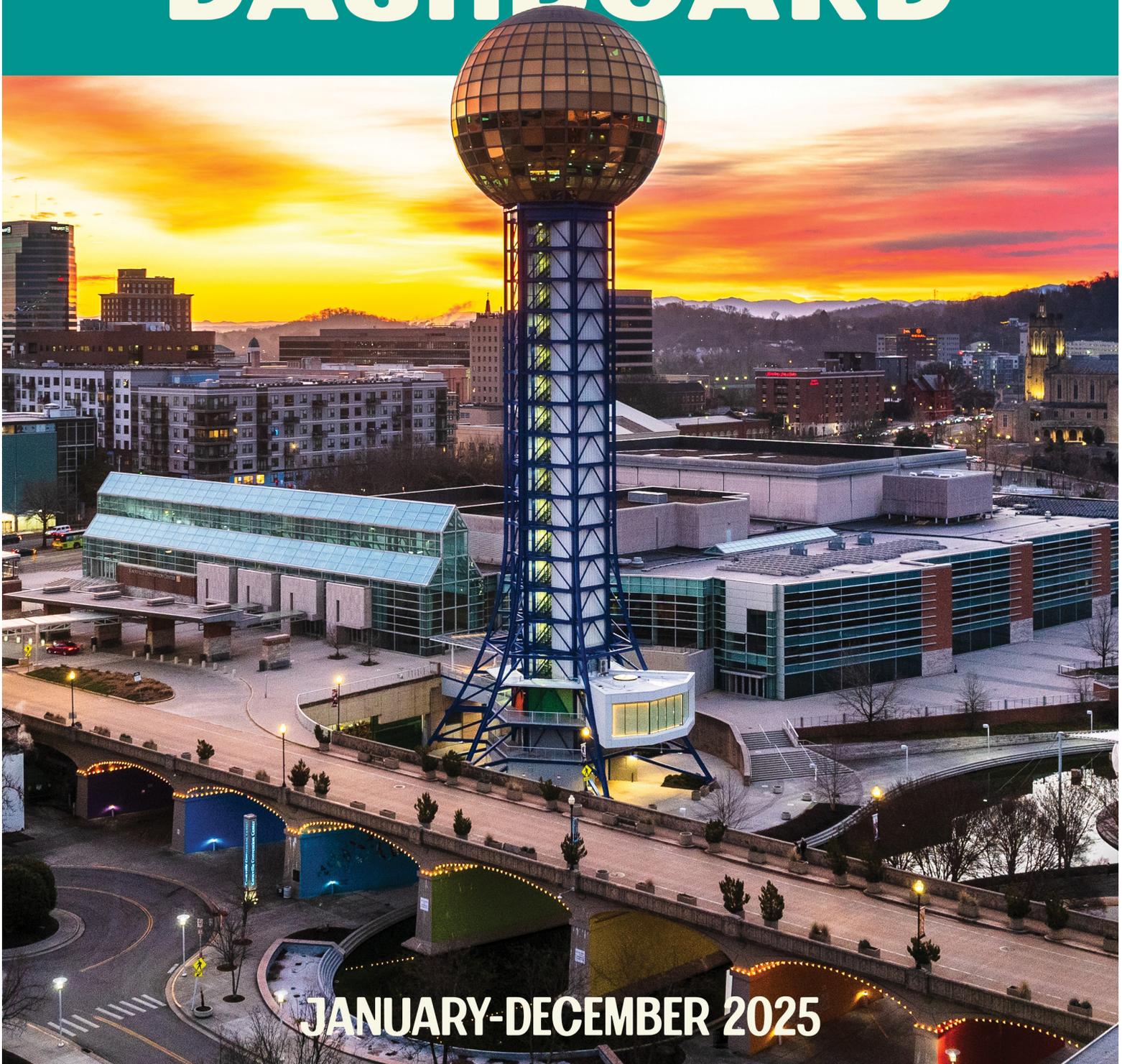


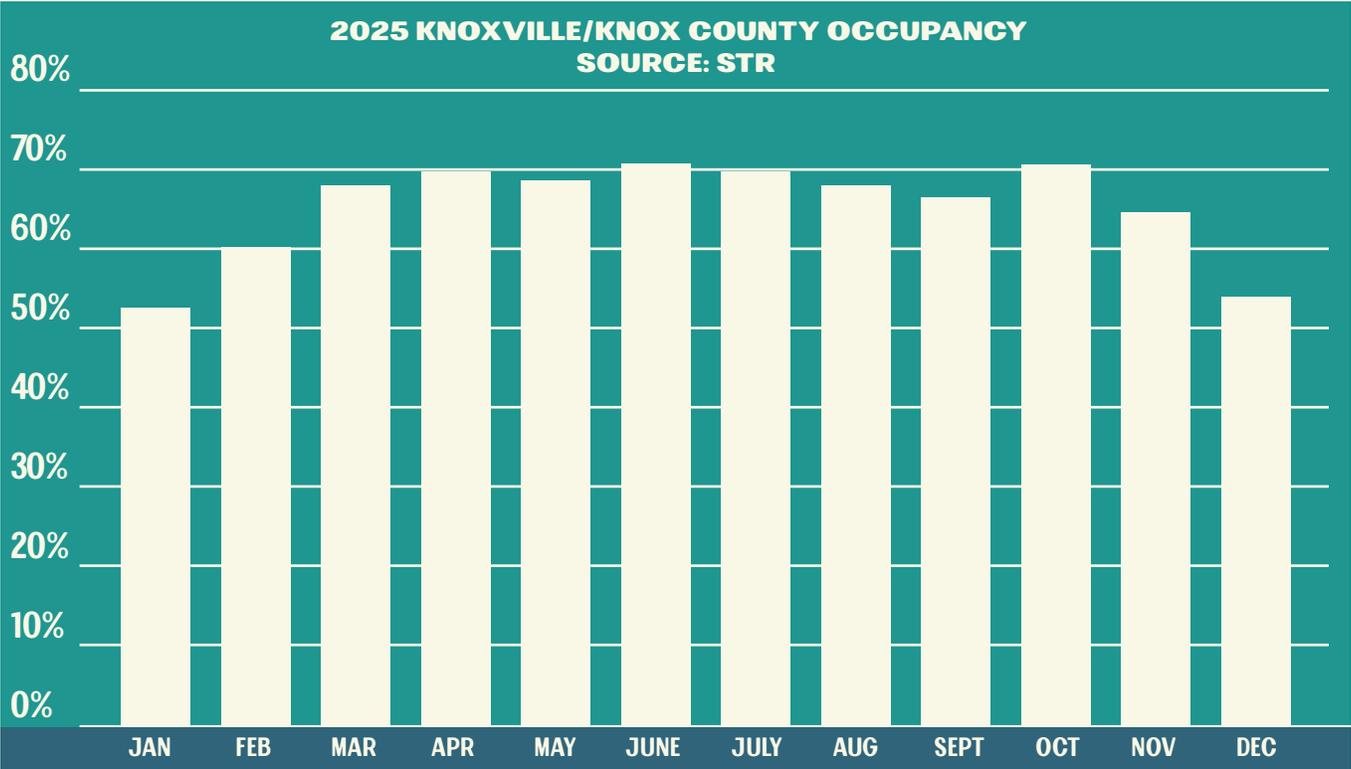
VISIT 
KNOXVILLE
TENNESSEE

TOURISM DASHBOARD

