

Monthly Tourism Data

May 2026

CITY OF SPRING HILL

Prepared By: Williamson County Convention & Visitors Bureau

Occupancy Tax Collections

Jan - May 2026



Williamson County
Hotel Revenue
\$92,547,134
+9.7% YOY | +42.4% vs. 2019

Total Occupancy
Tax Collections
\$6,790,350
+12.9% YOY | +44.7% vs. 2019

WCCVB
Portion
\$1,482,936
+14.1% YOY | +57.3% vs. 2019

Total Collections by Month

Calendar Year 2026

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Brentwood	\$54.6K	\$125.4K	\$158.0K	\$163.5K	\$166.5K								\$669.0K
Fairview	\$1.7K	\$1.5K	\$2.3K	\$2.1K									\$7.6K
Franklin	\$354.7K	\$381.0K	\$448.2K	\$511.3K	\$609.9K								\$2.3M
Spring Hill	\$25.8K	\$29.0K	\$31.5K	\$41.5K	\$40.3K								\$168.1K
Williamson County	\$631.8K	\$556.2K	\$786.5K	\$767.6K	\$898.6K								\$3.6M
Total	\$1.1M	\$1.1M	\$1.4M	\$1.5M	\$1.7M								\$6.8M

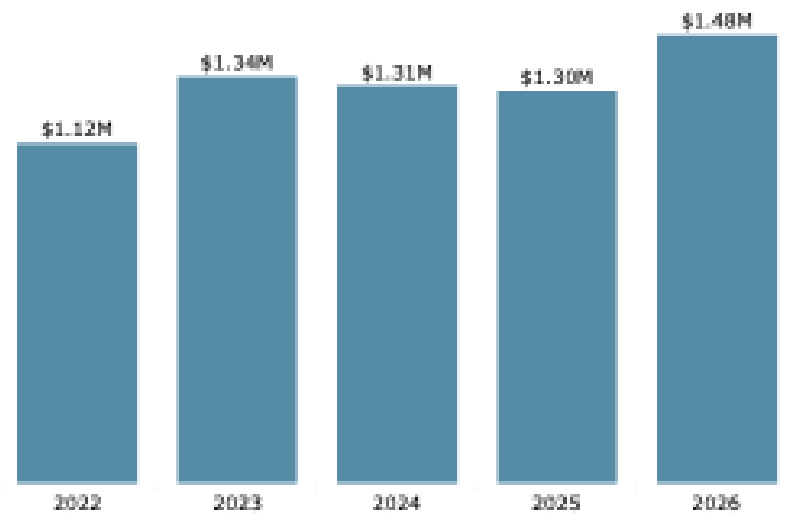
Total Collections % Change

Calendar Year 2026 vs. Comparable Months in Previous Year

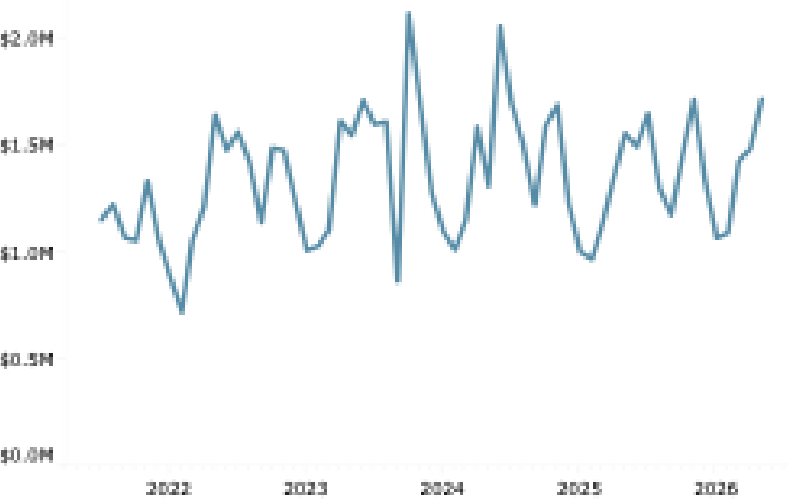
	Jan	Feb	Mar	Apr	May	Total
Brentwood	-51.3%	+21.6%	+53.9%	+1.8%	-0.5%	+3.4%
Fairview	+58.4%	+59.5%	+48.7%	+37.1%	-100.0%	+13.7%
Franklin	+7.5%	+14.2%	+18.6%	+10.8%	+14.9%	+13.3%
Spring Hill	+8.8%	+22.8%	+22.1%	+23.7%	+29.3%	+21.9%
Williamson County	+18.0%	+9.2%	+28.7%	+10.7%	+8.4%	+14.2%
Total	+6.6%	+12.6%	+26.4%	+10.8%	+18.0%	+12.9%

