



Average Daily Rate*

Property	Rate
Motels/Hotels	\$ 122
Cabins	\$ 182
Condos	\$ 155
Campgrounds	\$ 49
Overall	\$ 127

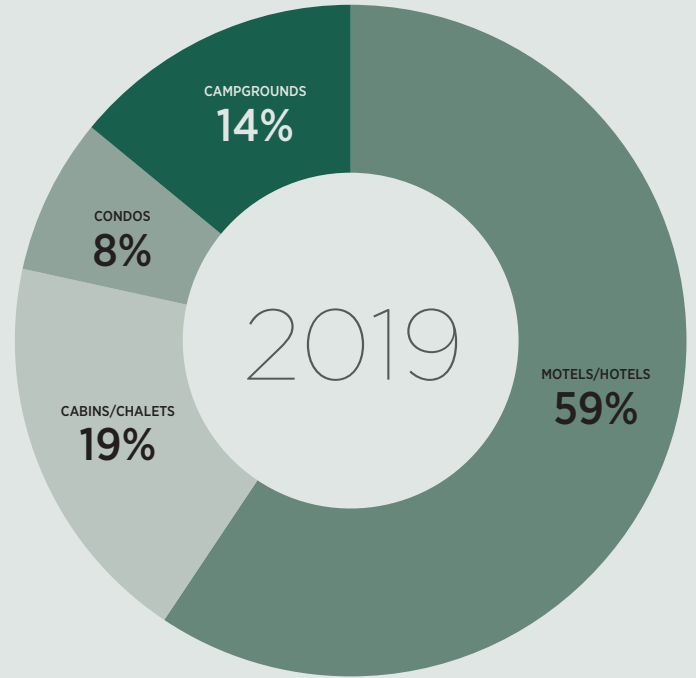
Occupancy*

Property	Occupancy
Motels/Hotels	79%
Cabins	69%
Condos	66%
Campgrounds	57%
Overall	73%

Seasonal Occupancy*

Season	Occupancy
Spring	66%
Summer	84%
Fall	81%
Winter	62%

*Based on Product Definition Study



Lodging Units*

Lodging	2019 Units	% of Total Units
Motels/Hotels	8,663	59.4%
Cabins/Chalets*	2,782	19.1%
Condos	1,098	7.5%
Campgrounds	2,049	14.0%
Total Lodging	14,592	

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