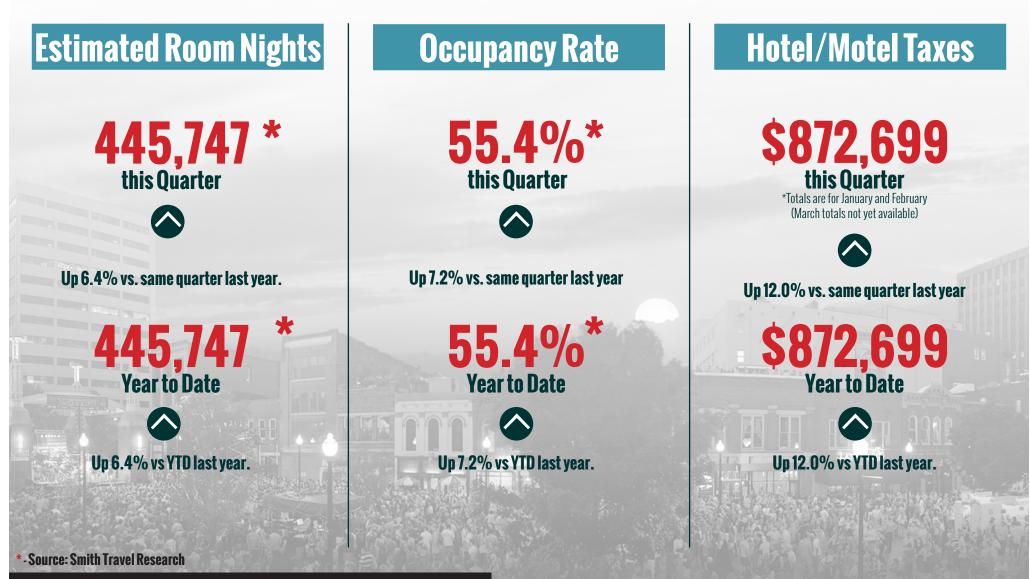


Tourism Travel Market Analytics

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



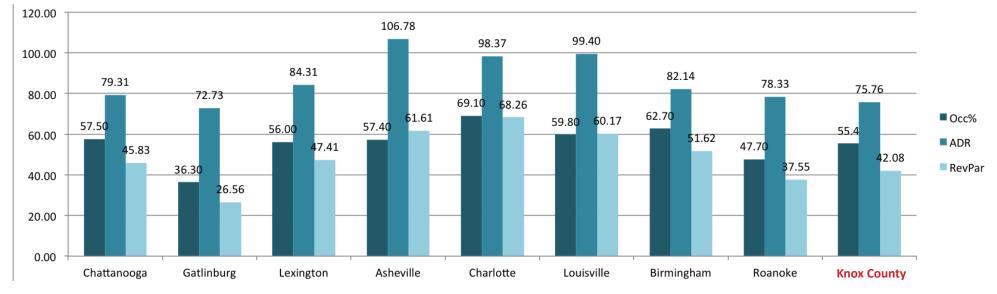
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Competitive Position

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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