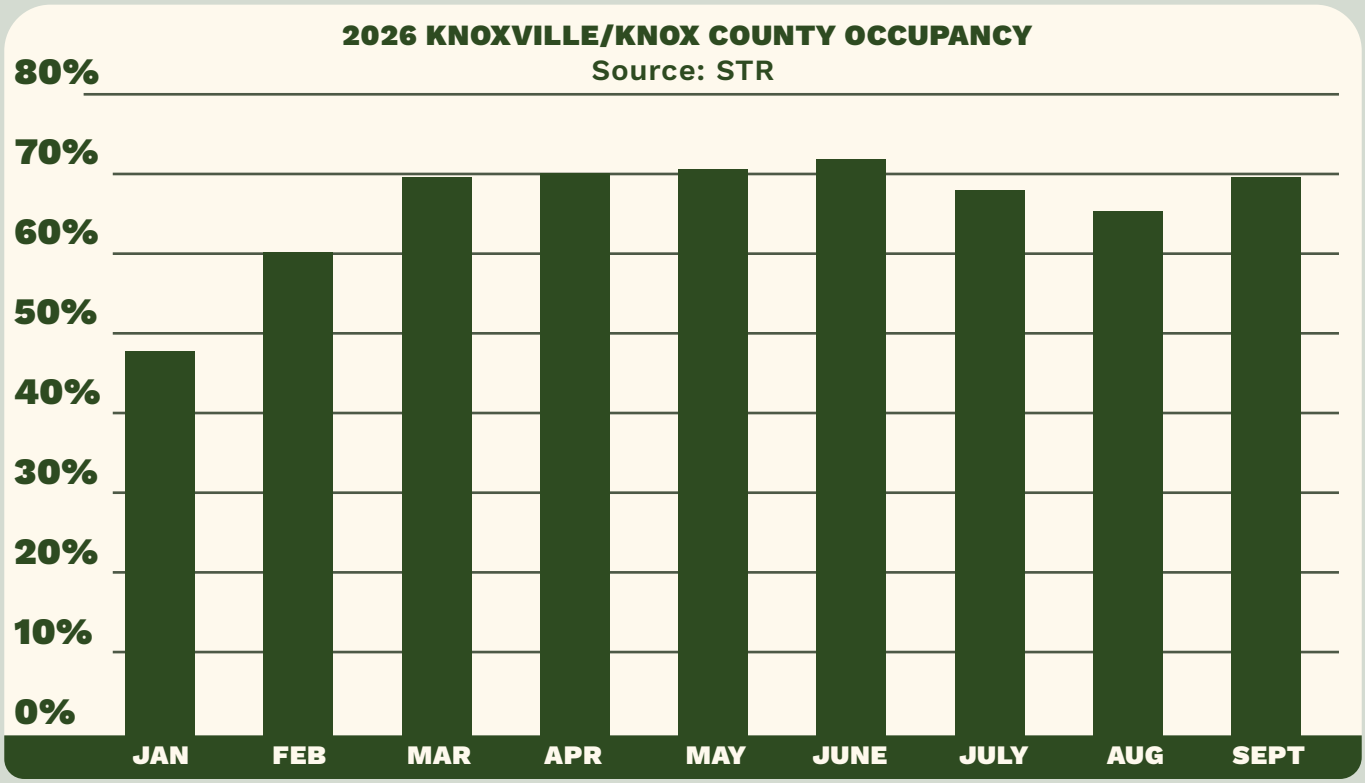
TOURISM DASHBOARD

JANUARY-SEPTEMBER 2026

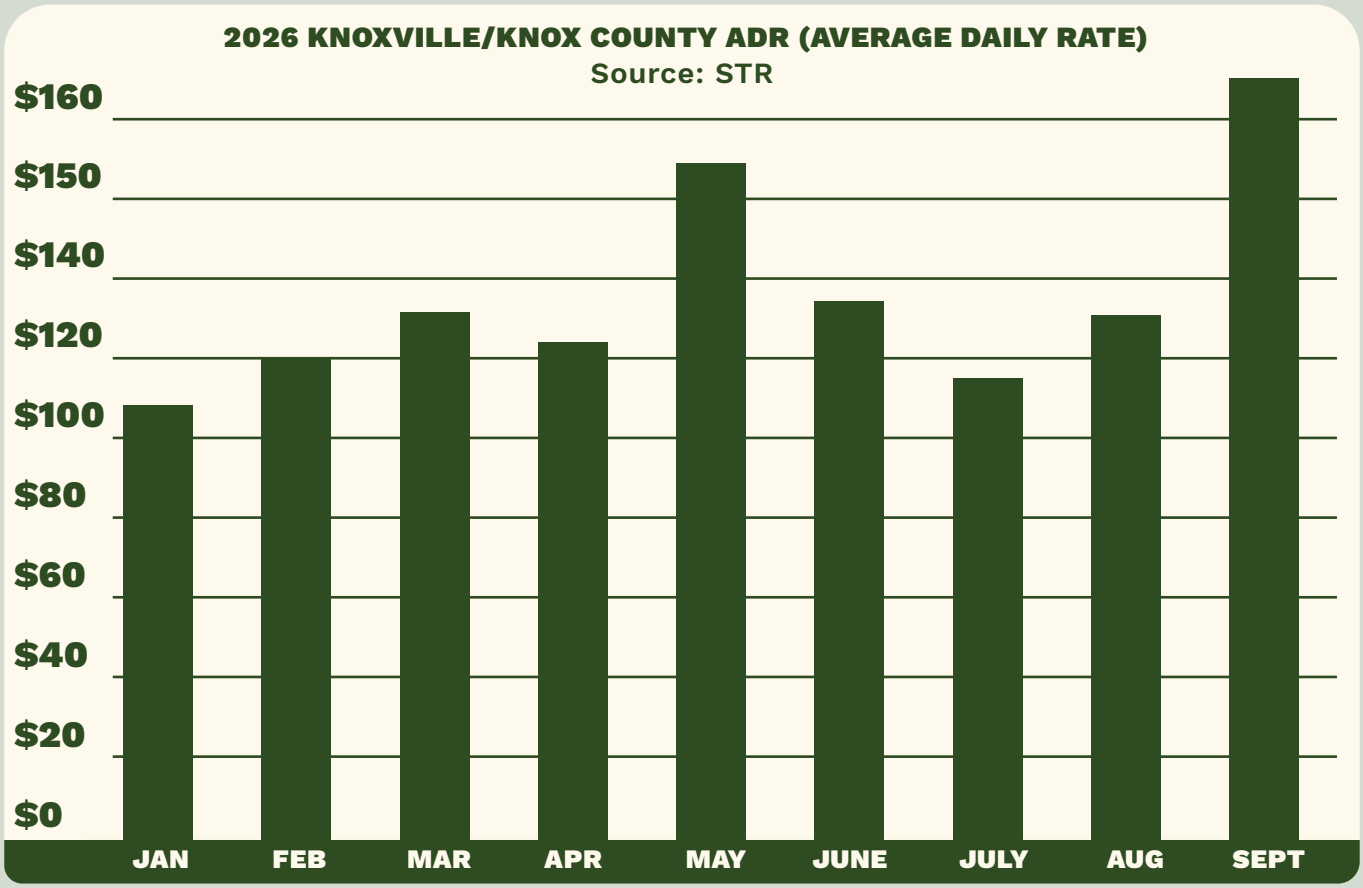
VISIT KNOXVILLE TENNESSEE



AVG. HOTEL OCCUPANCY 65.9%



AVG. HOTEL ADR $132.96



HOTEL RevPAR

$87.60

January through September 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.

