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# 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

## Estimated Room Nights

**537,956 \***  
this Quarter



Up 3.9% vs. same quarter last year.

**983,703 \***  
Year to Date



Up 5.0% vs YTD last year.

## Occupancy Rate

**64.6%\***  
this Quarter



Up 2.1% vs. same quarter last year

**60.0%\***  
Year to Date



Up 4.3% vs YTD last year.

## Hotel/Motel Taxes

**\$1,233,030**  
this Quarter

\*Totals are for April and May  
(June totals not yet available)



Up 9.6% vs. same quarter last year

**\$2,671,620**  
Year to Date



Up 11.2% vs YTD last year.

\* - Source: Smith Travel Research

# Competitive Position

## Knoxville Quarterly Totals

|                                     | 2015 2Q | 2014 2Q | Gain/Loss |
|-------------------------------------|---------|---------|-----------|
| Avg. Occupancy Percentage (OCC%)    | 64.6%   | 63.3%   | 2.1%      |
| Average Daily Rate (ADR)            | \$80.78 | \$78.21 | 3.3%      |
| Revenue per Available Room (RevPAR) | \$52.21 | \$49.54 | 5.4%      |

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

