



Average Party Size*

Season	Party Size
Summer	4.3
Fall	3.8
Holiday	4.0
Winter	3.4
Spring	4.2

Average Length of Stay*

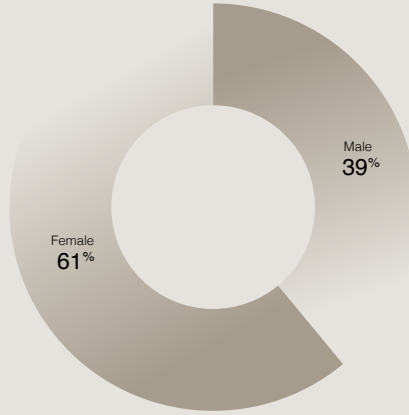
Season	Days
Summer	4.0
Fall	3.6
Holiday	3.3
Winter	3.0
Spring	3.8

Average Spending per Party*

Season	Budget
Summer	\$ 1,969
Fall	\$ 1,792
Holiday	\$ 1,704
Winter	\$ 1,301
Spring	\$ 2,028

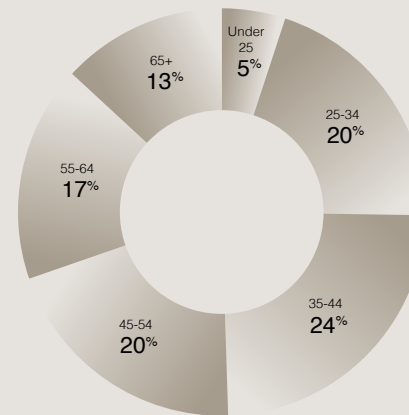
Top 10 Feeder Markets

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



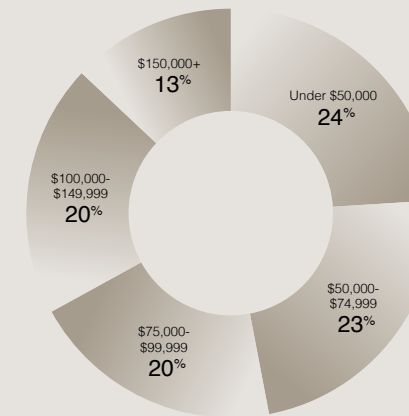
Gender (Decision Maker)

Sex	Percent
Male	39
Female	61



Average Age*

Demo	Percent
Under 25	5
25-34	20
35-44	24
45-54	20
55-64	17
65+	13



Household Income*

Demo	Percent
Under \$50,000	24
\$50,000 - \$74,999	23
\$75,000 - \$99,999	20
\$100,000 - \$149,999	20
\$150,000+	13

*Based on 2022 Product Definition and Visitor Intercept Studies