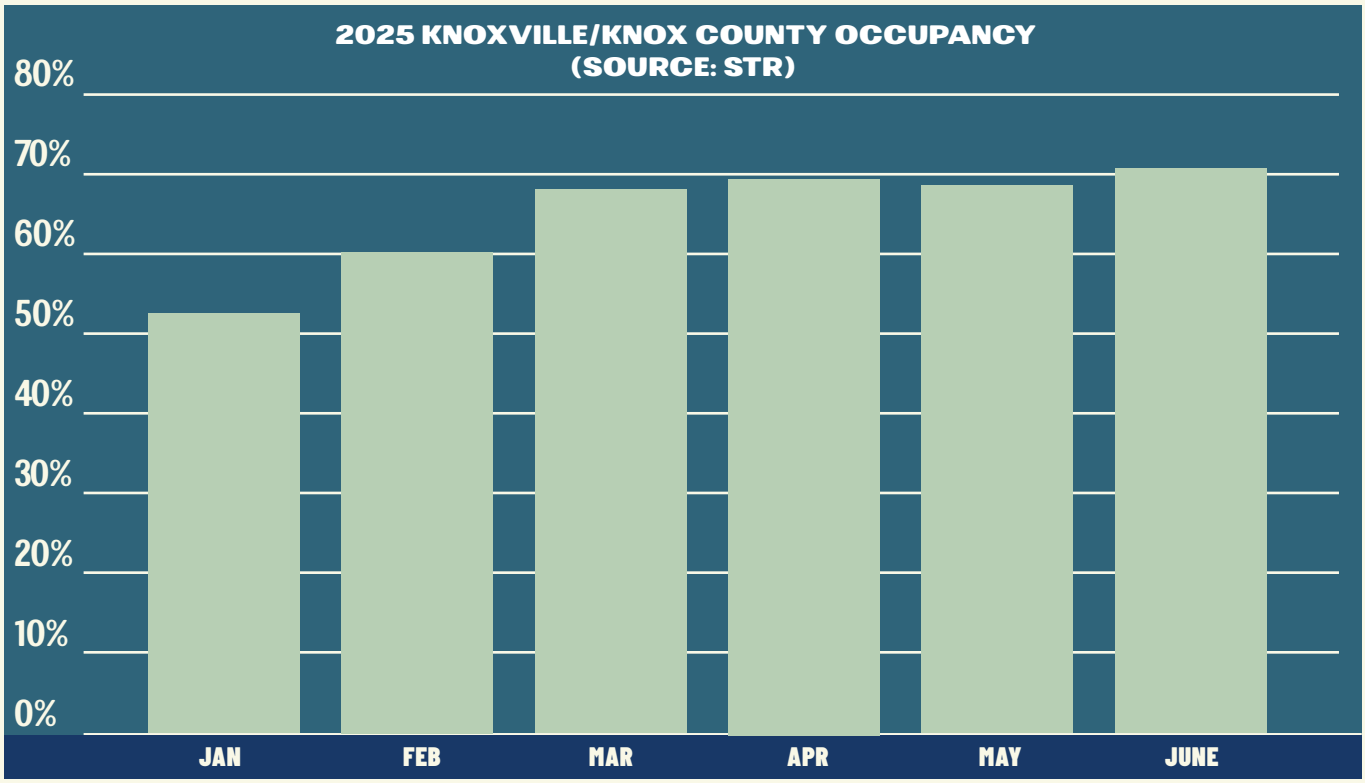
VISIT KNOXVILLE
TENNESSEE

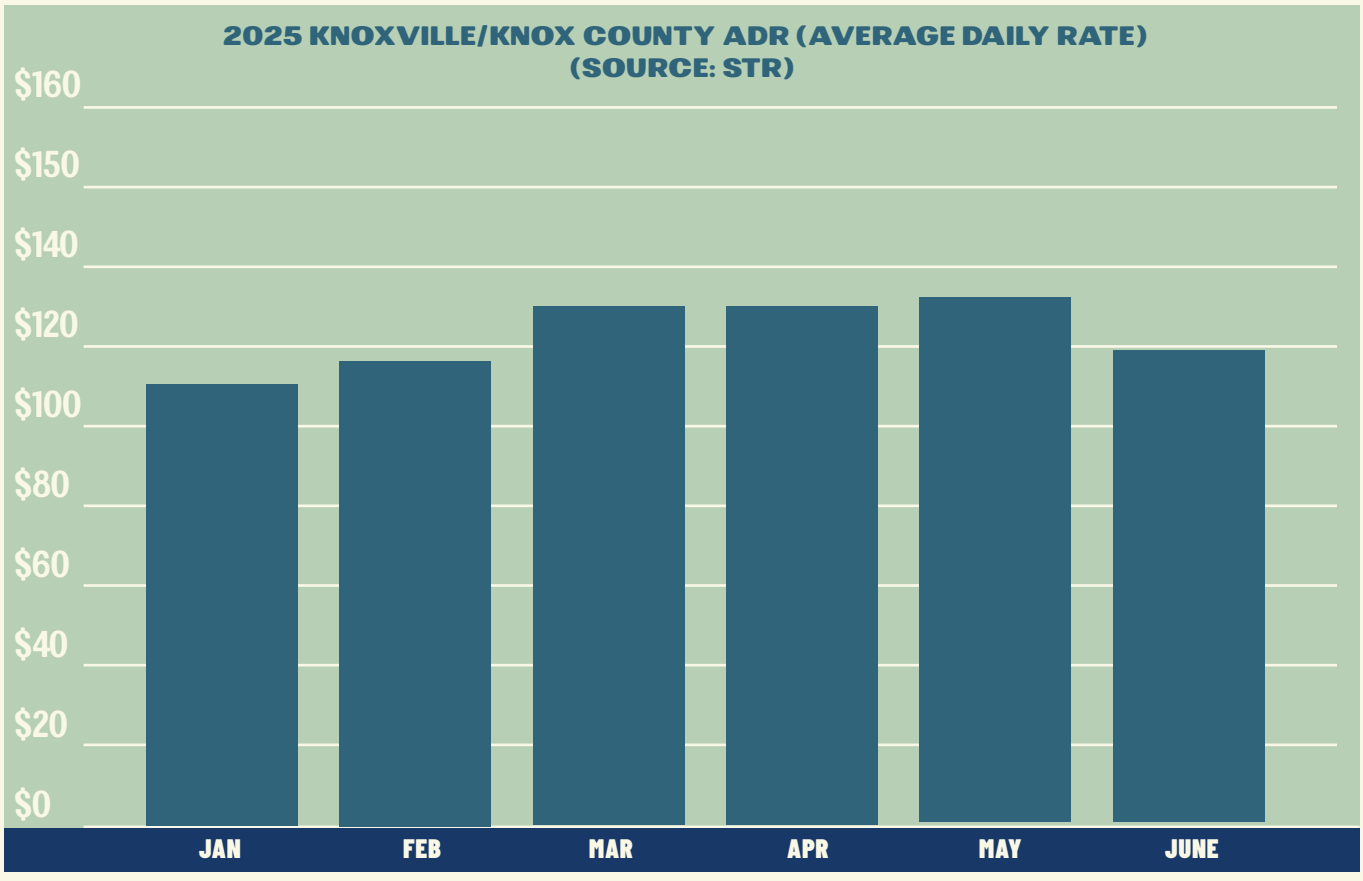
TOURISM DASHBOARD

JANUARY - JUNE 2025

AVERAGE HOTEL OCCUPANCY 64.8%



AVERAGE HOTEL ADR $ $123.79



HOTEL REVPAR
(SOURCE: STR)

$80.25

January through June 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)

1,157,835

January through June 2025

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

BOOKING DATA

January through June 2025

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

33,281 BOOKINGS

70,113 ROOM NIGHTS

$ $11,980,358 REVENUE

ADARA TRACKS A 60-DAY BOOKING WINDOW.

