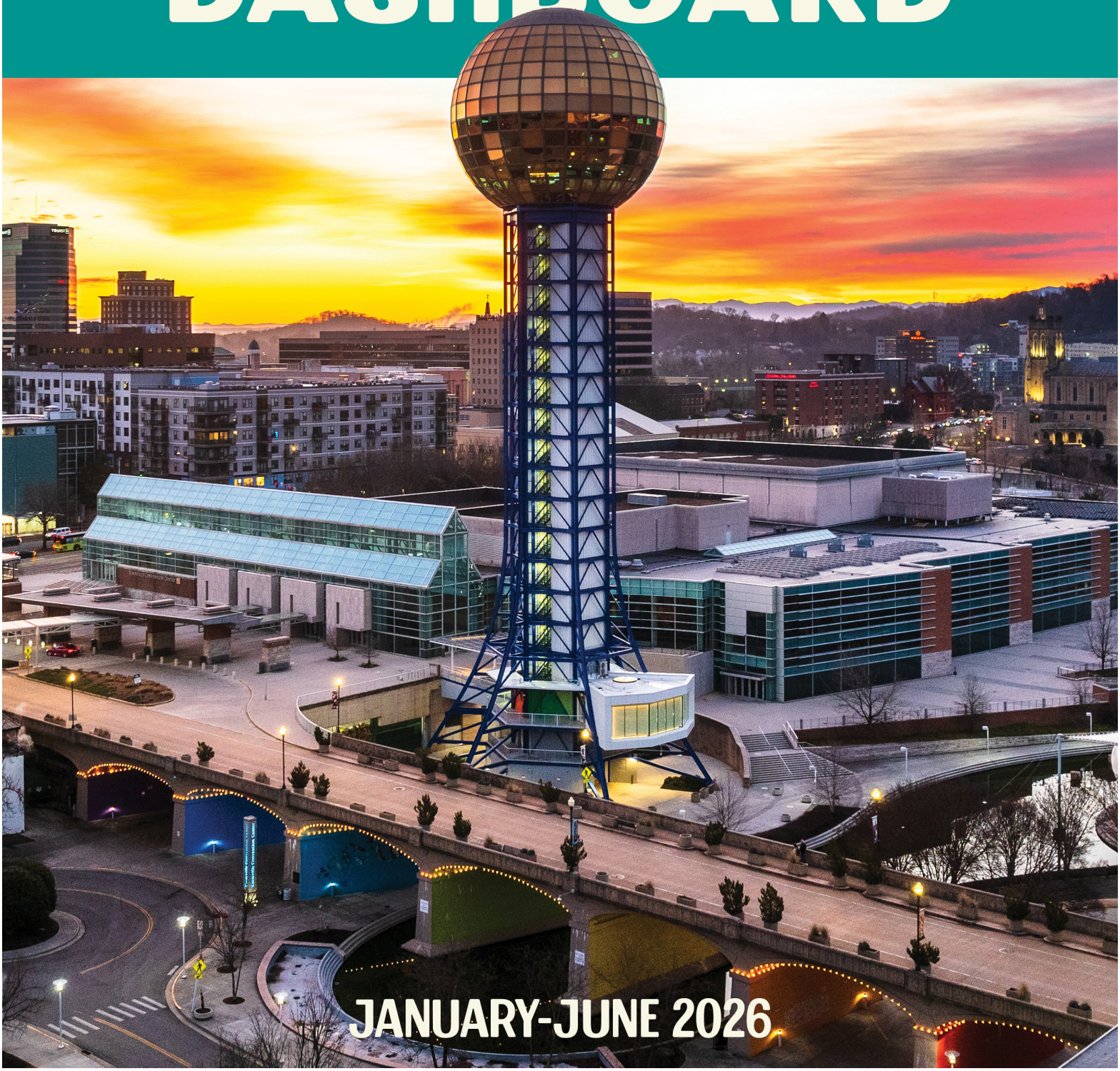
