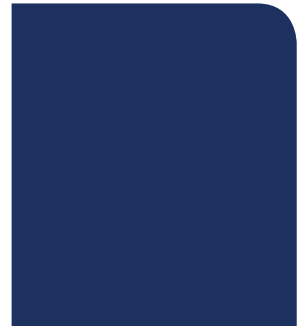


# Visit Knoxville TOURISM DASHBOARD

YTD through March 31, 2019



## Hotel Occupancy

(Source Smith Travel Research)



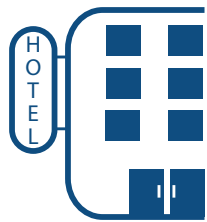
# 59.4%

2019 Year-to-date through March

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 3.5% over the same period last year.**

## ADR

(Source Smith Travel Research)



# \$92.20

## Hotel RevPAR

(Source Smith Travel Research)

# \$54.76

2019 Year-to-date through March

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 6.5% and RevPAR is up 10.3% over the same period last year.**

## Hotel Rooms Sold

(Source Smith Travel Research)

# 471,025

2019 Year-to-date through March

Number reflects County-Wide Hotel rooms sold in Knox County during the time period. **Hotel Rooms Sold is up 5.3% over the same period last year.**



## Social Media Referrals



# 14,387

2019 Year-to-date through March

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. **Network referrals from to VisitKnoxville.com from Facebook, Twitter, and Instagram are up 10.2%.**

## Website Sessions



# 297,097

2019 Year-to-date through March

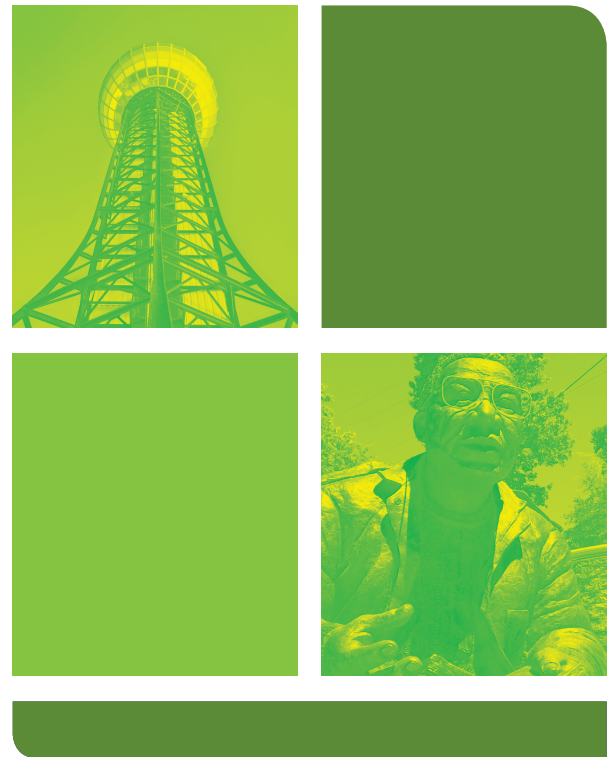
VisitKnoxville.com is the one of the primary tools in our marketing program and consistently achieves high traffic and engagement numbers. Advertising directs consumers to this website for more information on Knoxville. This number reflects users actively engaged with our website. **Website Sessions is up 31.7% over the same period last year.**

## eNewsletter Open Rate

# 10.62%

2019 Year-to-date through March

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.



## VK App

2018 Year-to-date through March



Downloads.....723  
Sessions.....4,085  
Time Spent.....1:45



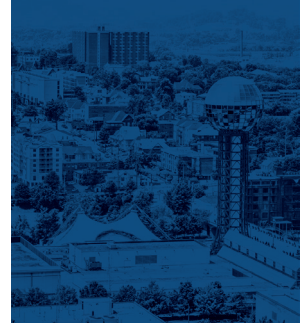
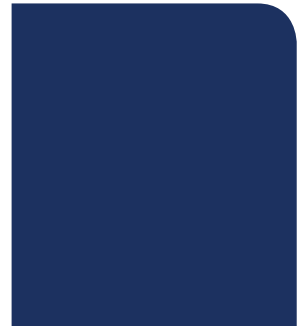
## Visitors Guides Distributed



53,700

2019 Year-to-date through March

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 March was 45,021.



## 2017 Visitor Profile

Most Current Data Available  
(Source: Longwoods International)



Overnight Visitors

6.3 Million

\* Average Nights Spent in Knoxville:

2.3 Nights

### Top States of Origin:

Tennessee  
Florida  
Kentucky  
Georgia  
North Carolina

### Top Activities:

Shopping  
National/State Park  
Landmark/Historic Site  
Fine Dining  
Hiking/Backpacking

VK's Department of Market Research collects the above information from Longwoods Travel USA® report, the largest ongoing study conducted of American travelers.

\* Methodology: Knoxville's share of Total US volume compared against Smith Travel Research (STR) paid room nights.



# 2017 Knox County Economic Impact of Travel

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



Travel-Generated Spending:

**\$1.1 Billion**



Local Travel-Generated  
Tax Revenues:

**\$26.2 Million**



Travel-Generated Jobs:

**10,240**



State Travel-Generated  
Tax Revenues:

**\$57.9 Million**

