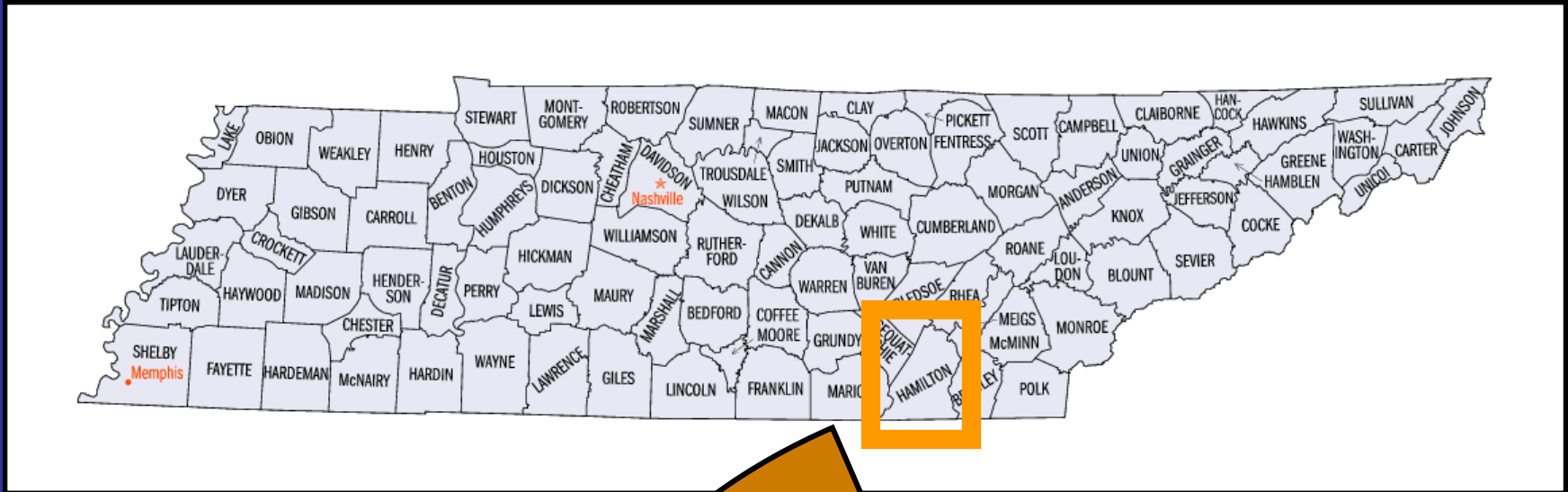


Greater Chattanooga Lodging Association

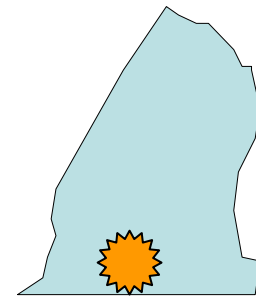


- Trends in Chattanooga Hospitality and Tourism Business
- Jan. 19, 2006
- Steve Morse, Ph.D.
 - Director, Tourism Research Institute
 - University of Tennessee, Knoxville

Trends in Chattanooga Hospitality and Tourism Business



Hamilton Co.



