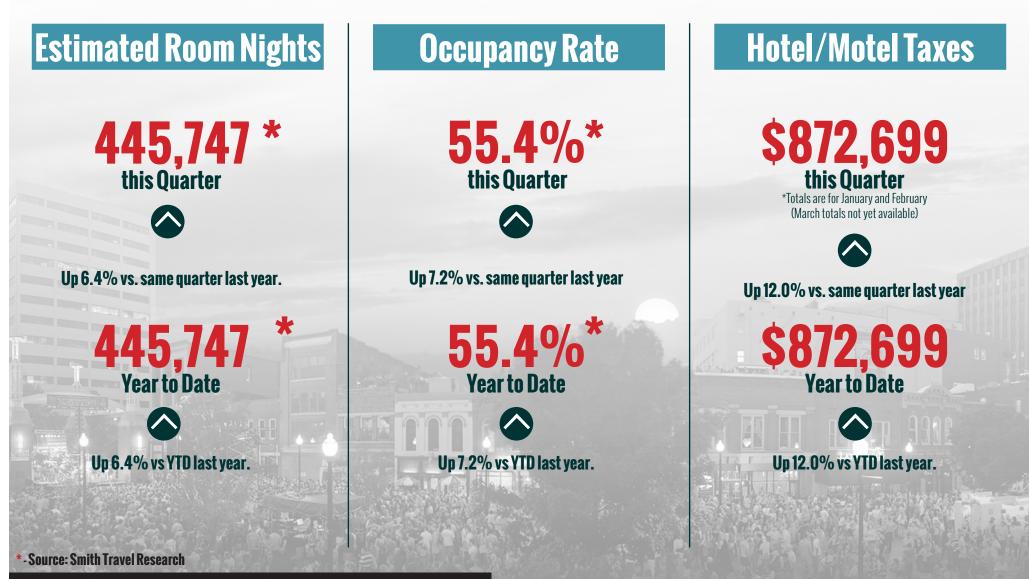


Tourism Travel Market Analytics

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



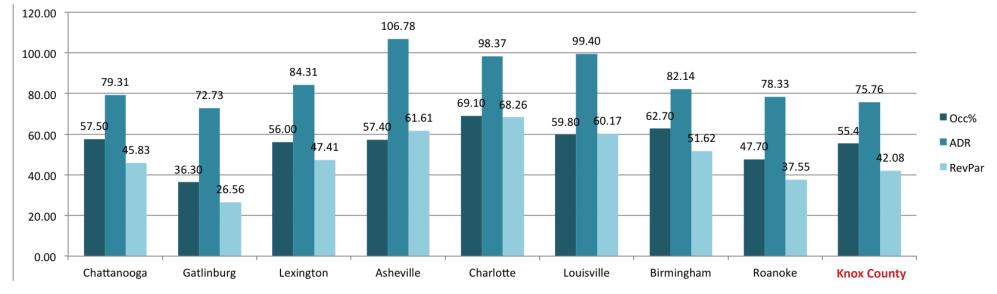
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Competitive Position

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



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