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# Tourism Travel Market Analytics

October - December 2014  
4Q 2014 - 2Q 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

**460,840\***  
this Quarter



Up 6.2% vs. same quarter last year.

**1,906,944\***  
Year to Date



Up 6.4% vs YTD last year.

## Occupancy Rate

**56.2%\***  
this Quarter



Up 6.8% vs. same quarter last year

**58.2%\***  
Year to Date



Up 3.4% vs YTD last year.

## Hotel/Motel Taxes

**\$1,222,315**  
this Quarter

\*Totals are for October and November  
(December totals not yet available)



Up 17.9% vs. same quarter last year

**\$5,992,482**  
Year to Date



Up 15.2% vs YTD last year.

\* - Source: Smith Travel Research

# Competitive Position

## Knoxville Quarterly Totals

	2014 4Q	2013 4Q	Gain/Loss
Avg. Occupancy Percentage (OCC%)	56.2%	52.6%	6.8%
Average Daily Rate (ADR)	\$81.74	\$79.56	2.7%
Revenue per Available Room (RevPAR)	\$46.57	\$42.24	10.3%

## Competitive Cities Quarterly Averages for 4Q 2014/2Q Fiscal