Chattanooga

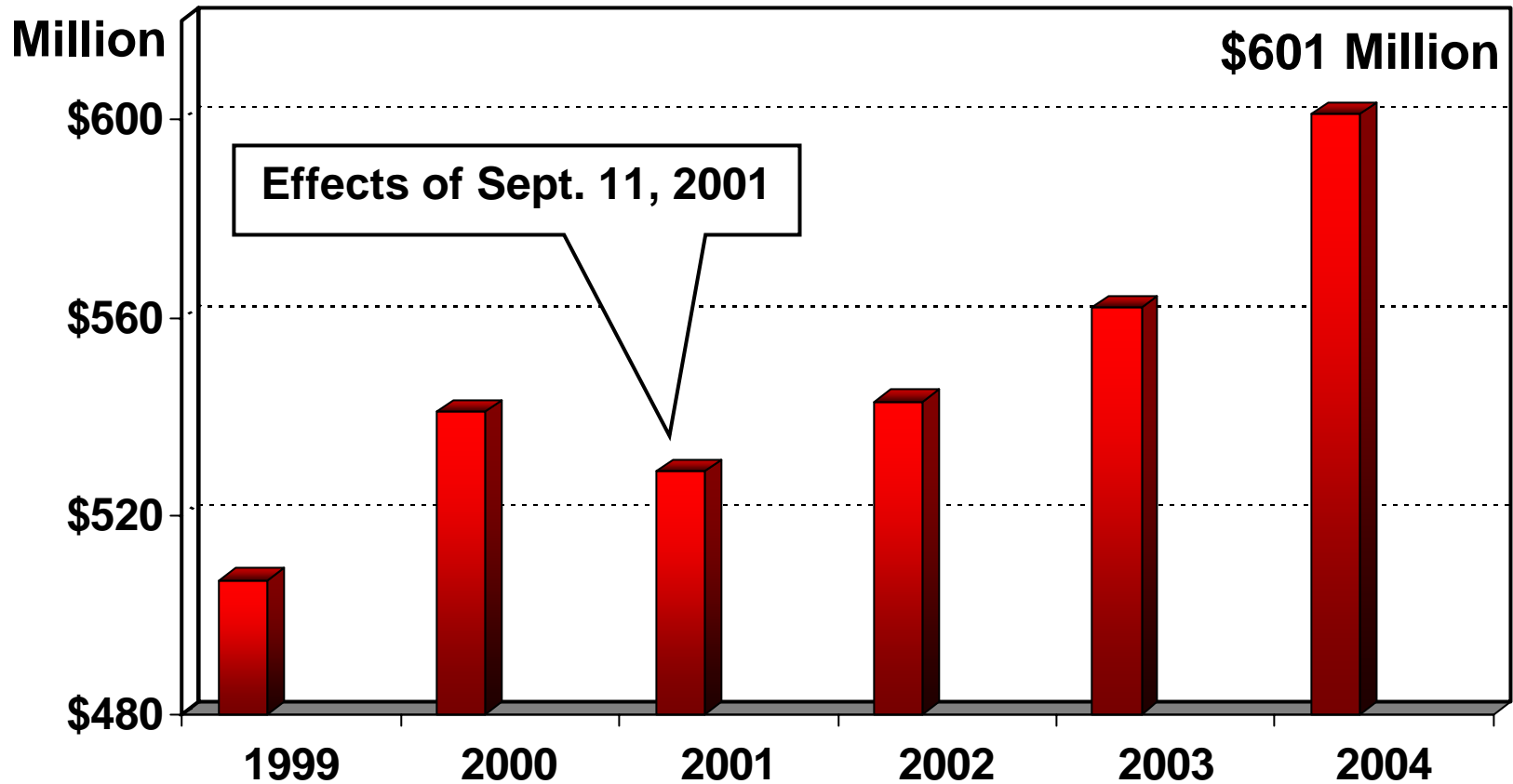
Top 5 TN Cities for Tourism Spending Increases 2004

