



Average Party Size\*

Season	Party Size
Summer	3.8
Fall	3.6
Holiday	4.0
Winter	2.9
Spring	3.3

Average Length of Stay\*

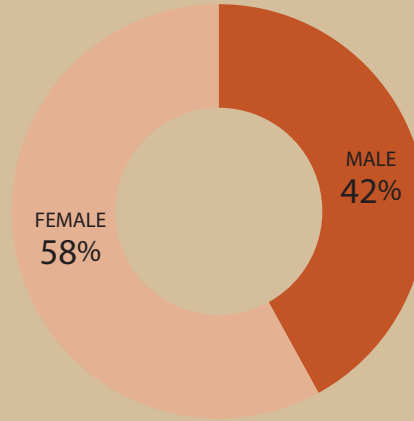
Season	Days
Summer	3.6
Fall	3.3
Holiday	3.0
Winter	2.5
Spring	3.0

Average Spending per Party\*

Season	Budget
Summer	\$1,591
Fall	\$1,612
Holiday	\$1,237
Winter	\$1,007
Spring	\$1,393

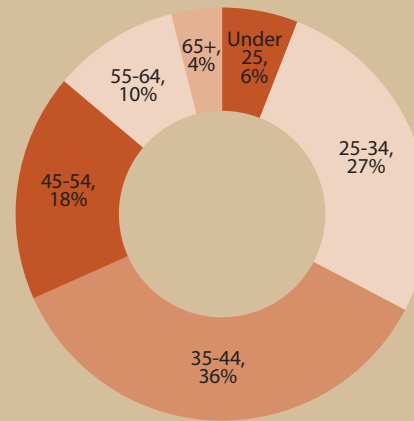
Top 10 Feeder Markets

City, State
Nashville, TN
Atlanta, GA
Knoxville, TN
Lexington, KY
Louisville, KY
Birmingham, AL
Chattanooga, TN
Greenville / Asheville, SC / NC
Memphis, TN
Charlotte, NC



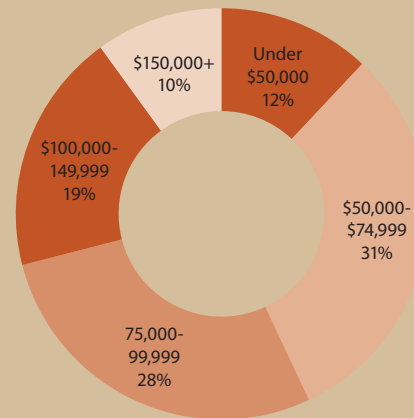
Gender (Decision Maker)

Sex	Percent
Male	42
Female	58



Average Age\*

Demo	Percent
Under 25	6
25-34	27
35-44	36
45-54	18
55-64	10
65+	4



Household Income\*

Demo	Percent
Under \$50,000	12
\$50,000 - \$74,999	31
\$75,000 - \$99,999	28
\$100,000 - \$149,999	19
\$150,000+	10

\*Based on 2017 Product Definition and Visitor Intercept Studies