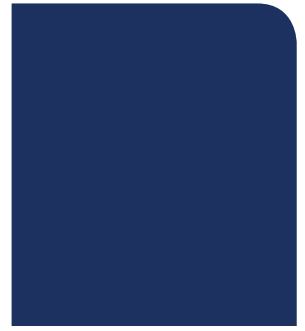


Visit Knoxville TOURISM DASHBOARD

YTD through June 30, 2019*



Hotel Occupancy

(Source Smith Travel Research)



63.5%

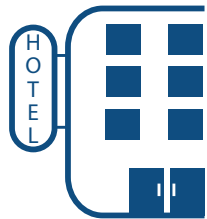
*YTD January through June 2019

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 1.4% over the same period last year.

ADR

(Source Smith Travel Research)



\$92.90

Hotel RevPAR

(Source Smith Travel Research)

\$58.98

*YTD January through June 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 1.6% and RevPAR is up 0.1% over the same period last year.**



Hotel Rooms Sold

(Source Smith Travel Research)

1,016,677

*YTD January through June 2019

Number reflects County-Wide Hotel rooms sold in Knox County during the time period. **Hotel Rooms Sold is up 1% over the same period last year.**



BOOKING DATA

*YTD January through June 2019

VK's digital ad placement and organic website visitation attributed to nearly **10%** of these **1+** million room nights generating the following:

48,279 BOOKINGS

87,763 ROOM NIGHTS

\$10,173,210 REVENUE

ADARA tracks a 60 day booking window.
The booking data above is current as of 7-22-19

TOP 5 BOOKING MARKETS

*YTD January through June 2019

Atlanta

Chicago

Detroit

Knoxville

Nashville

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

Source: ADARA



2018 Overnight Visitors

6.5 Million

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





2017 Knox County Economic Impact of Travel

Based on Most Current Data Available. New Numbers will be Published in September 2019.
(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



Social Media Referrals 27,823

*YTD January through June 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.

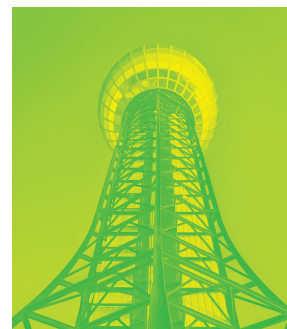
Website Sessions



658,162

*YTD January through June 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 15.1% over the same period last year.**



VK App

*YTD January through June 2019



Downloads.....1,611

Sessions.....9,421

Time Spent.....1:50

eNewsletter Open Rate 10.57%

*YTD January through June 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 92,960

*YTD January through June 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 June was 103,958.

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