1. Chattanooga	+6.8%
2. Gatlinburg/ Pigeon Forge	+6.4%
3. Knoxville	+6.4%
4. Nashville	+5.8%
5. Memphis	+3.6%

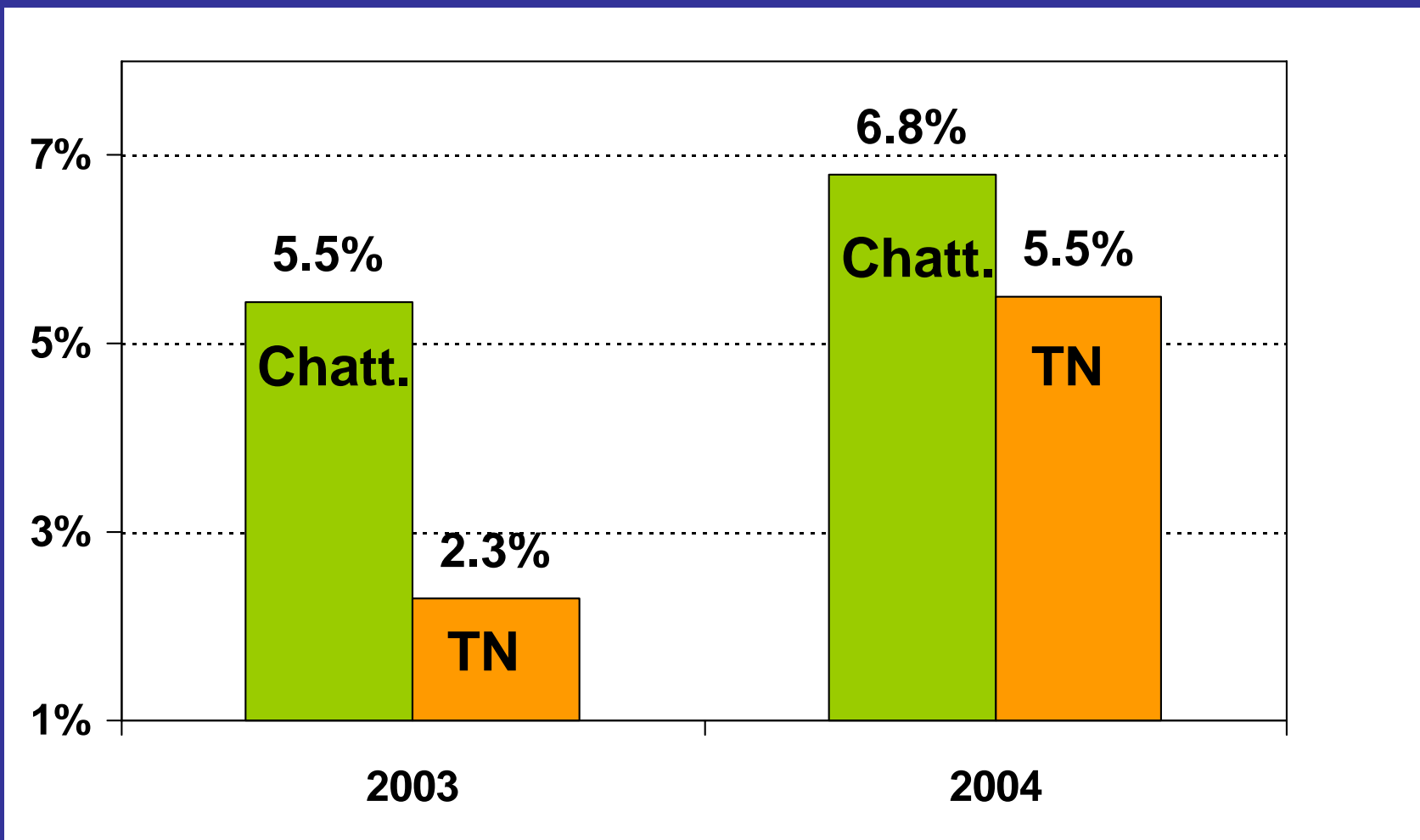
Chattanooga had the largest 2004 growth in tourist spending than any city in TN