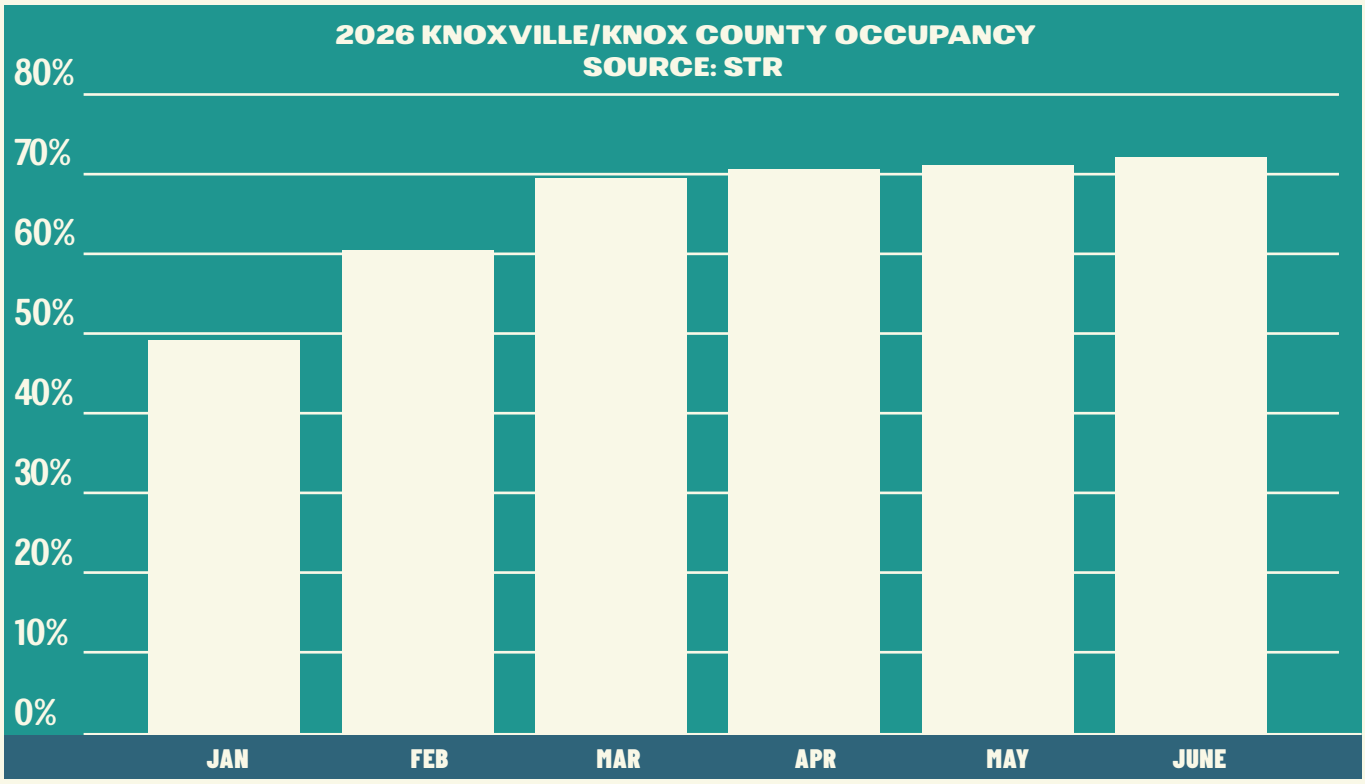
VISIT KNOXVILLE
TENNESSEE

