

VISIT
KNOXVILLE
TENNESSEE

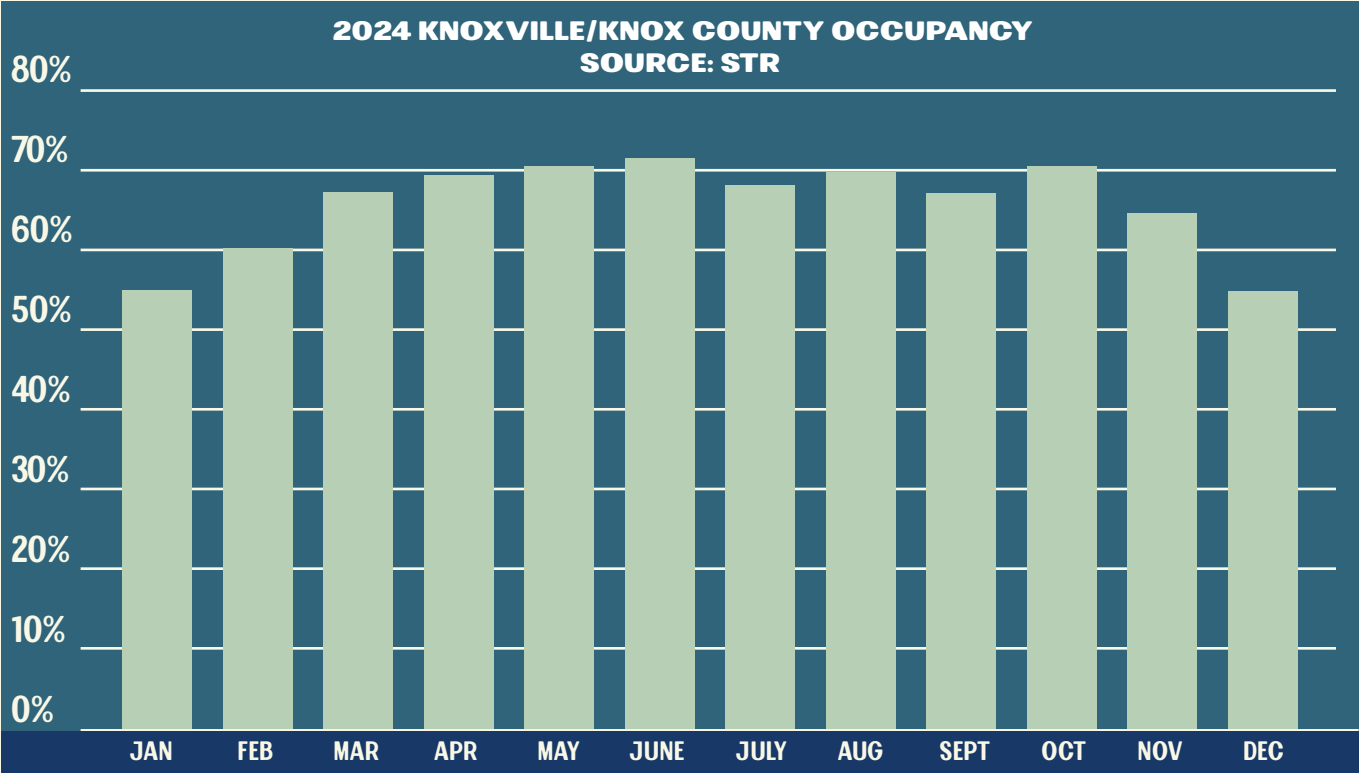
TOURISM

DASHBOARD

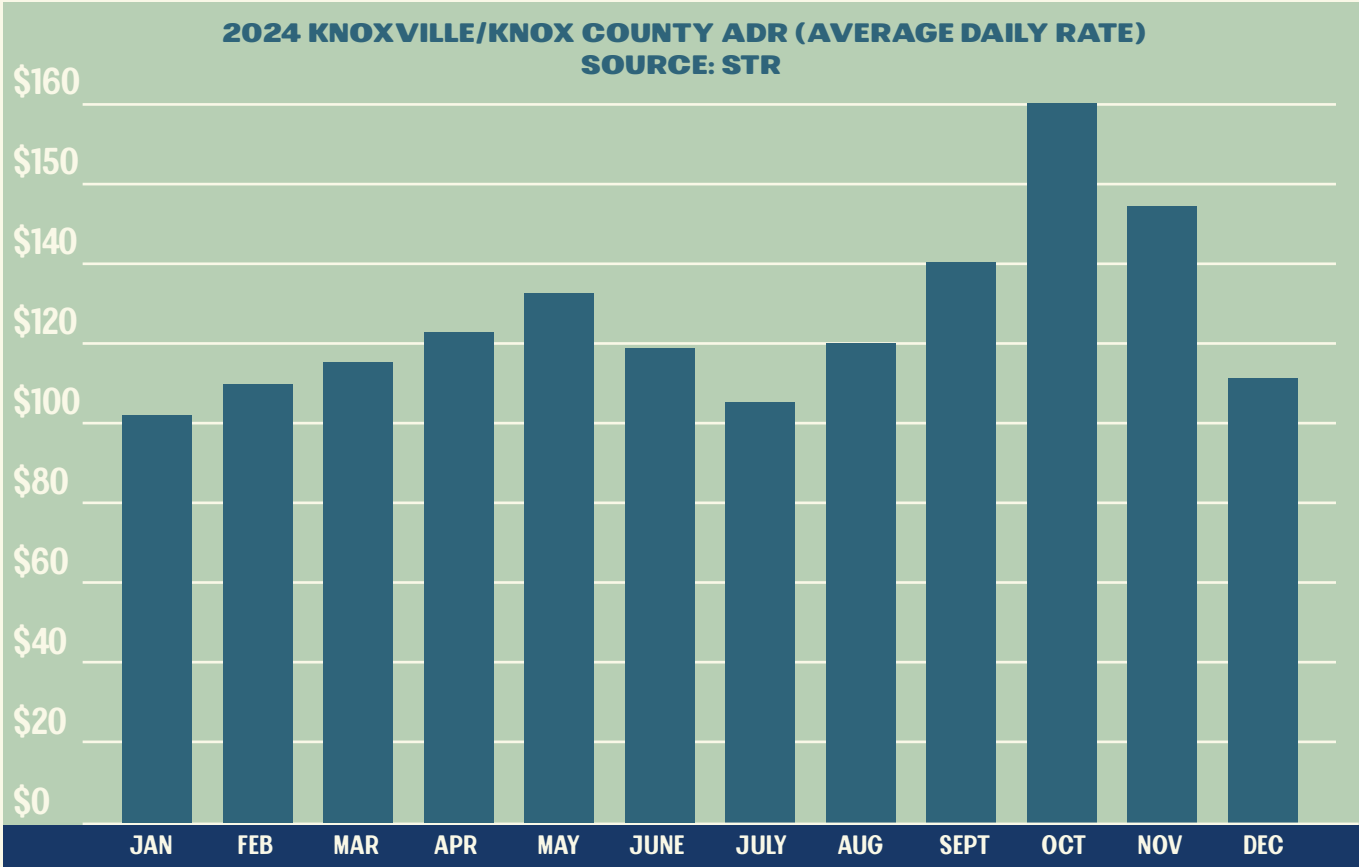
JANUARY-DECEMBER 2024



AVG. HOTEL OCCUPANCY 65.6%



AVG. HOTEL ADR \$126.15



HOTEL REVPAR

(SOURCE SMITH TRAVEL RESEARCH)

\$82.75

January through December 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)

2,378,185

January through December 2024

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

BOOKING DATA

January through December 2024

VK'S DIGITAL AD PLACEMENT AND ORGANIC WEBSITE

VISITATION GENERATED THE FOLLOWING:

44,348 BOOKINGS

103,573 ROOM NIGHTS

\$15,372,039 REVENUE

ADARA TRACKS A 60-DAY BOOKING WINDOW.

