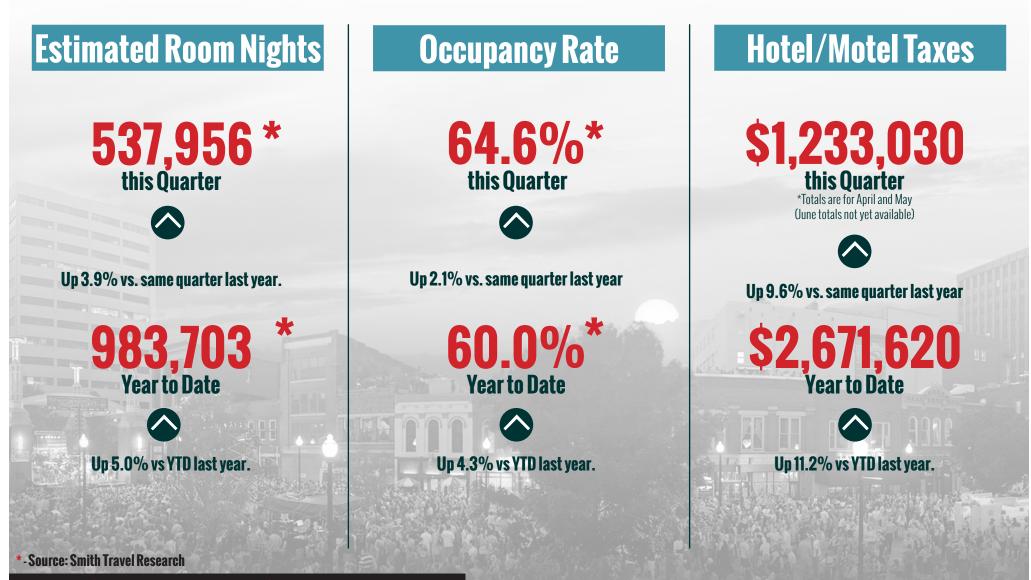


### **Tourism Travel Market Analytics**

April - June 2015 2Q 2015 -4Q 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



Visit Knoxville Tourism Travel Market Analytics April - June 2Q 2015 Fiscal Year 4Q

## **Competitive Position**

#### **Knoxville Quarterly Totals**

Avg. Occupancy Percentage (OCC%) Average Daily Rate (ADR)	2015 20 64.6% \$80.78	2014 20 63.3% \$78.21	Gain/Loss 2.1% 3.3%
Revenue per Available Room (RevPAR)		\$49.54	5.4%

#### Competitive Cities Quarterly Averages for 2Q 2015/4Q Fiscal

