



Average Party Size*

Season	Party Size
Summer	4.2
Fall	3.9
Holiday	4.0
Winter	3.8
Spring	4.0

Average Length of Stay*

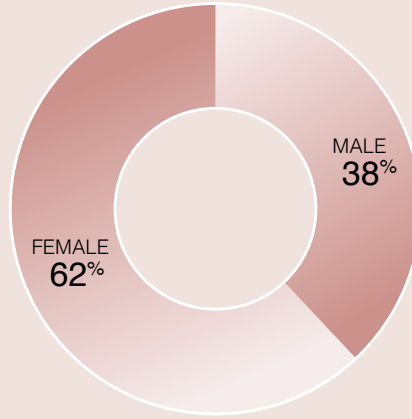
Season	Days
Summer	3.8
Fall	3.5
Holiday	3.6
Winter	3.3
Spring	3.3

Average Spending per Party*

Season	Budget
Summer	\$1,810
Fall	\$1,719
Holiday	\$1,691
Winter	\$910
Spring	\$1,309

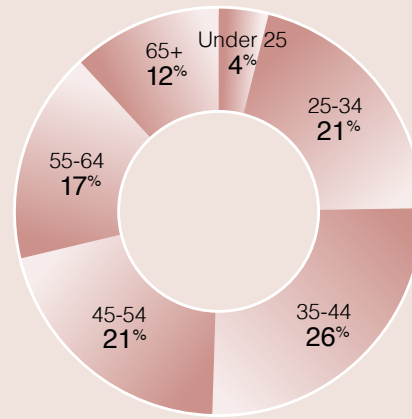
Top 10 Feeder Markets

Atlanta, GA
Greenville-Spartanburg/Asheville, SC-NC
Nashville, TN
Knoxville, TN
Chattanooga, TN
Lexington, KY
Cincinnati, OH
Charlotte, NC
Tri-Cities, TN-VA
Birmingham, AL



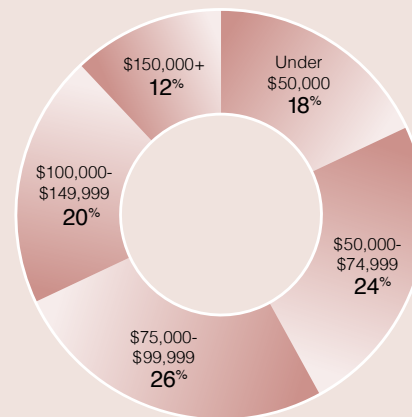
Gender (Decision Maker)

Sex	Percent
Male	38
Female	62



Average Age*

Demo	Percent
Under 25	4
25-34	21
35-44	26
45-54	21
55-64	17
65+	12



Household Income*

Demo	Percent
Under \$50,000	18
\$50,000 - \$74,999	24
\$75,000 - \$99,999	26
\$100,000 - \$149,999	20
\$150,000+	12

*Based on 2021 Product Definition and Visitor Intercept Studies