

Visit Knoxville TOURISM DASHBOARD

YTD through December 31, 2019*



Hotel Occupancy

(Source Smith Travel Research)



63.3%

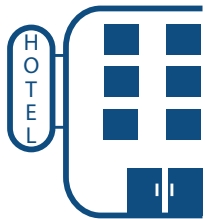
*YTD January through December 2019

Hotel Occupancy Rates measure the ratio of booked hotel rooms to available supply. This measurement is another important key performance indicator used to determine the health of Knoxville's hotel industry.

Hotel Occupancy is down 2.2% over the same period last year.

ADR

(Source Smith Travel Research)



\$94.89

Hotel RevPAR

(Source Smith Travel Research)

\$60.06

*YTD January through December 2019

Hotel Revenue Per Available Room (RevPar) is an important 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. Average Daily Rate (ADR) is a measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold. **Hotel ADR is up 1.1% and RevPAR is down 1.2% over the same period last year.**



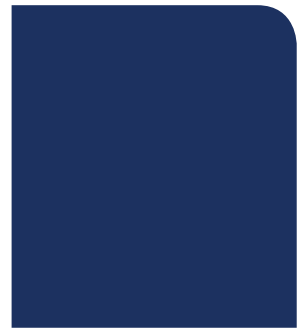
Hotel Rooms Sold

(Source Smith Travel Research)

2,082,281

*YTD January through December 2019

Number reflects County-Wide Hotel rooms sold in Knox County during the time period. **Hotel Rooms Sold is up 1.8% over the same period last year.**



BOOKING DATA

*YTD January through December 2019

VK's digital ad placement and organic website visitation attributed to nearly **10%** of these **2+** million room nights generating the following:

82,147 BOOKINGS

145,400 ROOM NIGHTS

\$17,035,099 REVENUE

ADARA tracks a 60 day booking window.
The booking data above is current as of 1-13-20

Source: ADARA

TOP 5 BOOKING MARKETS

*YTD January through December 2019

Atlanta

Chattanooga

Chicago

***Knoxville**

Nashville

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



2018 Overnight Visitors 6.5 Million

Based on Most Current Data Available
(Source: Longwoods International, STR, Visit Knoxville)





2018 Knox County Economic Impact of Travel

Based on Most Current Data Available.
(Source: Tennessee Dept. of Tourist Development/U.S. Travel Association)



Travel-Generated Spending:

\$1.174 Billion



Local Travel-Generated
Tax Revenues:

\$27.6 Million



Travel-Generated Jobs:

10,590



State Travel-Generated
Tax Revenues:

\$61.1 Million



Social Media Referrals

58,624

*YTD January through December 2019

A large focus of Visit Knoxville's social media efforts is to drive traffic to VisitKnoxville.com. This is accomplished through events to links, blogs, stories and more.

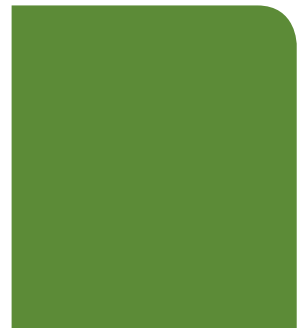
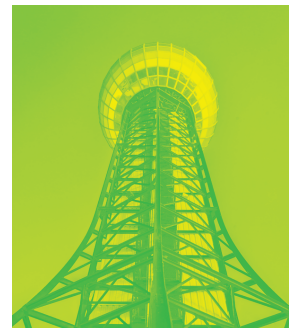
Website Sessions



1,413,398

*YTD January through December 2019

VisitKnoxville.com is the one of the primary tools in our marketing program and consistently achieves high traffic and engagement numbers. Advertising directs consumers to this website for more information on Knoxville. This number reflects users actively engaged with our website. **Website Sessions is up 17.4% over the same period last year.**



VK App

*YTD January through December 2019



Downloads.....3,601
Sessions.....16,803
Time Spent.....2:54

eNewsletter Open Rate

10.95%

*YTD January through December 2019

Visit Knoxville's eNewsletter is a direct connection to consumers wanting to know more about activities and events in Knoxville. Monitoring open rates of the consumer eNewsletter helps determine the engagement and effectiveness of this communications tool.

Visitors Guides Distributed

195,965

*YTD January through December 2019

The Knoxville Visitors Guide is an important resource used to inspire travel to Knoxville. This metric monitors the number of guides Visit Knoxville has distributed via individual and bulk requests. Distribution for 2018 YTD through December was 191,234.

Visitors Guide are estimated and have a margin of error of 10%