TOURISM DASHBOARD

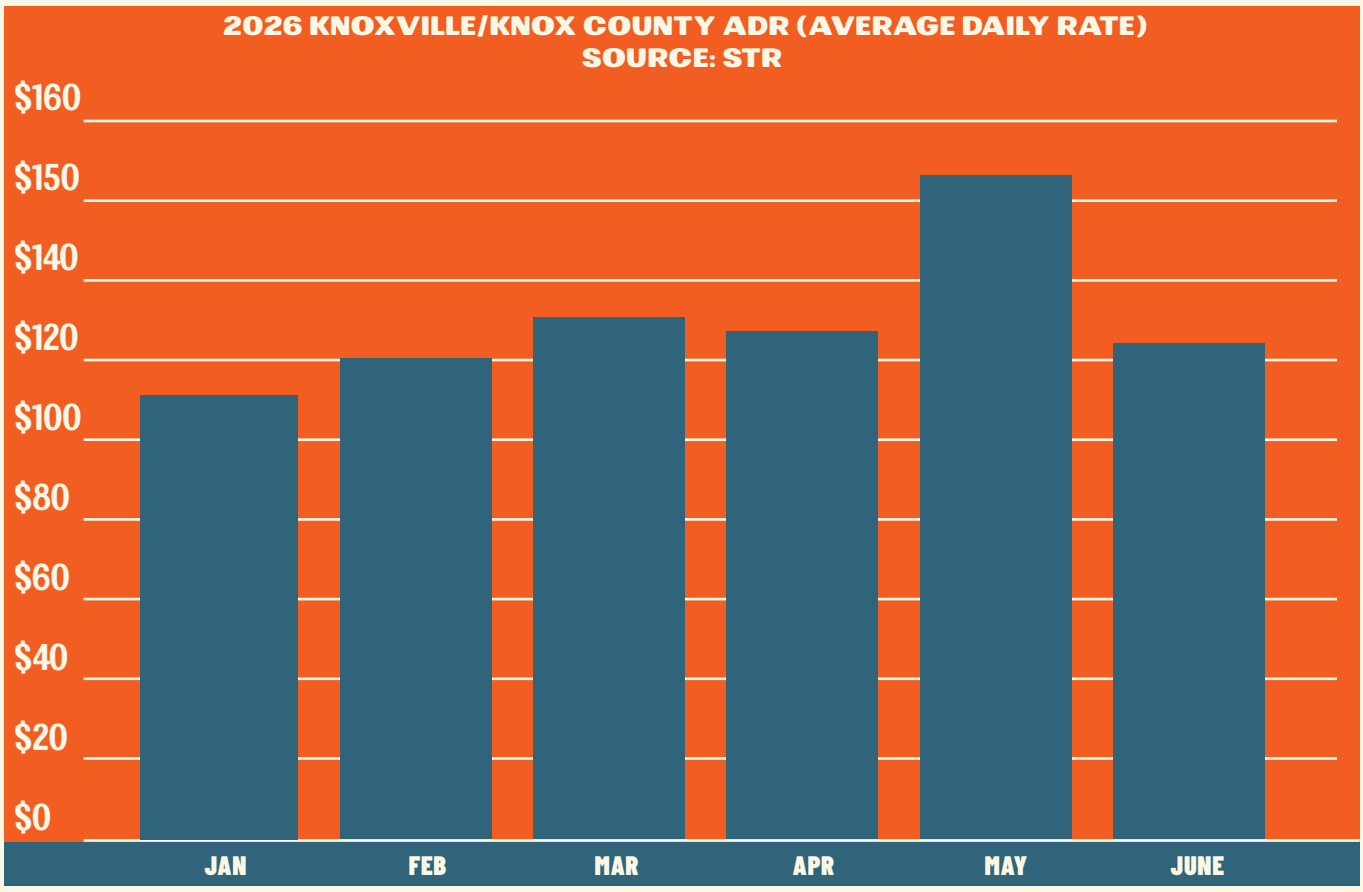


JANUARY-JUNE 2026

AVG. HOTEL OCCUPANCY 65.3%



AVG. HOTEL ADR $ 130.95



HOTEL REVPAR
(SOURCE SMITH TRAVEL RESEARCH)

$85.47

January through June 2026

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)

1,170,417

January through June 2026

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

BOOKING DATA

January through June 2026

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

24,063 BOOKINGS

61,392 ROOM NIGHTS

$11,069,788 REVENUE

ADARA TRACKS A 60 DAY BOOKING WINDOW.

