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TENNESSEE

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Tourism Travel Market Analytics

July - September 2014
3Q 2014 -1Q Fiscal Year

- Tourism Room Nights, Occupancy Percentage, Hotel Motel Tax Collections
- Competitive Position

Tourism Room Nights, Occupancy Percentage and Hotel Motel Tax Collections for the Quarter/YTD

Estimated Room Nights

509,622 *
this Quarter



Up 8.9% vs. same quarter last year.

1,446,104 *
Year to Date



Up 6.4% vs YTD last year.

Occupancy Rate

61.6% *
this Quarter



Up 6.2% vs. same quarter last year

58.9% *
Year to Date



Up 2.4% vs YTD last year.

Hotel/Motel Taxes

\$1,217,310
this Quarter

*Totals are for July and August
(September totals not yet available)



Up 24.0% vs. same quarter last year

\$4,217,341
Year to Date



Up 13.8% vs YTD last year.

* - Source: Smith Travel Research

Competitive Position

Knoxville Quarterly Totals

	2014 3Q	2013 3Q	Gain/Loss
Avg. Occupancy Percentage (OCC%)	61.6%	58.0%	6.21%
Average Daily Rate (ADR)	\$78.60	\$74.29	5.80%
Revenue per Available Room (RevPAR)	\$48.42	\$43.06	12.45%

Competitive Cities Quarterly Averages for 3Q 2014/1Q Fiscal

