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# Tourism Travel Market Analytics

January - March 2015  
1Q 2015 -3Q 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

**445,747 \***  
this Quarter



Up 6.4% vs. same quarter last year.

**445,747 \***  
Year to Date



Up 6.4% vs YTD last year.

## Occupancy Rate

**55.4%\***  
this Quarter



Up 7.2% vs. same quarter last year

**55.4%\***  
Year to Date



Up 7.2% vs YTD last year.

## Hotel/Motel Taxes

**\$872,699**  
this Quarter

\*Totals are for January and February  
(March totals not yet available)



Up 12.0% vs. same quarter last year

**\$872,699**  
Year to Date



Up 12.0% vs YTD last year.

\* - Source: Smith Travel Research

# Competitive Position

## Knoxville Quarterly Totals

	2015 1Q	2014 1Q	Gain/Loss
Avg. Occupancy Percentage (OCC%)	55.4%	51.7%	7.2%
Average Daily Rate (ADR)	\$75.76	\$74.60	1.6%
Revenue per Available Room (RevPAR)	\$42.08	\$38.60	9.0%

## Competitive Cities Quarterly Averages for 1Q 2015/3Q Fiscal