THE BOOKING DATA ABOVE IS CURRENT AS OF 7-17-26

*Metrics may underrepresent actual bookings because of a pixel tracking issue

TOP 5 BOOKING MARKETS

January through June 2026

ATLANTA

CHICAGO

CHARLOTTE

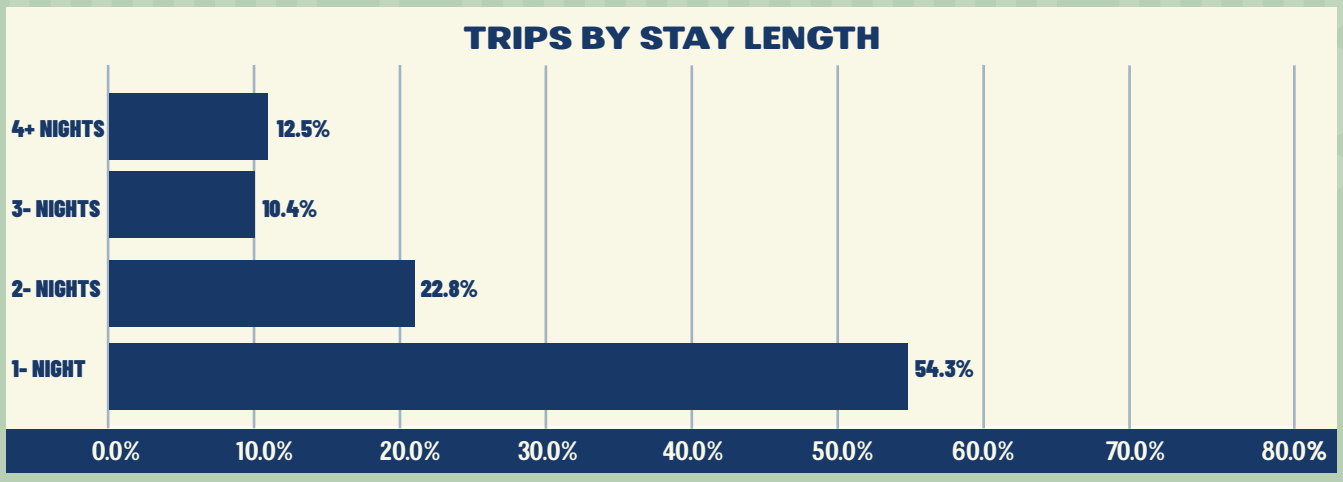
***KNOXVILLE**

NASHVILLE

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

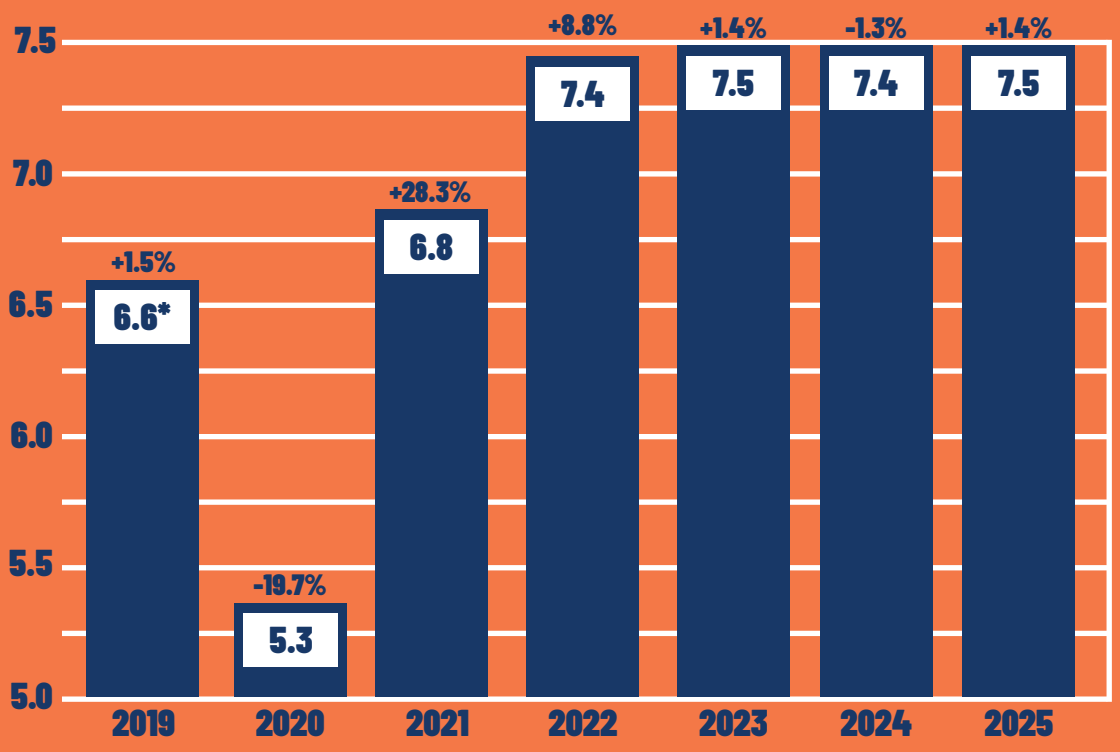
Source: ADARA

OVERNIGHT TRIPS BY LENGTH OF STAY



TOTAL OVERNIGHT VISITORS FOR CALENDAR YEAR 2025

7.5 Million



*** Overnight visitation has grown 14% from 2019-2025**

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