WCCVB Portion vs. Past Years

Jan - May 2026 vs. comparable months over the past 5 years



Total Collections Long Term Trend



Month
May 2026

Market
Williamson County, TN+

Supply
Total

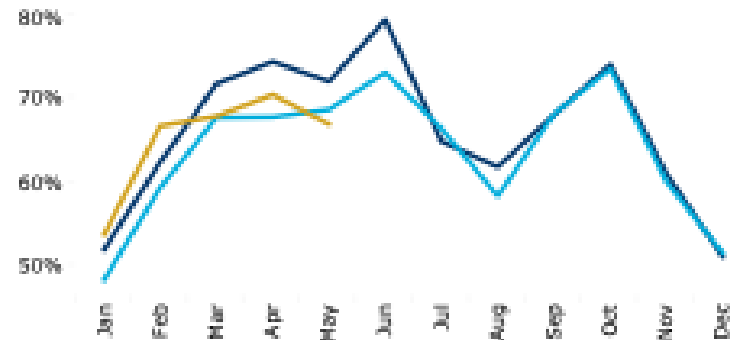
Year
Multiple values

■ CY2024

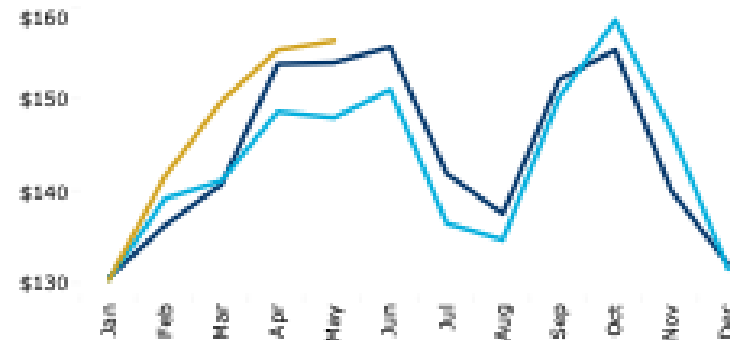
■ CY2025

■ CY2026

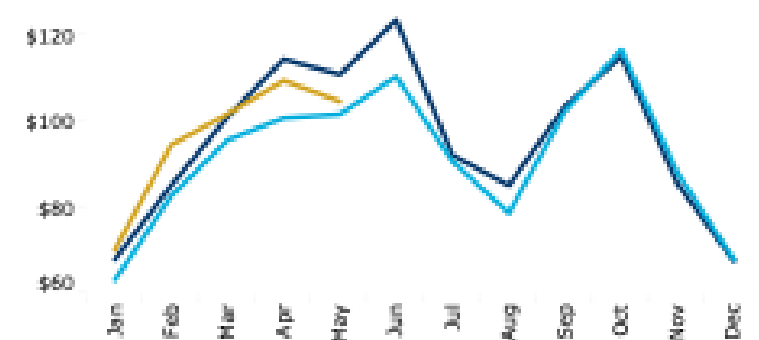
Occupancy



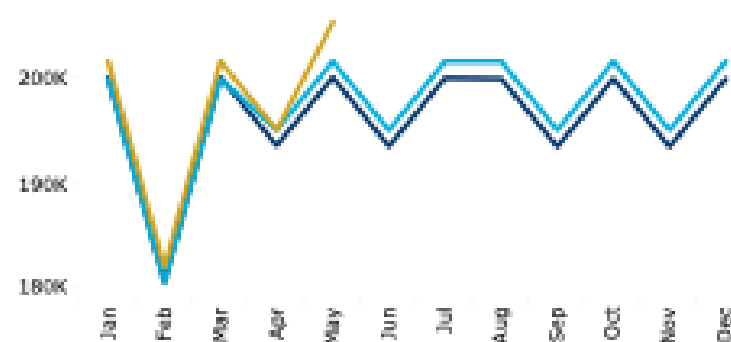
ADR



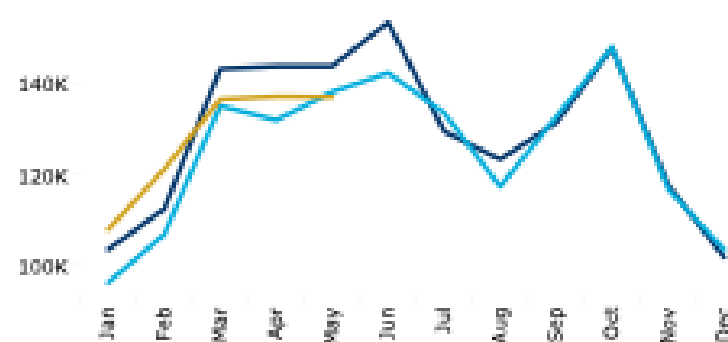
RevPAR



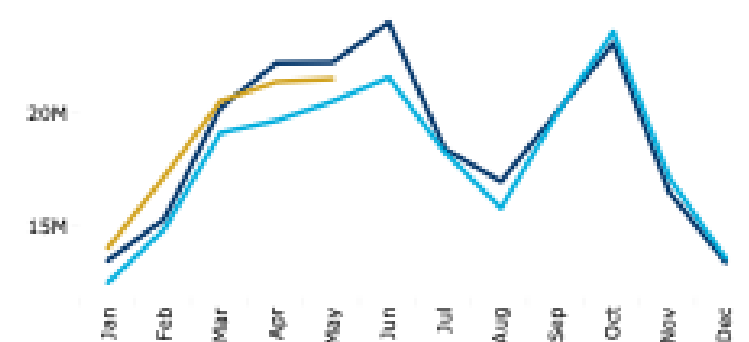
Total Supply



