

Visit Knoxville TOURISM DASHBOARD

YTD through December 31, 2018



Hotel Occupancy

(Source Smith Travel Research)



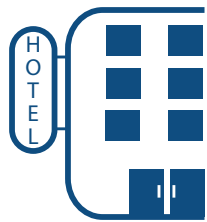
64.8%

2018 Year-to-date through December

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 4.2% over the same period last year.**

ADR

(Source Smith Travel Research)



\$93.50

Hotel RevPAR

(Source Smith Travel Research)

\$60.55

2018 Year-to-date through December

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 3.9% and RevPAR is up 8.2% over the same period last year.**

Hotel Rooms Sold

(Source Smith Travel Research)

2,046,182

2018 Year-to-date through December

Number reflects County-Wide Hotel rooms sold in Knox County during the time period. **Hotel Rooms Sold is up 4.3% over the same period last year.**



Social Media Referrals



56,948

2018 Year-to-date through December

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 100.8%.**

Website Sessions



1,204,391

2018 Year-to-date through December

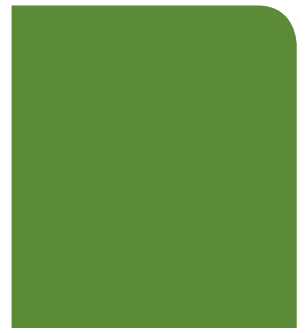
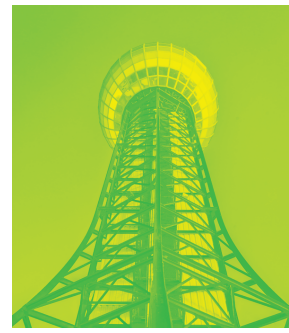
VisitKnoxville.com is the one of the primary tools in our marketing program and consistently achieves high traffic and engagement numbers. Advertising directs consumers to this website for more information on Knoxville. This number reflects users actively engaged with our website. **Website Sessions is up 32.9% over the same period last year.**

eNewsletter Open Rate

9.18%

2018 Year-to-date through December

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 December



Downloads.....2,534
Sessions.....15,245
Time Spent.....1:44



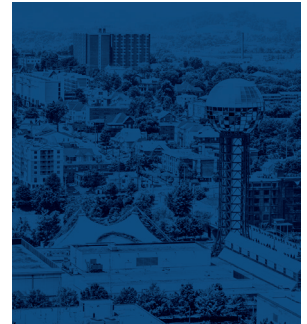
Visitors Guides Distributed



157,457

2018 Year-to-date through December

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 2017 YTD through December was 189,427.



2017 Visitor Profile

(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

(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

