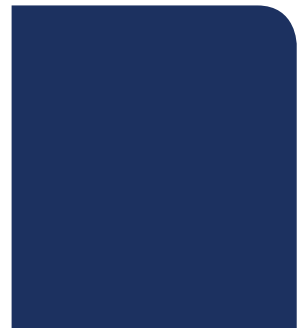# Visit Knoxville
TOURISM DASHBOARD
YTD through March 31, 2020*

## Hotel Occupancy
(Source Smith Travel Research)

49.3%

*YTD January through March 2020

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 17.1% over the same period last year.**

ADR
(Source Smith Travel Research)
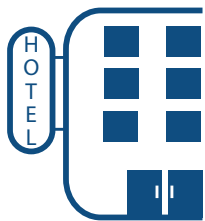
$89.05

Hotel RevPAR
(Source Smith Travel Research)

$43.93

*YTD January through March 2020

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 down 3.8% and RevPAR is down 20.2% over the same period last year.**

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Hotel Rooms Sold
(Source Smith Travel Research)

419,303

*YTD January through March 2020

Number reflects County-Wide Hotel rooms sold in Knox County during the time period. **Hotel Rooms Sold is down 11.1% over the same period last year.**

BOOKING DATA

*YTD January through March 2020
VK's digital ad placement and organic website visitation attributed **5%** of the **419,000+** room nights generating the following:

9,843 BOOKINGS
20,658 ROOM NIGHTS
$2,334,983 REVENUE

ADARA tracks a 60 day booking window.
The booking data above is current as of 4-20-20.
Note: VK paused all paid ad placement in mid-March in response to COVID-19 crisis.

Source: ADARA

TOP 5 BOOKING MARKETS

*YTD January through March 2020

Atlanta
Chicago
Dallas
***Knoxville**
Nashville

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

HOTEL

2019 Overnight Visitors
6.6 Million

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

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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

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Social Media Referrals
17,882

*YTD January through March 2020

A large focus of Visit Knoxville's social media efforts is to drive traffic to VisitKnoxville.com. This is accomplished through links to events, blogs, stories and more. **Social Media Referrals are up 24.2% over the same period last year.**

Website Sessions

269,094

*YTD January through March 2020

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 are down 9.4% over the same period last year.**
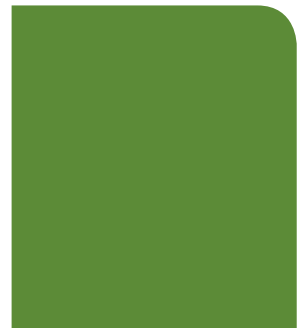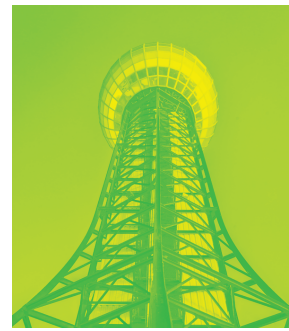
VK App
***YTD January through March 2020**

Downloads...............649
Sessions................2,552
Time Spent............ 7:41

eNewsletter Open Rate
12.9%

*YTD January through March 2020

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
41,749

*YTD January through March 2020

The Knoxville Visitors Guide is an important resource used to inspire travel to Knoxville. This total reflects the number of 2020 guides Visit Knoxville has distributed via individual and bulk requests.
Visitors Guide are estimated and have a margin of error of 10%

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