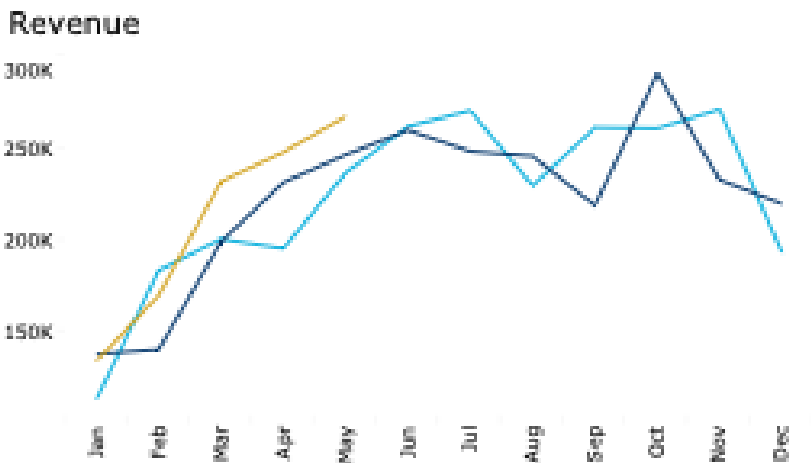
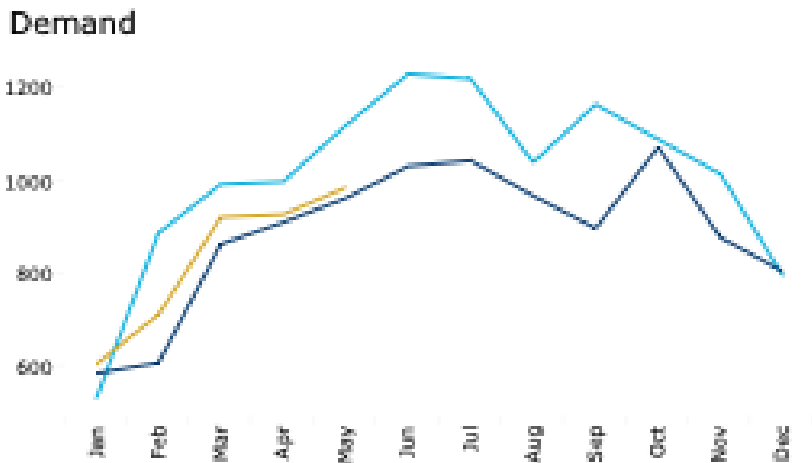
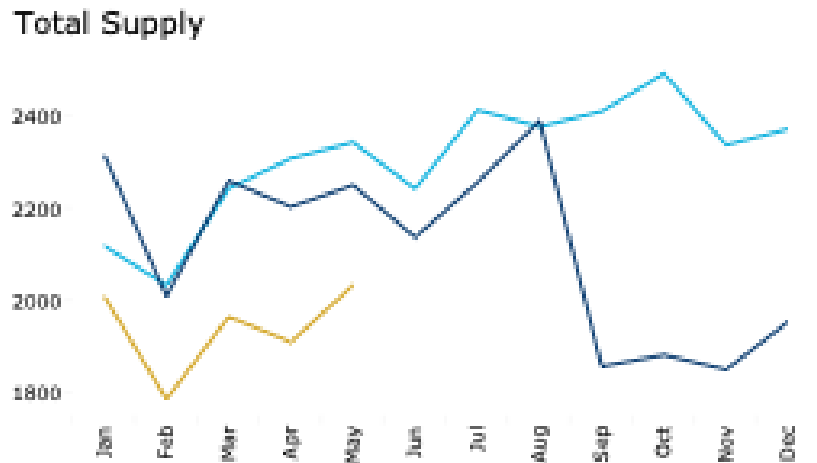
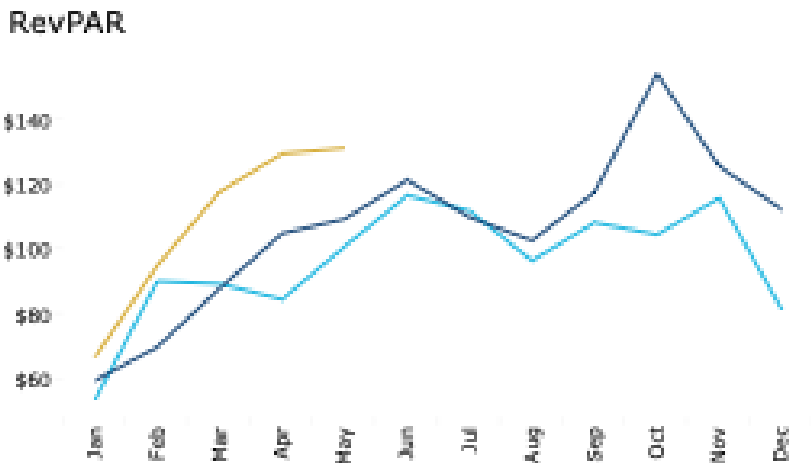
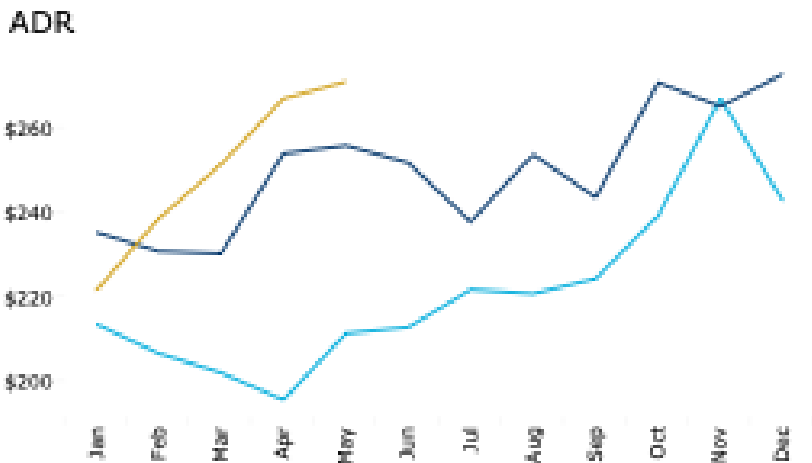
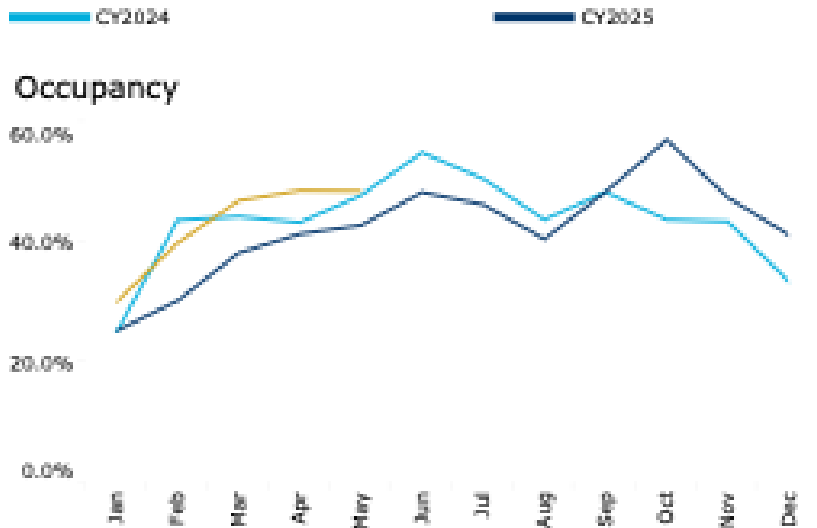
Demand



