



Average Party Size*

Season	Party Size
Summer	3.8
Fall	3.9
Holiday	4.4
Winter	3.6
Spring	3.8

Average Length of Stay*

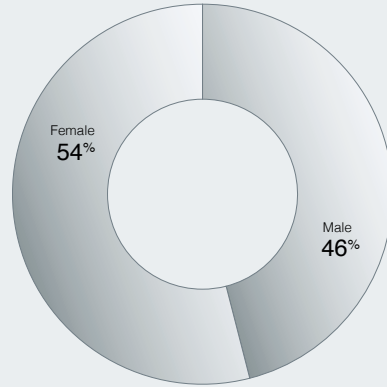
Season	Days
Summer	3.4
Fall	3.2
Holiday	2.9
Winter	3.2
Spring	3.3

Average Spending per Party*

Season	Budget
Summer	\$ 1,797
Fall	\$ 1,630
Holiday	\$ 1,667
Winter	\$ 1,440
Spring	\$ 1,725

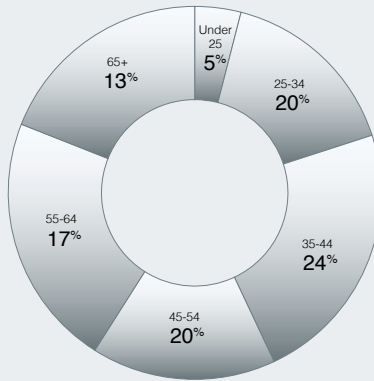
Top 10 Feeder Markets

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



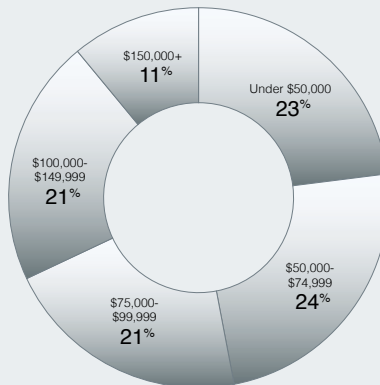
Gender (Decision Maker)

Sex	Percent
Male	46%
Female	54%



Average Age*

Demo	Percent
Under 25	4%
25-34	16%
35-44	23%
45-54	16%
55-64	22%
65+	19%



Household Income*

Demo	Percent
Under \$50,000	23%
\$50,000 - \$74,999	24%
\$75,000 - \$99,999	21%
\$100,000 - \$149,999	21%
\$150,000+	11%

*Based on 2023 Product Definition and Visitor Intercept Studies