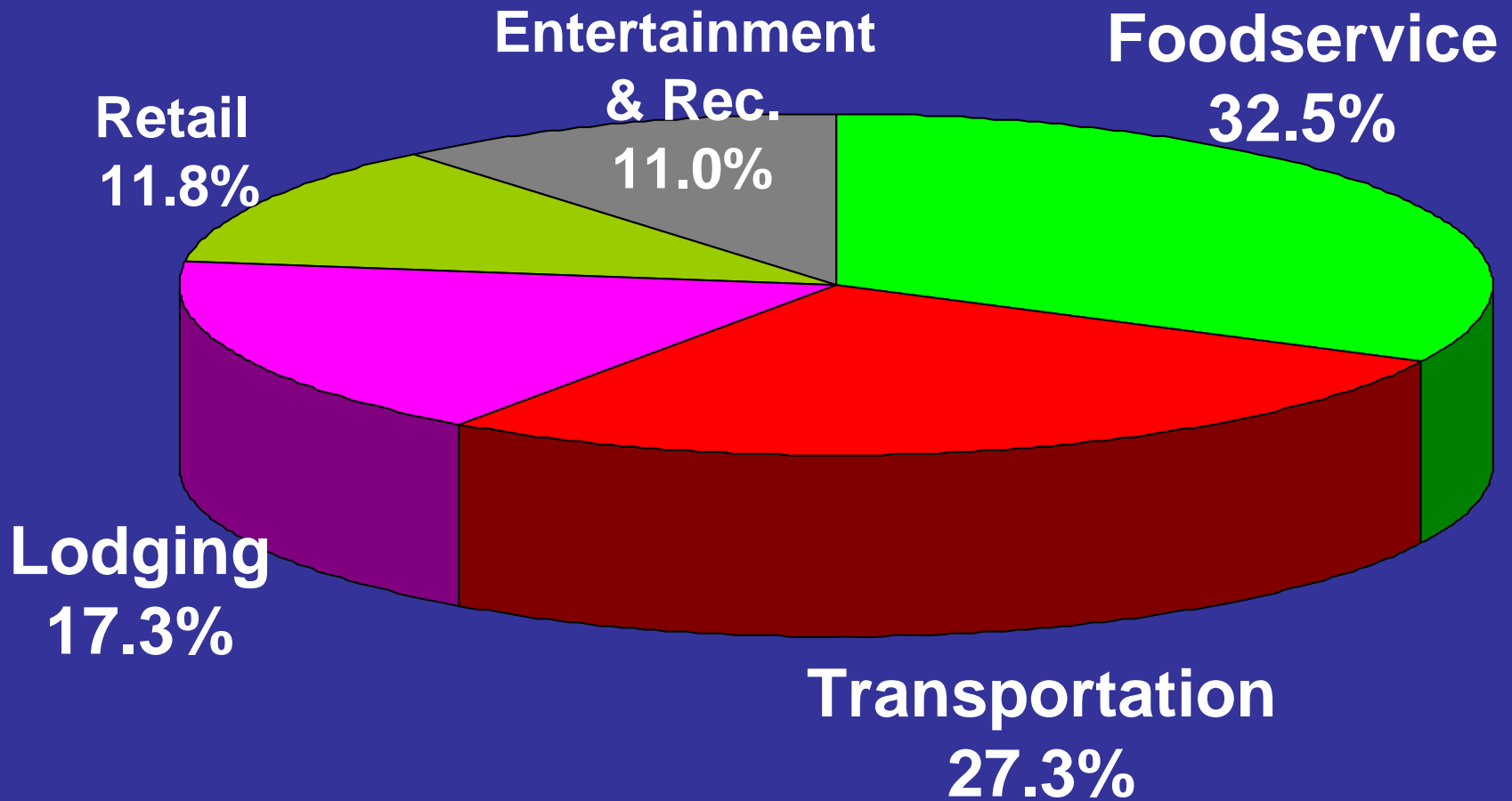
Chattanooga Tourist Spending, 1999 - 2004