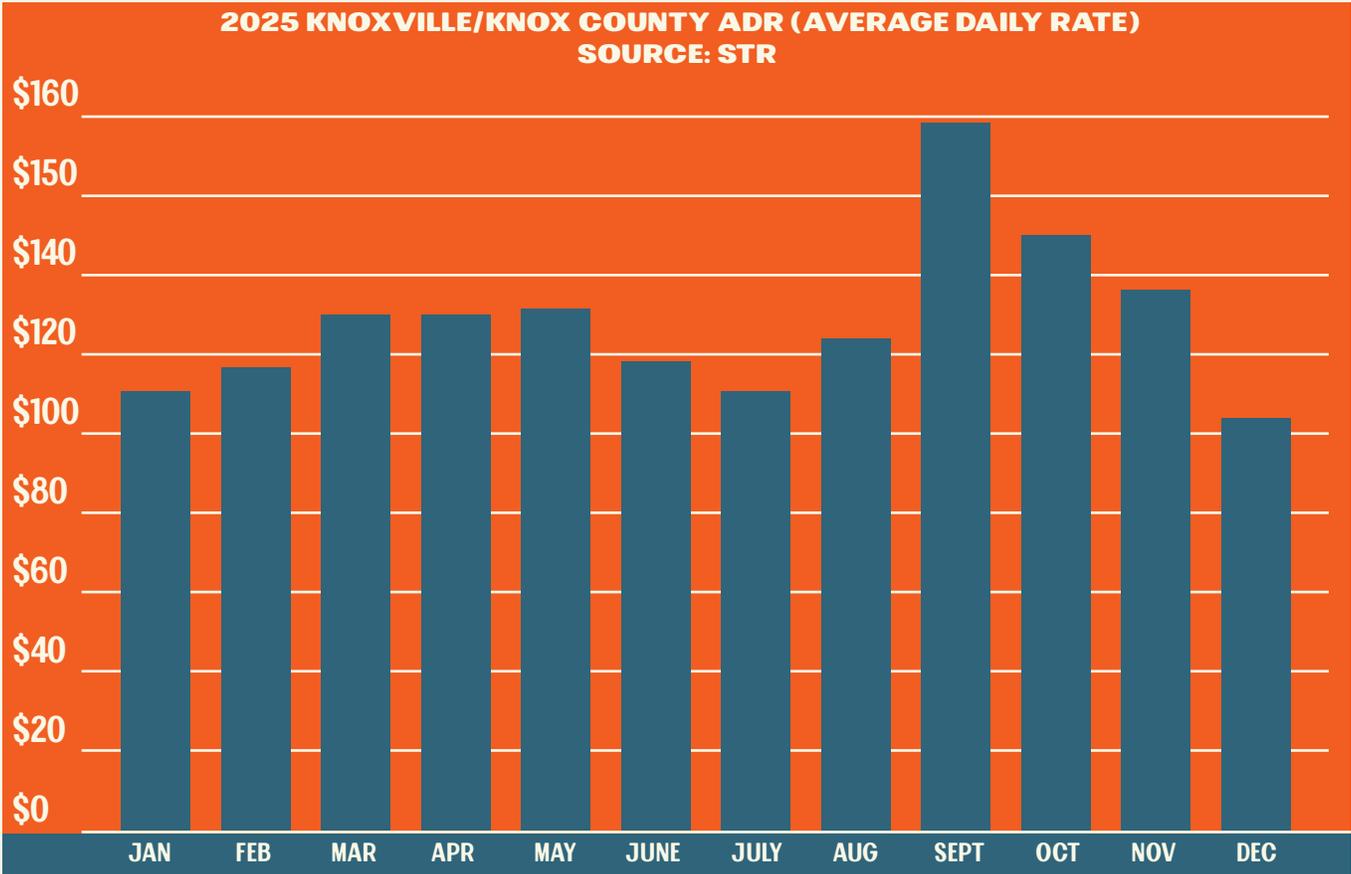


JANUARY-DECEMBER 2025

AVG. HOTEL OCCUPANCY 65.1%



AVG. HOTEL ADR \$127.62



HOTEL REVPAR

(SOURCE SMITH TRAVEL RESEARCH)

\$83.03

January through December 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 SMITH TRAVEL RESEARCH)