Revenue



X Month May 2026 Location Spring Hill Area Type Vacation Area Supply Total Based On Calendar Year Year Multiple values Listing Source airbnb

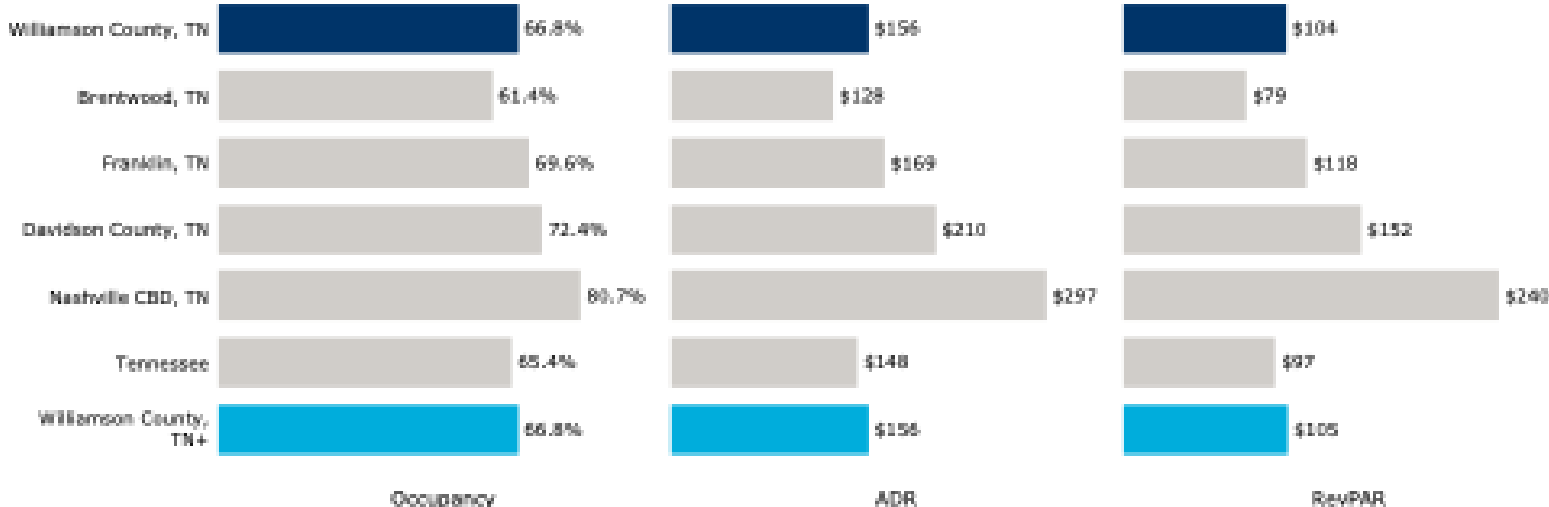


Competitive Markets Hotel Performance
Williamson County, TN vs. Comp. Markets



Month: May 2026 | Report Type: Month | Compare to: Previous Year | Markets: All | Supply: Total | Measures Summary

May 2026, Comp. Markets Hotel KPIs



May 2026, Comp. Markets Hotel Performance vs. Previous Year

	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Williamson County, TN	66.8%	▼ -2.5%	\$156	▲ 5.9%	\$104	▲ 3.2%	201.0K	▲ 1.9%	134.3K	▼ -0.7%	\$21.0M	▲ 5.1%
Brentwood, TN	61.4%	▼ -6.2%	\$128	▲ 2.0%	\$79	▼ -6.3%	62.7K	▲ 4.7%	50.8K	▼ -3.9%	\$6.5M	▼ -2.0%