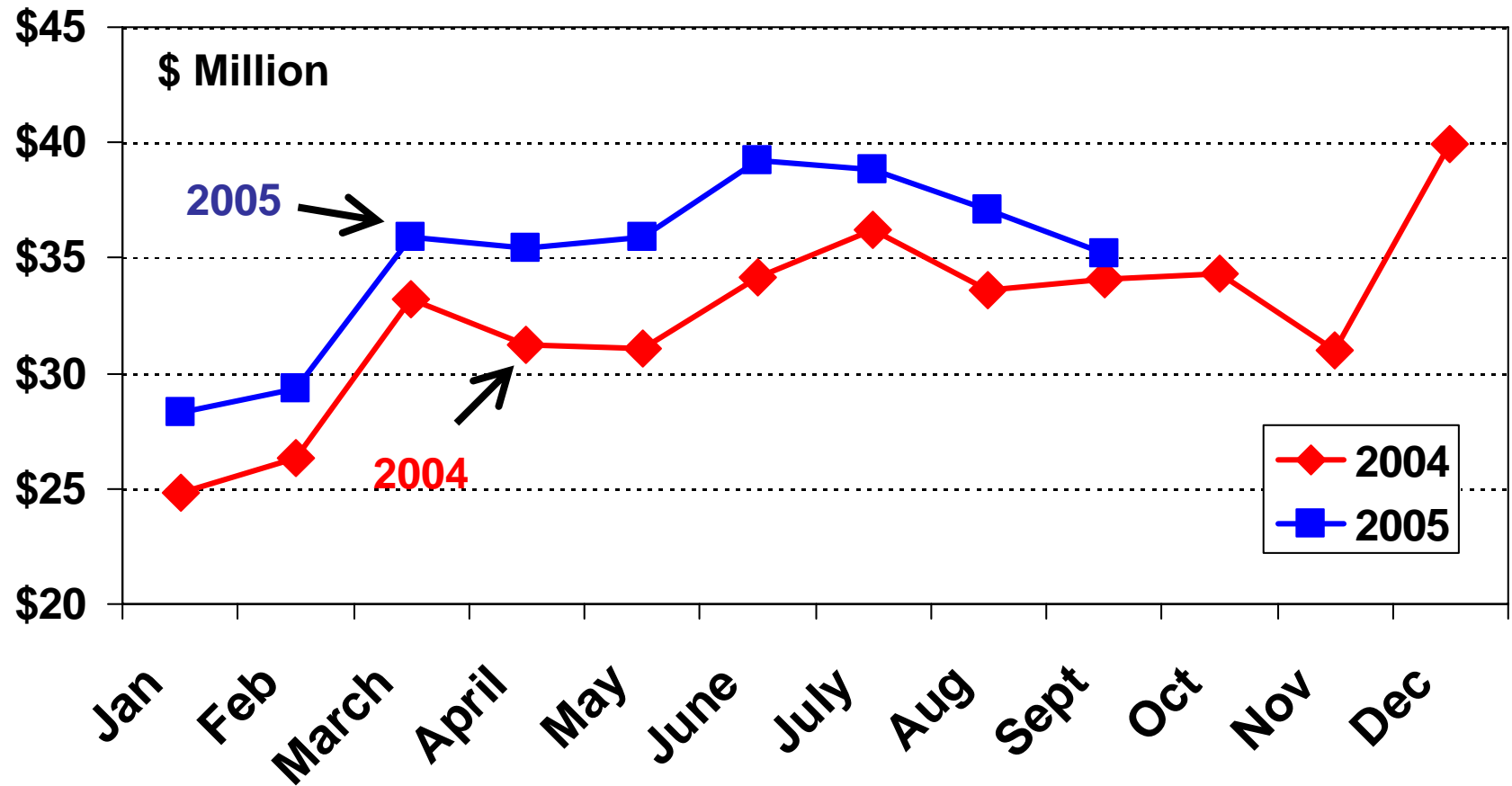
Growth Rates of Tourist Spending, Chattanooga & TN, 2003 - 2004



