

# Nashville Tourism & Hospitality

## Market Stats

- 15.2 million visitors in 2018 (+4.8% over 2017)
- 5-7% of overnight visitors are international
- Number of hotel rooms
  - Nashville MSA: 45,410 (2018 occ: 73.3%)
  - Davidson County: 31,500 (2018 occ: 74.5%)
- Segmentation: 38% group blocks, 37% leisure, 22% business, 3% other
- In the past 5 years, Nashville demand (hotel rooms sold) has grown faster than any other top 30 US city.
- 133 new restaurants/bars/cafes opened in 2018, compared to 113 in 2017 and 90 in 2016.

## Economic Impact (2017)

	2017	% change from 2016
Direct Visitor Spend	\$6.50 billion	8.5%
Jobs	68,320	5.0%
Worker/income paychecks	\$1.65 billion	9.3%
State & local taxes	\$495 million	7.0%

## Access

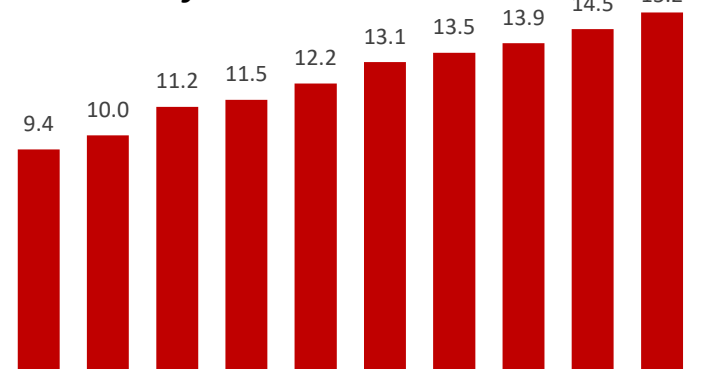
- Nashville Int'l Airport (BNA) is one of the fastest growing airports in North America. It served almost 16 million passengers in 2018 on 14 airlines with 460 total daily flights to 70+ nonstop destinations.
- One of only six cities where 3 interstates connect; over 40% of the US population lives within 600 miles of Nashville

## Hotel Development Pipeline

	Rooms in Pipeline
In Construction	4,567
Final Planning	3,012
Planning	2,754
Prospect	3,351
<b>TOTAL</b>	<b>13,684</b>

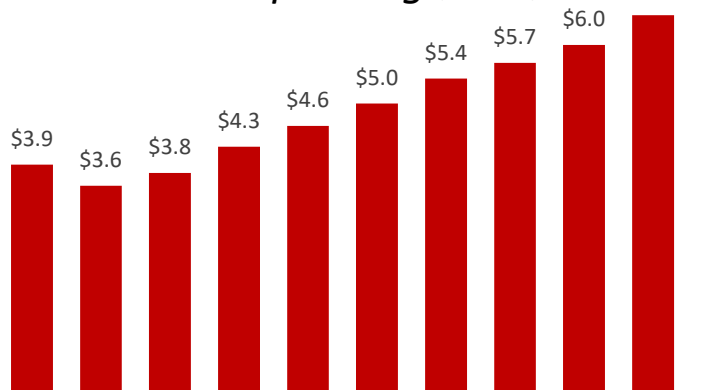
	New Hotel Properties	New Hotel Rooms
2016	5	830
2017	9	1,219
2018	15	2,304
2019(f)	21	3,110
2020(f)	7	1,722

## Number of Visitors (millions)



Source: NCVV, STR, Visitor Profile data

## Direct Visitor Spending (billions)



Source: US Travel Assn

## Visitor Profile (2015)

- Average party size: 2.6 people
- Average length of stay: 3.7 nights
- Average spending per person per day: \$153
- 94% are likely to return to Nashville

## Accolades - Nashville

- *Forbes* "10 Best Bang-for-the-Buck Vacation Destinations" includes Nashville.
- Nashville ranked #7 on *Cvent's* list of "Top 50 Meeting Destinations in the United States"
- *National Geographic Traveller U.K.'s* "The Cool List 2018" includes Nashville, the only US destination to make the list
- Top of *Conde Nast Traveler's* list of "Best Places to Go in 2018"
- *Thrillist's* "Best Places for a Big Trip in 2018" listed Nashville.