Franklin, TN	69.6%	▲ 1.1%	\$169	▲ 6.8%	\$118	▲ 8.0%	134.9K	▲ 0.0%	93.9K	▲ 1.1%	\$15.9M	▲ 8.0%
Davidson County, TN	72.4%	▼ -2.8%	\$210	▼ -3.0%	\$152	▼ -5.7%	1.3M	▲ 1.8%	955.2K	▼ -1.1%	\$200.8M	▼ -4.0%
Nashville CBD, TN	80.7%	▼ -3.4%	\$297	▼ -4.5%	\$240	▼ -7.8%	450.1K	▲ 4.7%	363.3K	▲ 1.1%	\$108.0M	▼ -3.5%
Tennessee	65.4%	▼ -0.6%	\$148	▼ -0.6%	\$97	▼ -1.1%	4.9M	▲ 2.7%	3.2M	▲ 2.1%	\$474.9M	▲ 1.6%
Williamson County, TN+	66.8%	▼ -2.6%	\$156	▲ 5.6%	\$105	▲ 2.9%	205.2K	▲ 1.8%	137.1K	▼ -0.8%	\$21.4M	▲ 4.8%

History for markets varies. Click on a market to check its history in the line charts

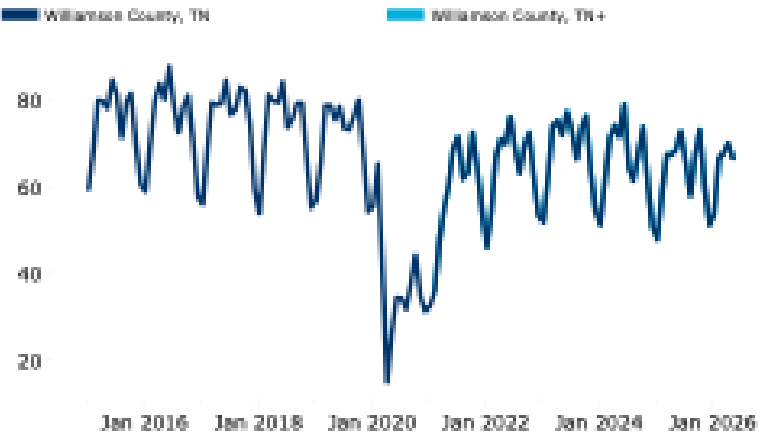
Source: STR

Measure: Occupancy

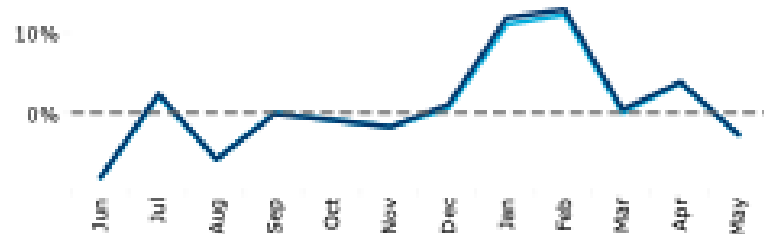
Primary Location: Williamson County, TN | Comp. Location: Williamson County, TN+