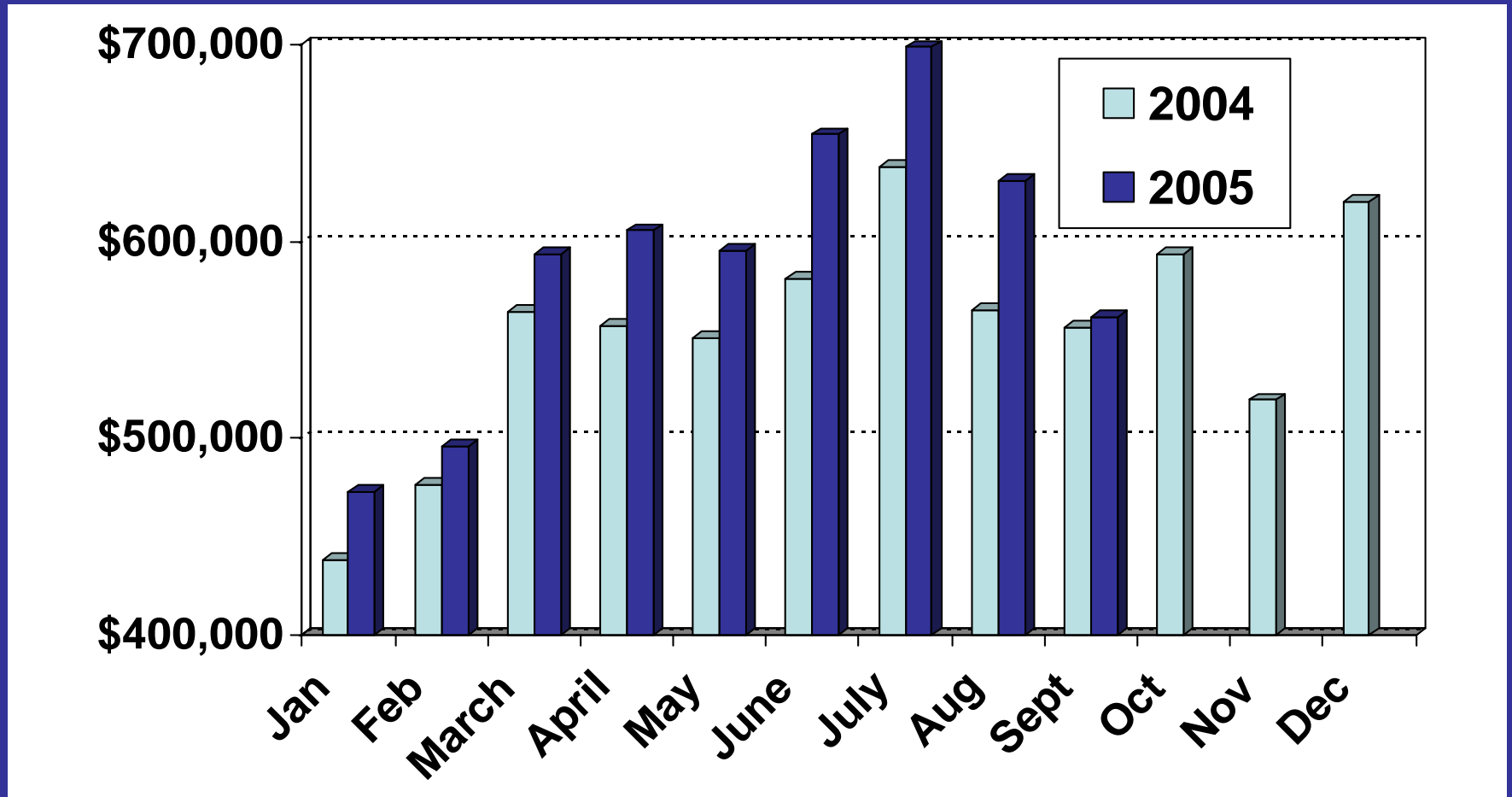
Where Tourists Spend Money in Tennessee



Hamilton Co. Tourism Generated Monthly Sales, 2004-2005



Hamilton Co. Monthly Sales Tax Generated by Tourism, 2004-2005



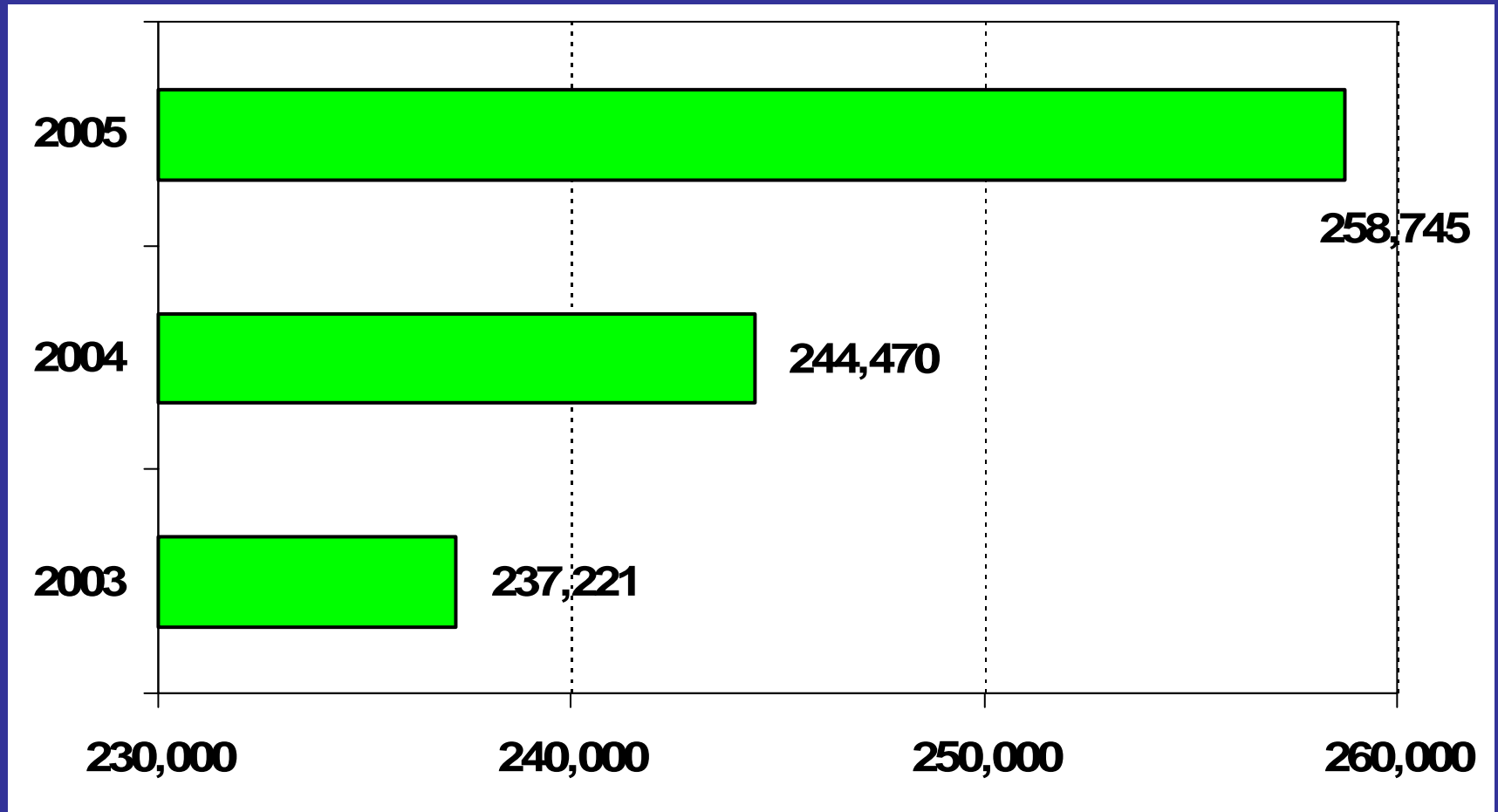
Tennessee's Top 5 Attractions (2004)

