



Average Daily Rate*

Property	Rate
Motels/Hotels	\$ 177
Cabins	\$ 247
Condos	\$ 171
Campgrounds	\$ 72
Overall	\$ 174

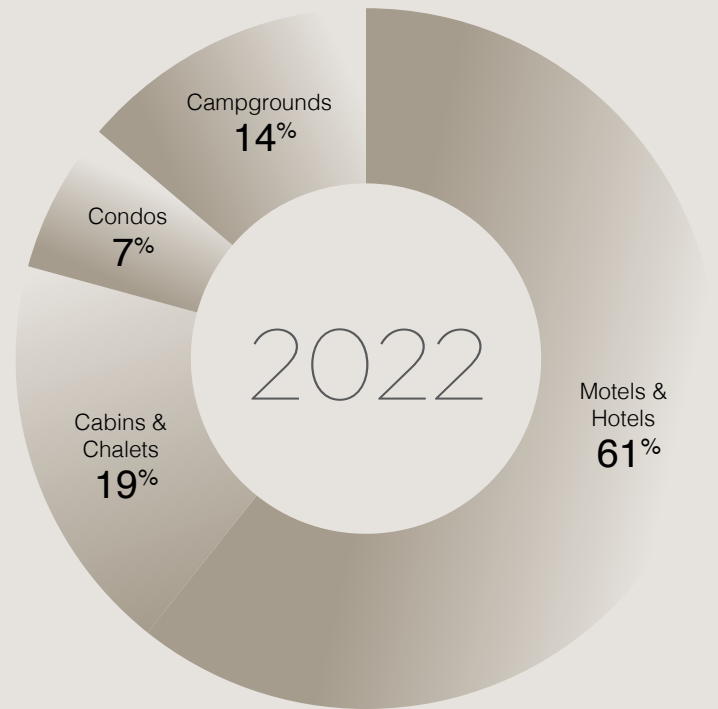
Occupancy*

Property	Occupancy
Motels/Hotels	74%
Cabins	69%
Condos	68%
Campgrounds	76%
Overall	73%

Seasonal Occupancy*

Season	Occupancy
Spring	67%
Summer	77%
Fall	81%
Winter	67%

*Based on Product Definition Study



Lodging Units*

Lodging	2022 Units	% of Total Units
Motels/Hotels	9,522	61%
Cabins/Chalets*	2,906	19%
Condos	1,092	7%
Campgrounds	2,163	14%
Total Lodging	15,683	100%

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