Comp. Location 3: None | Comp. Location 4: None

Occupancy Comparison



Occupancy vs. Same Month in Previous Year
Last 12 Months



Short Term Rental Performance Summary

Spring Hill | May 2026

X Month May 2026	Location Spring Hill	Area Type Vacation Area	Compare to Previous Year	Year Type Calendar Year	Listing Source airbnb	ⓘ	
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	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	48.5%	\$271.14	\$131.44	2.0K	986	\$267.3K
Change vs. Previous Year	+13.3%	+5.9%	+20.0%	-9.6%	+2.4%	+8.5%
Calendar Year-to-date	42.8%	\$253.05	\$108.25	9.7K	4.2K	\$1.1M
YTD Change vs. Previous Year	+20.2%	+4.2%	+25.2%	-12.1%	+5.6%	+10.1%

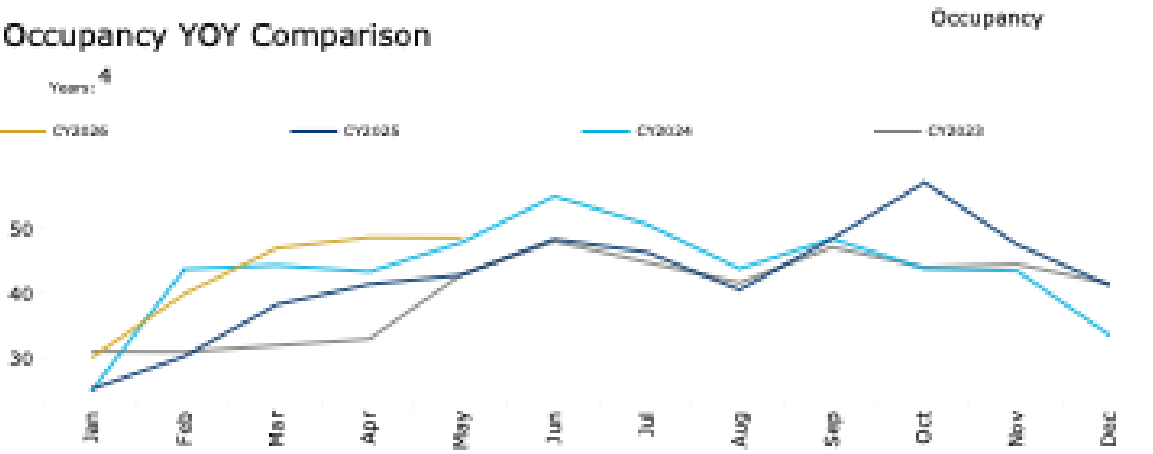
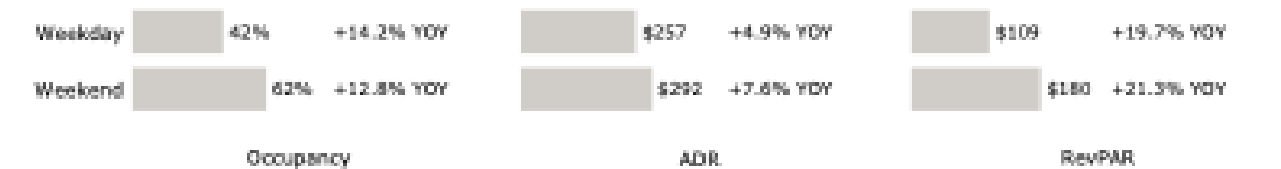
Short Term Rental Performance by Week

Spring Hill



May 2026 Day-of-Week Performance vs. Previous Year

Spring Hill



Start Date
May 01, 2026

End Date
May 31, 2026

Study Geography
Spring Hill

Dwell Filter
0

Sample Size: 65,947