THE BOOKING DATA ABOVE IS CURRENT AS OF 7-7-25

TOP 5 BOOKING MARKETS

January through June 2025

ATLANTA

CHICAGO

CHARLOTTE

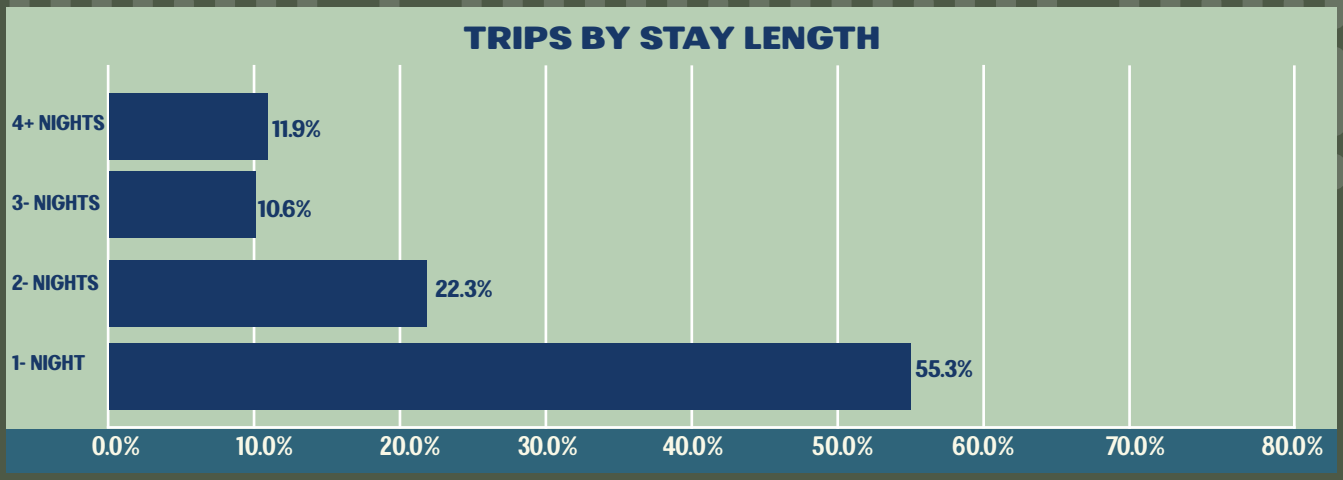
***KNOXVILLE**

NASHVILLE

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

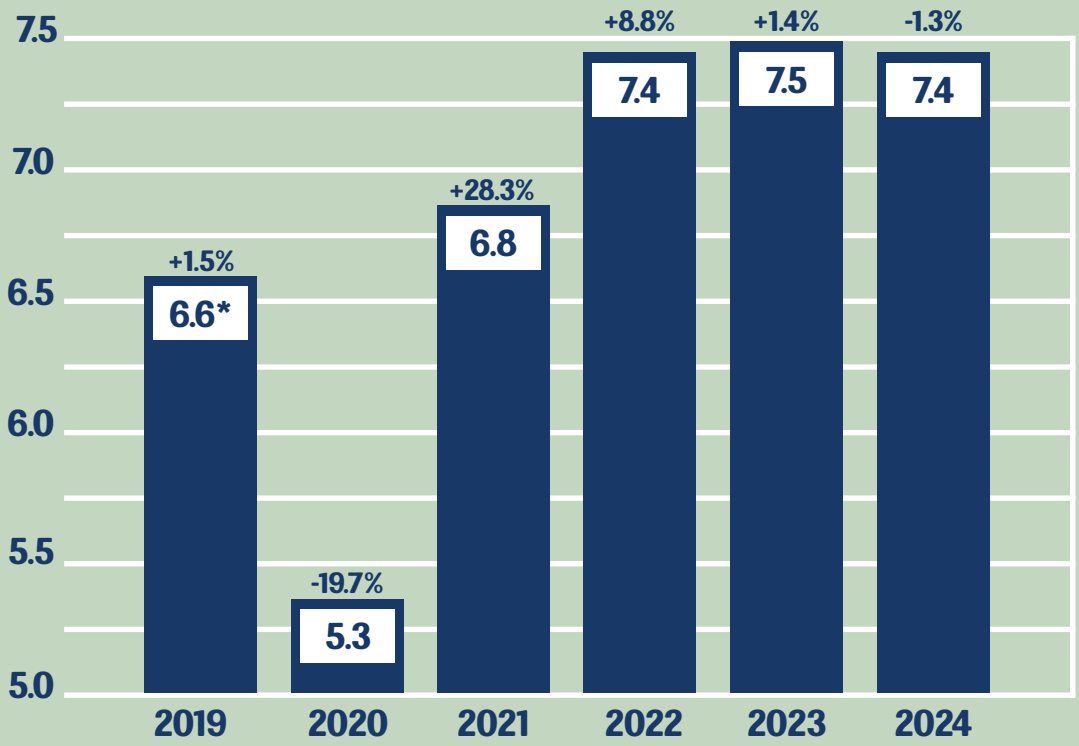
(Source: ADARA)

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