1. Dollywood 2.4 million
2. Ripley's Aquarium of the Smokies 1.6 million
3. Bristol Mtr. Speedway 1.1 million
4. Ober Gatlinburg 865,623
5. Tennessee Aquarium 856,000

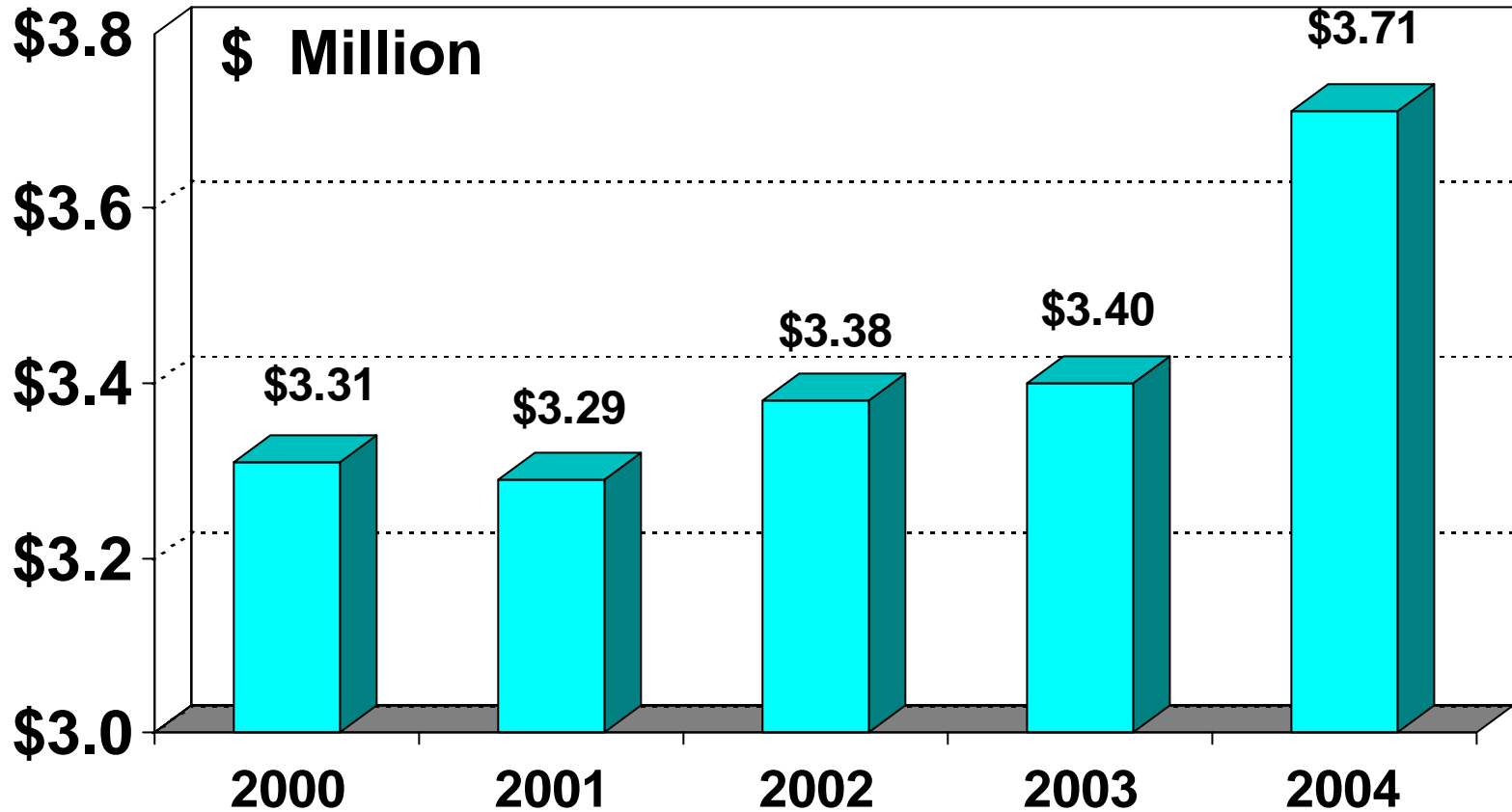
Other Chattanooga Attractions in Top 25 TN Attractions