THE BOOKING DATA ABOVE IS CURRENT AS OF 1-14-25

TOP 5 BOOKING MARKETS

January through December 2024

ATLANTA

CHICAGO

***KNOXVILLE**

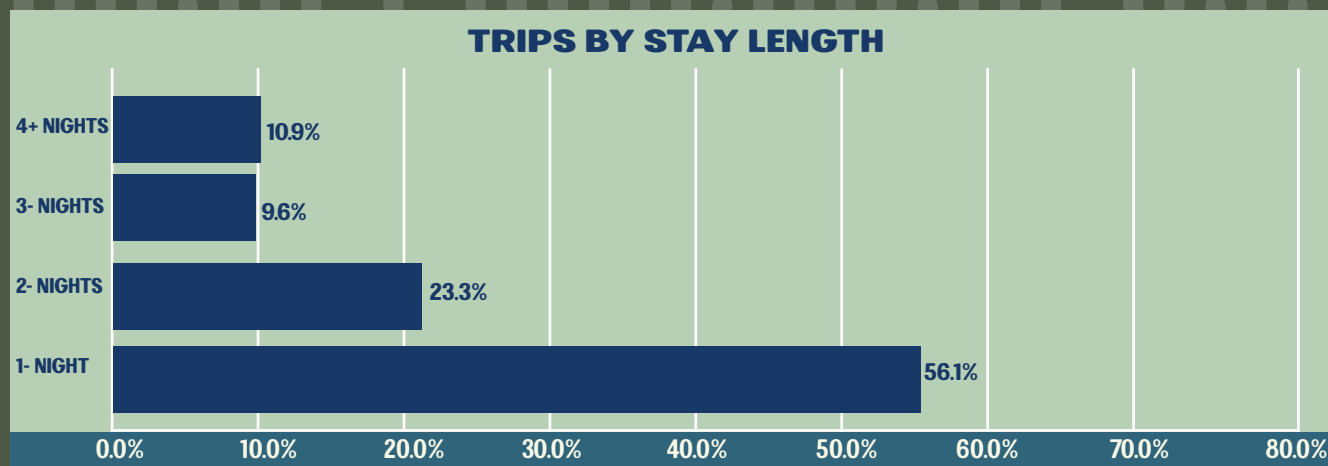
NASHVILLE

WASHINGTON DC

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

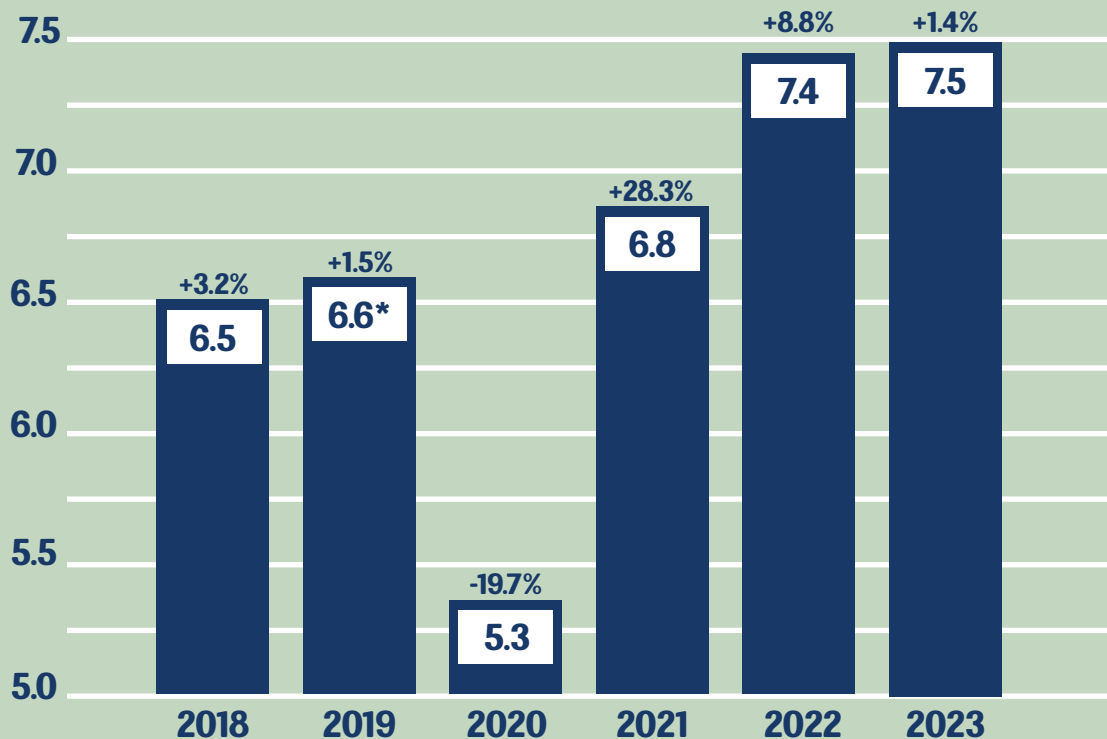
Source: ADARA

OVERNIGHT TRIPS BY LENGTH OF STAY



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

2023 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:**

\$2.04 BILLION



**LOCAL TRAVEL-GENERATED
TAX REVENUES:**

\$75.7 MILLION



**TRAVEL-GENERATED
JOBS:**

14,723



**STATE TRAVEL-GENERATED
TAX REVENUES:**

\$ 129.9 MILLION