



Average Daily Rate*

Property	Rate
Motels/Hotels	\$ 171
Cabins	\$ 238
Condos	\$ 165
Campgrounds	\$ 68
Overall	\$ 170

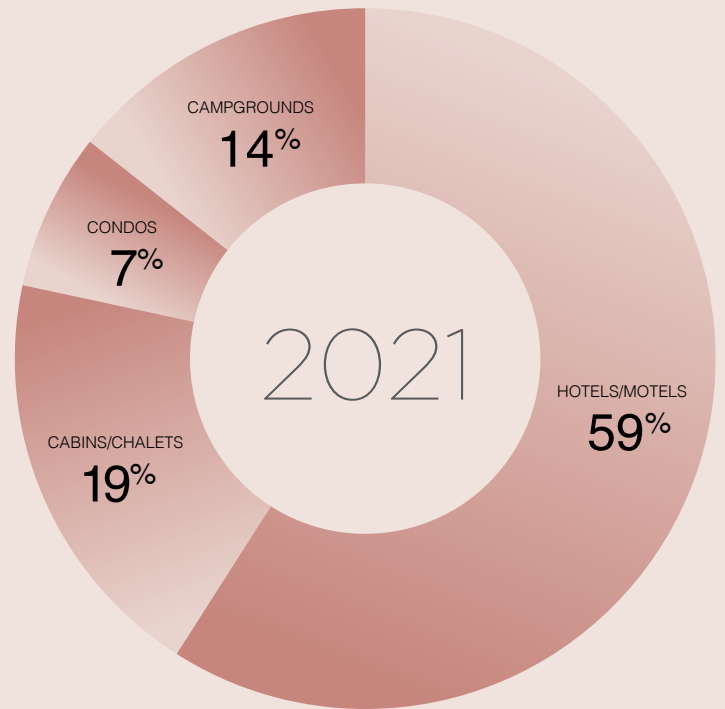
Occupancy*

Property	Occupancy
Motels/Hotels	75%
Cabins	82%
Condos	66%
Campgrounds	74%
Overall	75%

Seasonal Occupancy*

Season	Occupancy
Spring	70%
Summer	86%
Fall	80%
Winter	65%

*Based on Product Definition Study



Lodging Units*

Lodging	2021 Units	% of Total Units
Motels/Hotels	8,881	59%
Cabins/Chalets*	2,906	19%
Condos	1,092	7%
Campgrounds	2,163	14%
Total Lodging	15,042	100%

*995 of these rental units are located inside Pigeon Forge city limits