Source: STR

HOTEL ROOMS SOLD

1,784,218

January through September 2026

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

Source: STR

AVG. LENGTH OF STAY
FOR LEISURE TRAVELERS

2 days

Rounded to whole day (actual average is 1.8)

Source: Zartico

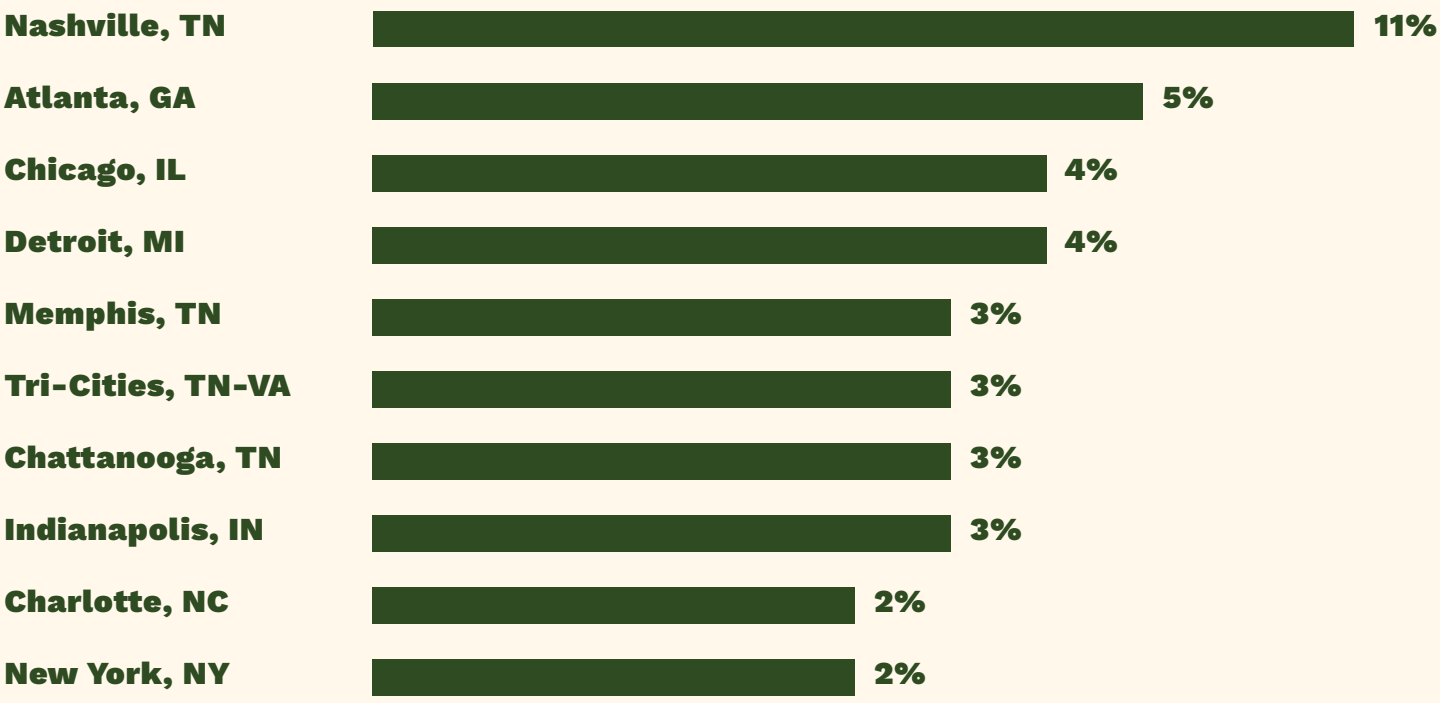
AVG. BOOKING WINDOW
FOR LEISURE TRAVELERS

19 days

Source: Zartico

TOP 10 HOTEL LEISURE VISITOR MARKETS

Share of hotel leisure visitors by origin market



Source: Zartico

AD PLACEMENT BOOKING INFO

January through September 2026

VK's Digital Ad Placement* and Organic Web Visitation Generated the Following

BOOKINGS

35,372

ROOM NIGHTS

83,953

REVENUE

$14,887,290

TOP 5 BOOKING MARKETS

ATLANTA

CHICAGO

CHARLOTTE

KNOXVILLE

The Knoxville Designated Market Area consists of 22 counties within East Tennessee and Southeast Kentucky.

NASHVILLE

DATA NOTES & SOURCES

Booking Window:

Sojern tracks a 60-day booking window

Data as of:

October 15, 2026

Tracking Note:

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

Source:

Sojern

2027 HOTEL MARKET PROJECTION

ADR and RevPAR continue their upward trend, while Occupancy continues to soften slightly.

Source: CoStar, Placer