10. Chattanooga Choo Choo	592,360
13. TN Aquarium IMAX Theater	506,000
17. Lookout Mtn. Incline Railway	434,119
18. Rock City Gardens	405,246
20. Ruby Falls	391,039
25. Lake Winnepesaukah	300,000

Passenger Boardings Chattanooga Metro Airport, 2003-2005



Hotel Room Tax Collections, Hamilton Co., 2000 - 2004



Hamilton Co.'s Top 5 Industry Sector Employers, by Jobs

1. Manufacturing	27,767
2. Health Care & Social Asst.	23,266
3. Retail Trade	18,708
4. Hospitality & Tourism	17,961
5. Finance & Insurance	14,437

Components of Hamilton Co.'s 17,961 Hospitality & Tourism Employees

Sector	No. Employees
Arts, entertainment, recreation	1,838
Lodging & accommodation	1,573
Food service & drinking	14,550
Total for Hospitality & Tourism Sector	17,961

Importance of Hospitality & Tourism Employment to the Hamilton Co. Economy

- Approximately 1 out of every 10 workers in Hamilton Co. (10%) are employed directly by the Hospitality and Tourism sector of the economy
- Directly and indirectly, approximately 1 out of every 5 workers (20%) in Hamilton Co. are employed by the Hospitality and Tourism sector of the economy

Certified Tennessee Tourism Professional (CTTP)

- 2 ½ days seminars on Tennessee Tourism
- Dates: Feb. 27, 28 & March 1, 2006
- Location: Univ. Tennessee, Knoxville
- Price: \$299 full course tuition
- See Cindy Bruce with the Tennessee Tourism Roundtable or at www.tntourismroundtable.com to register.

Know any good students interested in a degree in Hotel, Restaurant and Tourism?

- U T offers B.S. and graduate degrees in Hotel, Restaurant and Tourism Management
- Minor: Business Administration
- If you know someone interested, call Steve Morse at (865) 974-6249 or E-mail at smorse@utk.edu

Thank You for Inviting Me

Questions?

Comments?

Data Sources

- Slides 3,5,6,7: TN Dept. of Tourist Development & Travel Industry Assoc. of America
- Slides 8,9,13: TN Dept. of Revenue
- Slides 10,11: TN Dept. of Tourist Dev.
- Slide 12: Chattanooga Airport Authority
- Slides 14, 15: U.S. Department of Commerce; Bureau of Labor Statistics