

Visit Knoxville TOURISM DASHBOARD

YTD January-March 2021



Hotel Occupancy

(Source Smith Travel Research)



49.3%

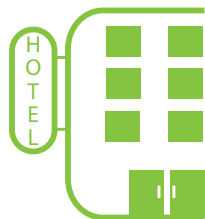
YTD January through March 2021

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 up 0.7% over the same period last year.

ADR

(Source Smith Travel Research)



\$79.16

Hotel RevPAR

(Source Smith Travel Research)

\$39.05

YTD January through March 2021

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 11.4% and RevPAR is down 10.8% over the same period last year.



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Hotel Rooms Sold

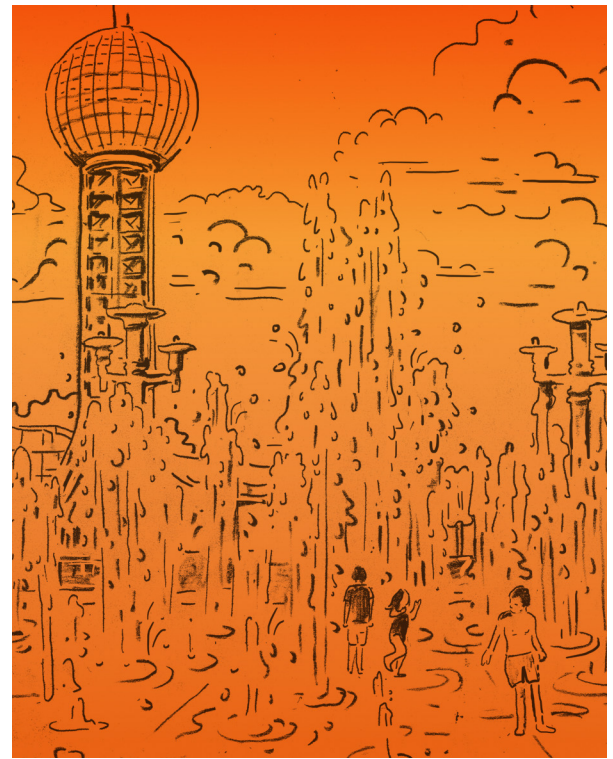
(Source Smith Travel Research)

402,790

YTD January through March 2021

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

Hotel Rooms Sold is down 3.2% over the same period last year.



BOOKING DATA

YTD January through March 2021

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

8,288 BOOKINGS

19,491 ROOM NIGHTS

\$2,170,825 REVENUE

ADARA tracks a 60 day booking window.
The booking data above is current as of 4-7-21

TOP 5 BOOKING MARKETS

YTD January through March 2021

Atlanta

Indianapolis

***Knoxville**

Memphis

Nashville

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

Source: ADARA



2020 Overnight Visitors

5.3 Million

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

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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

9,930

YTD January through March 2021

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 down 44.9% over the same period last year.

Note: The decrease is due in great part to a paid promotion FYE21 on Facebook.

Website Sessions



288,133

YTD January through March 2021

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 7.05% over the same period last year.



VK App

YTD January through March 2021



Downloads....384
Sessions.....1,359
Time Spent..5:55

eNewsletter Open Rate

13.42%

YTD January through March 2021

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

29,382

YTD January through March 2021

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 2020 YTD through March was 46,761.

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

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