

Visit Knoxville TOURISM DASHBOARD

YTD Jan-Dec 2020



Hotel Occupancy

(Source Smith Travel Research)



47.2%

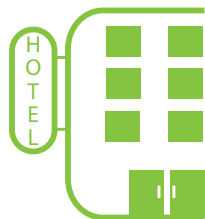
YTD January through December 2020

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 25.7% over the same period last year.

ADR

(Source Smith Travel Research)



\$81.33

Hotel RevPAR

(Source Smith Travel Research)

\$38.37

YTD January through December 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 14.2% and RevPAR is down 36.2% over the same period last year.



Hotel Rooms Sold

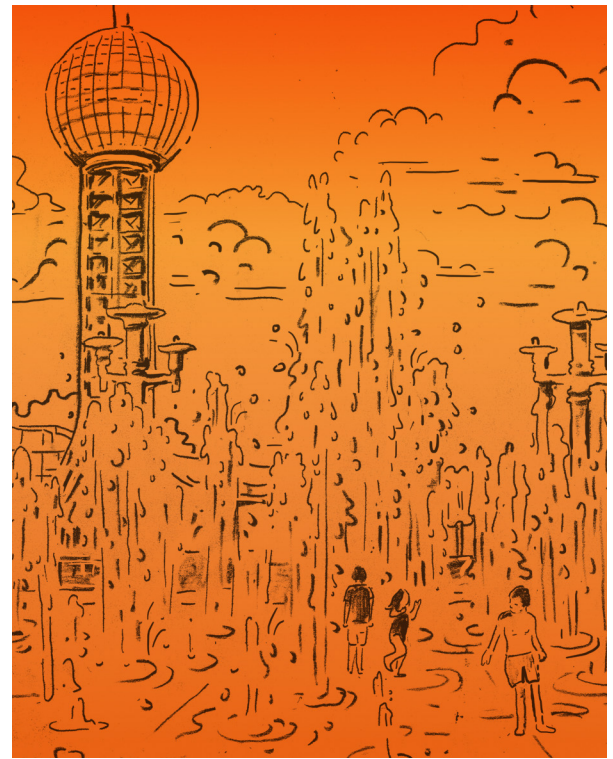
(Source Smith Travel Research)

1,560,777

YTD January through December 2020

Number reflects County-Wide Hotel rooms sold in Knox County during the time period.

Hotel Rooms Sold is down 25.1% over the same period last year.



BOOKING DATA

YTD January through December 2020

VK's digital ad placement and organic website visitation generated the following:

38,236 BOOKINGS

68,893 ROOM NIGHTS

\$8,090,348 REVENUE

ADARA tracks a 60 day booking window.

The booking data above is current as of 1-5-21

Note: VK paused all paid ad placement from mid-March to May in response to COVID-19 crisis.

TOP 5 BOOKING MARKETS

YTD January through December 2020

Atlanta

Chicago

***Knoxville**

Memphis

Nashville

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

Source: ADARA



2019 Overnight Visitors

6.6 Million

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

**visit
knoxville**
TENNESSEE





2019 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:

\$1.22 Billion



Local Travel-Generated
Tax Revenues:

\$28.6 Million



Travel-Generated Jobs:

10,700



State Travel-Generated
Tax Revenues:

\$64.04 Million



Social Media Referrals

92,716

YTD January through December 2020

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.

Social Media Referrals are up 37.2% over the same period last year.

Note: Reflects both organic and paid traffic.

Website Sessions



1,177,359

YTD January through December 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 is down 16.7% over the same period last year.



VK App

YTD January through December 2020



Downloads..1,772
Sessions.....7,100
Time Spent..7:09

eNewsletter Open Rate

12.9%

YTD January through December 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

170,862

YTD January through December 2020

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 2019 YTD through December was 191,427.

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