2,343,276

January through December 2025

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

BOOKING DATA

January through December 2025

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

61,324 BOOKINGS

133,684 ROOM NIGHTS

\$22,932,371 REVENUE

ADARA TRACKS A 60 DAY BOOKING WINDOW.
THE BOOKING DATA ABOVE IS CURRENT AS OF 1-20-26

TOP 5 BOOKING MARKETS

January through December 2025

ATLANTA

CHICAGO

CHARLOTTE

***KNOXVILLE**

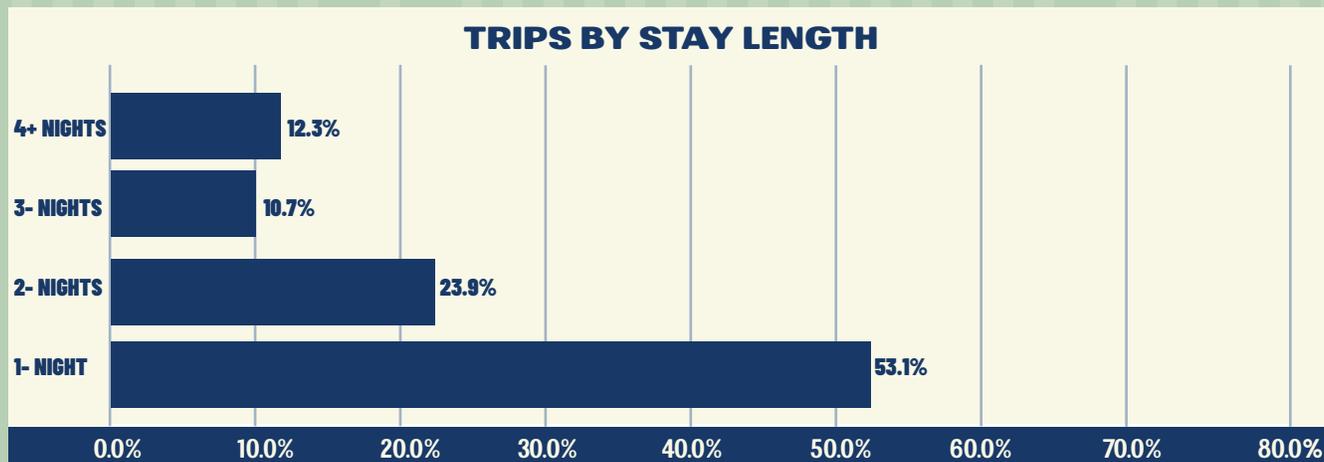
NASHVILLE

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

Source: ADARA

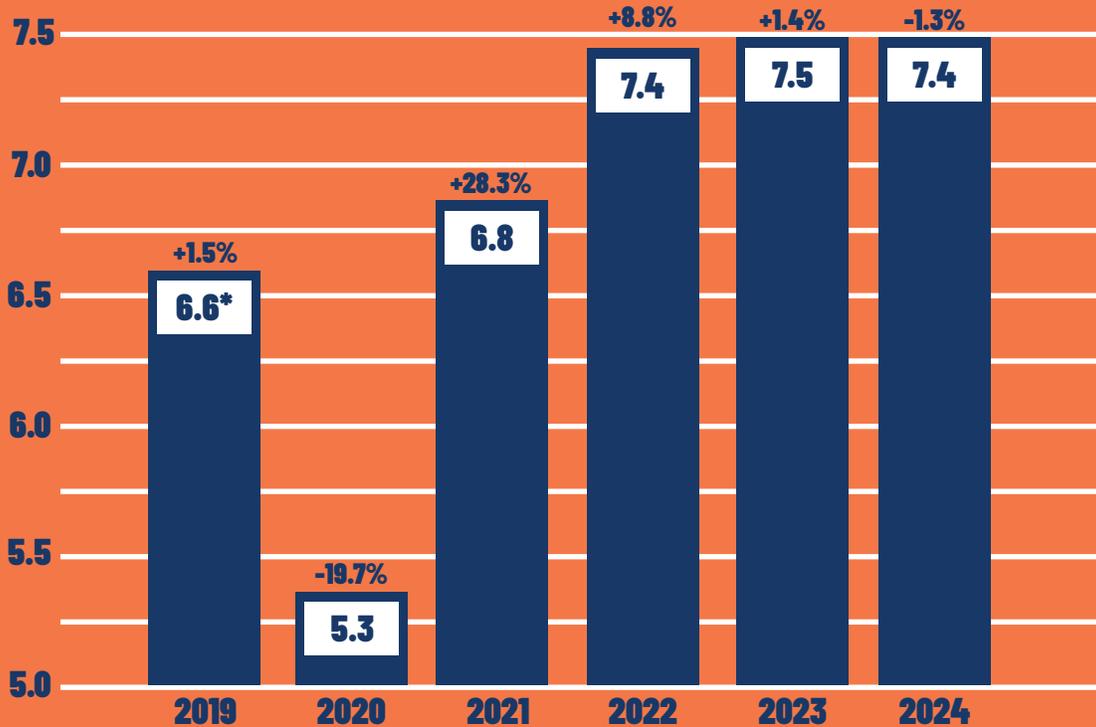
OVERNIGHT TRIPS BY LENGTH OF STAY

TRIPS BY STAY LENGTH



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

2024 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:

\$2.13 BILLION



LOCAL TRAVEL-GENERATED
TAX REVENUES:

\$79.1 MILLION



TRAVEL-GENERATED
JOBS:

15,042



STATE TRAVEL-GENERATED
TAX REVENUES:

\$134.8 MILLION