

VISIT 
KNOXVILLE
TENNESSEE

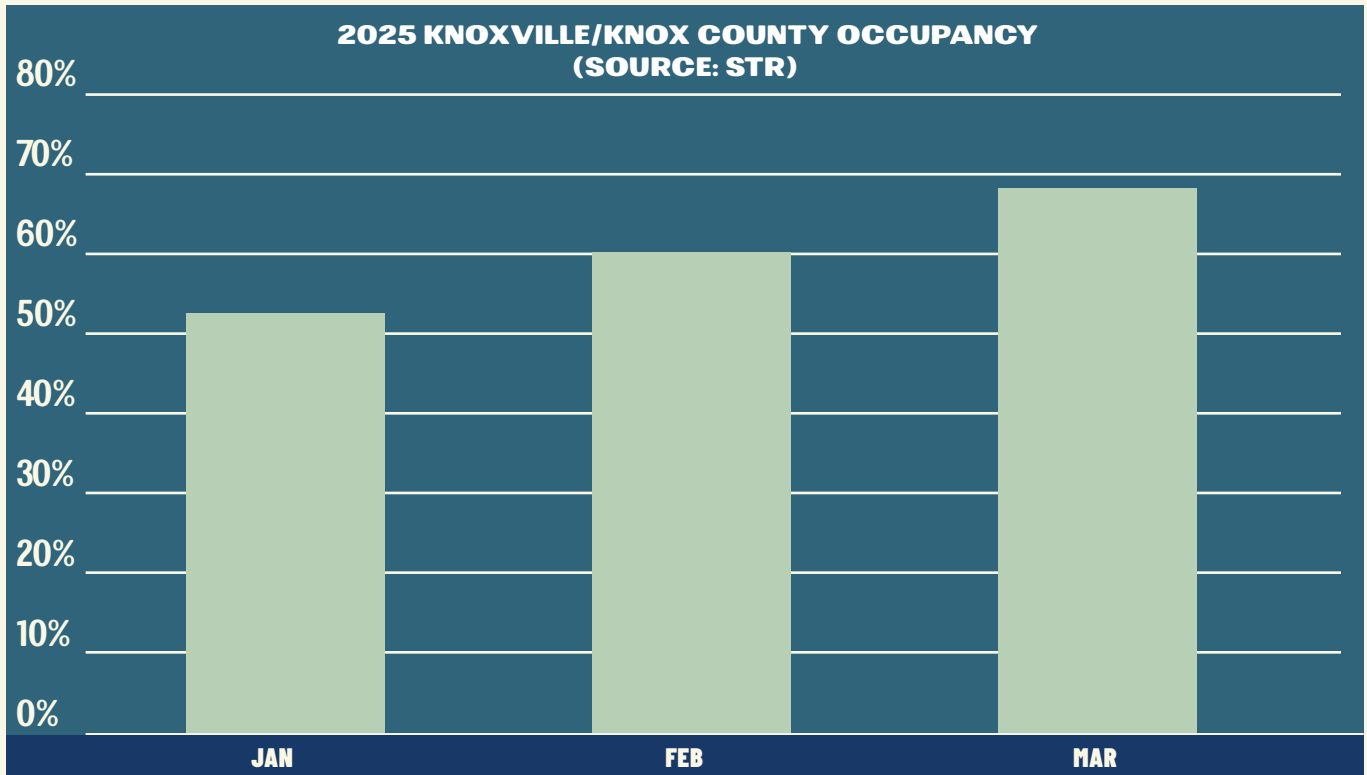
TOURISM

DASHBOARD

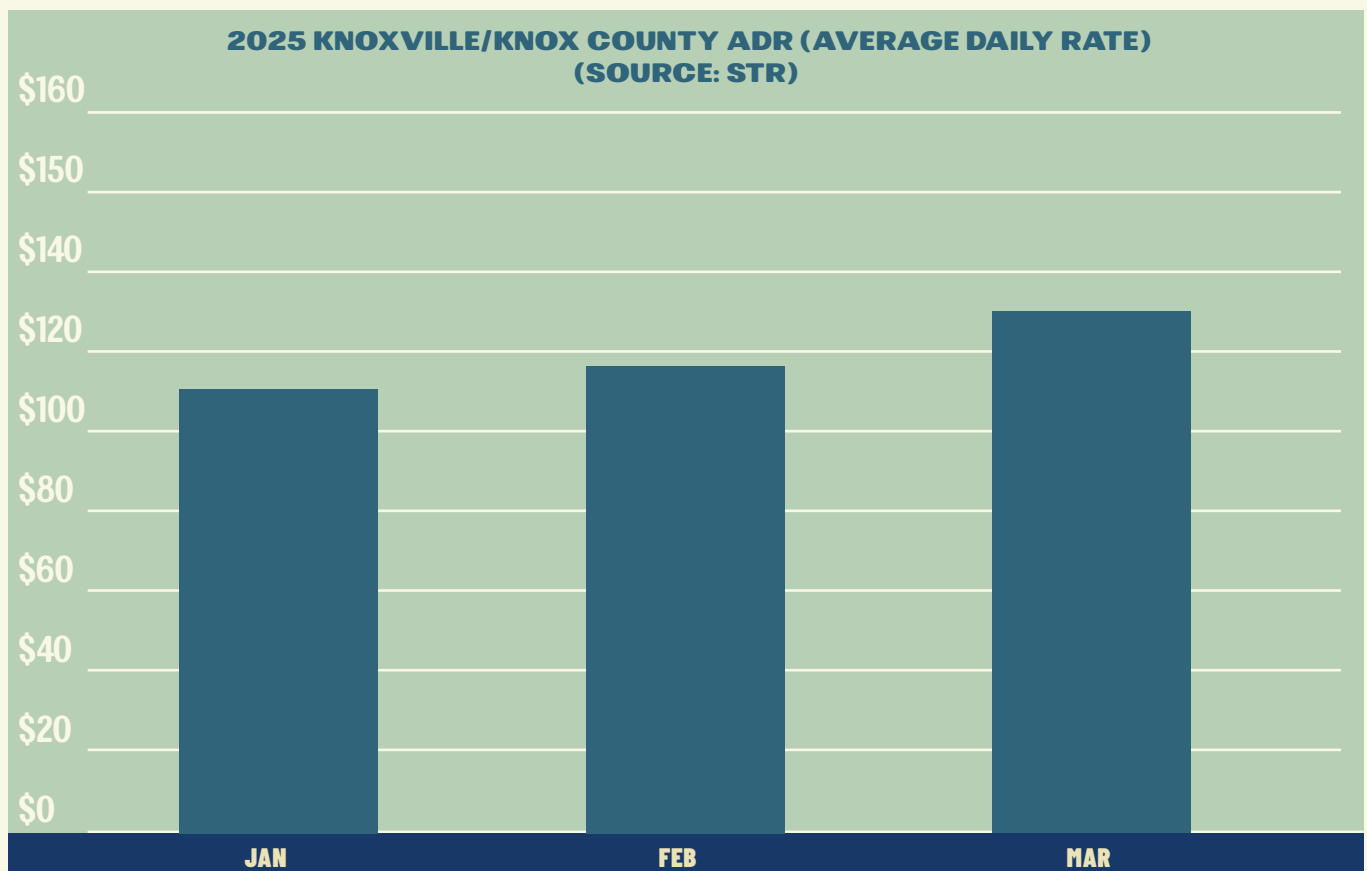
JANUARY-MARCH 2025



AVERAGE HOTEL OCCUPANCY 60.5%



AVERAGE HOTEL ADR \$120.11



HOTEL REVPAR

(SOURCE: STR)

\$72.61

January through March 2025

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: STR)

536,839

January through March 2025

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

BOOKING DATA

January through March 2025

VK'S DIGITAL AD PLACEMENT AND ORGANIC WEBSITE VISITATION GENERATED THE FOLLOWING:

15,030 BOOKINGS

30,955 ROOM NIGHTS

\$5,262,857 REVENUE

ADARA TRACKS A 60-DAY BOOKING WINDOW.
THE BOOKING DATA ABOVE IS CURRENT AS OF F 4-16-25

TOP 5 BOOKING MARKETS

January through March 2025

ATLANTA

CHICAGO

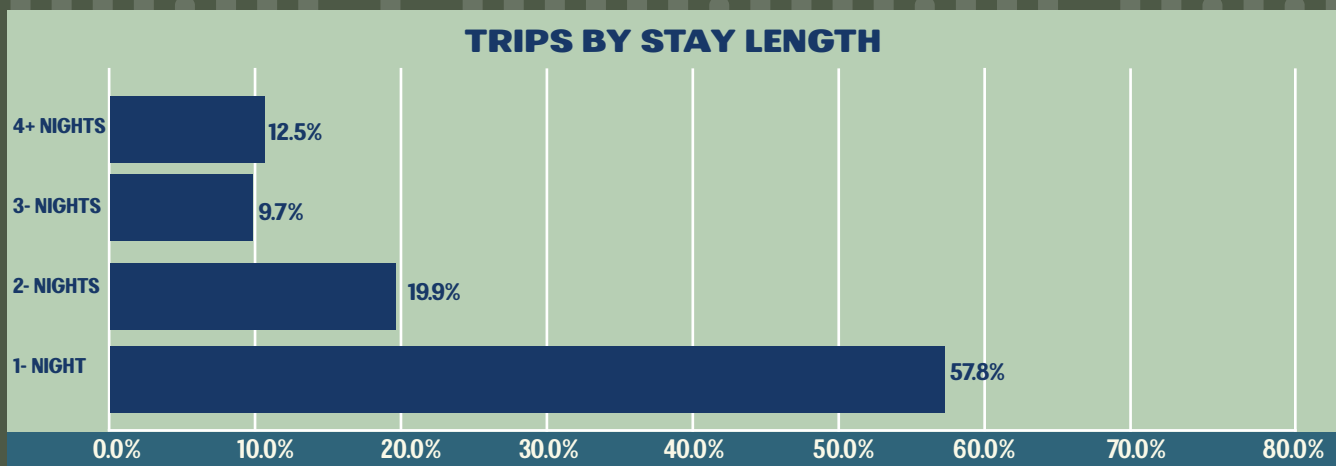
CHARLOTTE

***KNOXVILLE**

NASHVILLE

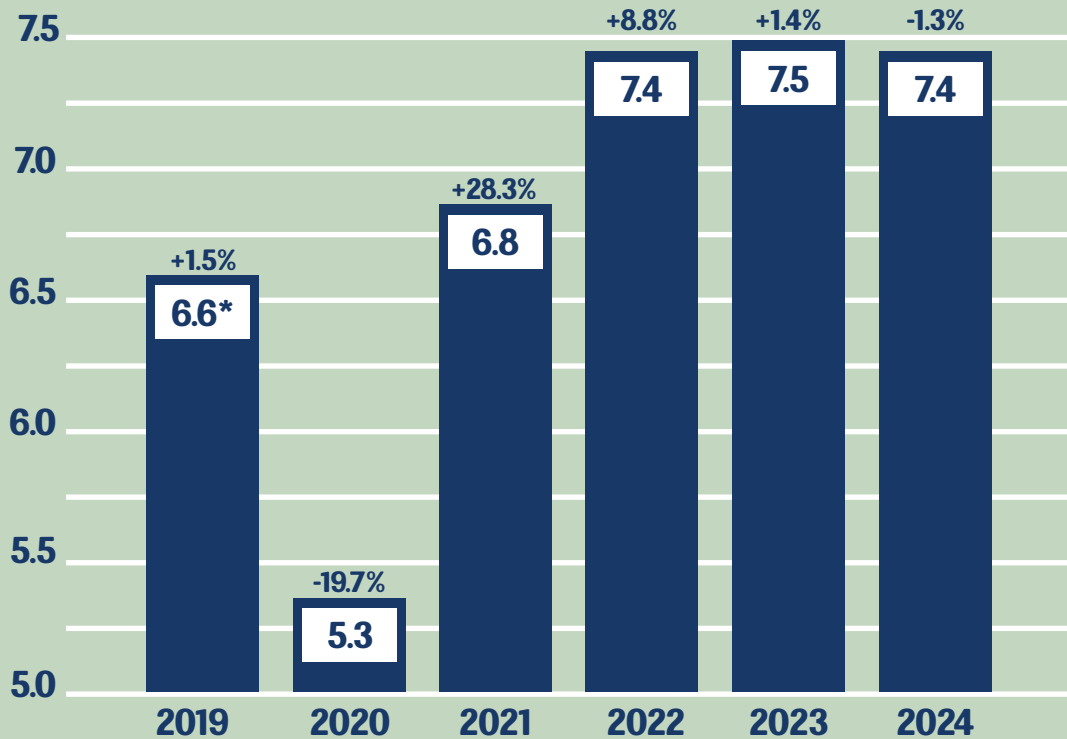
*The Knoxville DMA (Designated Market Area) consists of 22 counties within East Tennessee and Southeast Kentucky
(Source: ADARA)

OVERNIGHT TRIPS BY LENGTH OF STAY



TOTAL OVERNIGHT VISITORS FOR CALENDAR YEAR 2024

7.4 MILLION



* OVERNIGHT VISITATION HAS GROWN 12% FROM 2019-2024

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