

KNOXVILLE INVESTMENT PROPERTY BENCHMARK

NIGHTLY STR • MID-TERM • STUDENT HOUSING • LONG-TERM

2026 snapshot for investors comparing income potential, bedroom size and acquisition strategy

\$37.2K

Avg. annual STR revenue

58%

Avg. STR occupancy

\$192

Avg. daily rate

\$324.8K

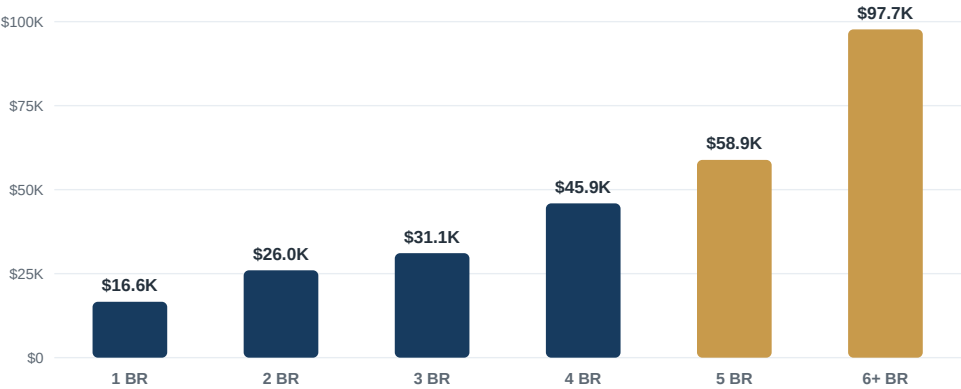
Median sale price

41,287

UT Fall 2026 enrollment

AVERAGE ANNUAL STR REVENUE BY BEDROOM SIZE

Historical market averages; not a property-specific projection



KNOXVILLE: MULTI-STRATEGY MARKET

- Nightly STR**
Event, university + visitor demand
- 30+ Day Furnished**
Relocation, project + temporary stays
- Student Housing**
Academic-year demand near UT
- Long-Term**
Broad resident / workforce demand

PROPERTY POSITIONING BENCHMARKS

Use as a screening guide; exact neighborhood and zoning matter more than citywide averages

POSITION	BED / PURCHASE BENCHMARK	ANNUAL STR REVENUE	STYLE + AMENITY FOCUS
FOUNDATION	1 BR ~ \$193K	\$16.6K	Efficient layout; parking; full kitchen; self check-in; strong workspace; clean modern presentation.
CORE PERFORMER	2-3 BR ~\$252K-\$350K	\$26.0K-\$31.1K	Family / game-day friendly; pet appeal; outdoor space; laundry; flexible sleeping; convenient access.
ELEVATED PERFORMER	4-5 BR 4+ BR median ~ \$487K+	\$45.9K-\$58.9K	Group stays; multiple baths; larger kitchen; ample parking; outdoor gathering; entertainment space.
PREMIER GROUP STAY	6+ BR Property-specific	\$97.7K*	Premium group layout; multiple baths; large common areas; high parking capacity; standout design / amenities.

THE KNOXVILLE INVESTOR DECISION

NIGHTLY STR

<30 nights

Permit required. Type 1 is owner-occupied in residential areas; Type 2 allows non-owner-occupied units in eligible non-residential areas.

MID-TERM

30+ days

Useful alternative when nightly STR rules do not fit the property. Confirm lease, zoning, HOA and insurance requirements.

STUDENT

Academic lease

UT enrollment creates a large recurring renter base. Bedroom count, parking, campus access and lease structure matter.

LONG-TERM

12-month lease

Lower operational intensity and broader resident demand; evaluate rent, taxes, maintenance and neighborhood fundamentals.