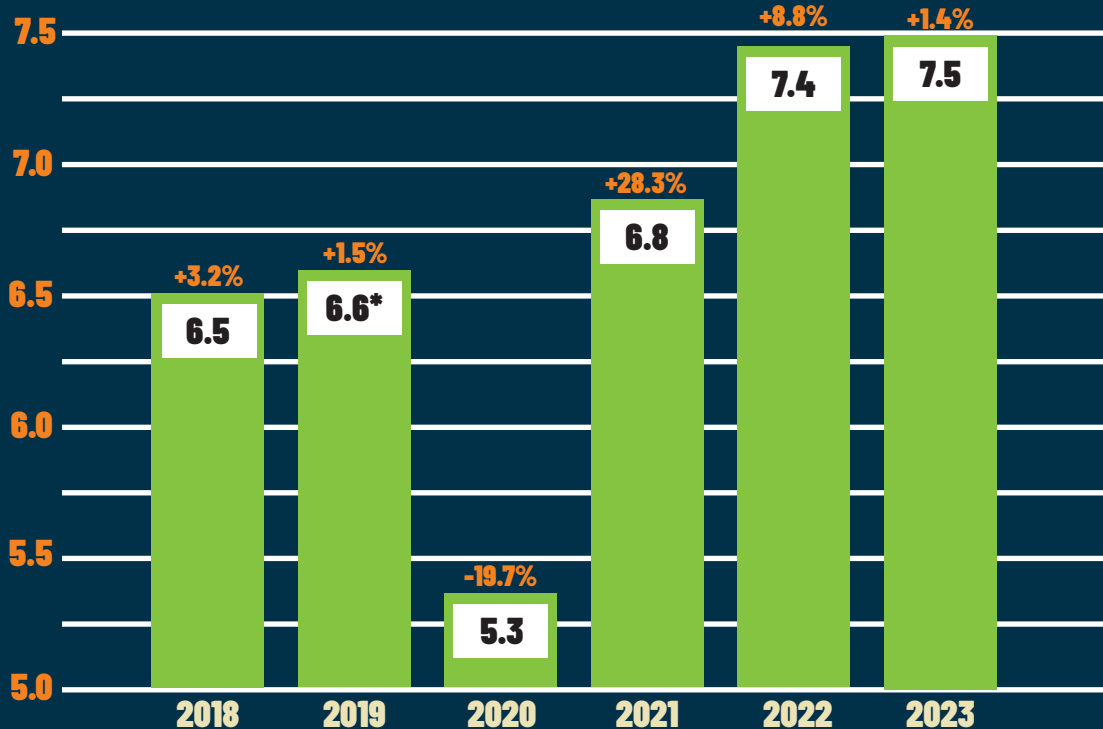
OVERNIGHT TRIPS BY LENGTH OF STAY



Due to changes in Arrivalist, the overnight trips by average distance travelled metric is no longer available.

TOTAL OVERNIGHT VISITORS FOR CALENDAR YEAR 2023

7.5 Million



* Overnight visitation has grown 15% from 2018-2023

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