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TENNESSEE

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Tourism Travel Market Analytics

July - September 2015
3Q 2015 -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

546,457 *
this Quarter



Up 7.2% vs. same quarter last year.

1,530,160 *
Year to Date



Up 5.8% vs YTD last year.

Occupancy Rate

64.2% *
this Quarter



Up 4.2% vs. same quarter last year

61.4% *
Year to Date



Up 4.2% vs YTD last year.

Hotel/Motel Taxes

\$1,316,267
this Quarter

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



Up 8.1% vs. same quarter last year

\$4,543,538
Year to Date



Up 7.7% vs YTD last year.

* - Source: Smith Travel Research

Competitive Position

Knoxville Quarterly Totals

	2015 3Q	2014 3Q	Gain/Loss
Avg. Occupancy Percentage (OCC%)	64.2%	61.6%	4.2%
Average Daily Rate (ADR)	\$82.47	\$78.60	4.9%
Revenue per Available Room (RevPAR)	\$52.81	\$48.42	9.1%

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

