



Average Party Size\*

| Season  | Party Size |
|---------|------------|
| Summer  | 4.2        |
| Fall    | 3.6        |
| Holiday | 3.6        |
| Winter  | 3.8        |
| Spring  | COVID      |

Average Length of Stay\*

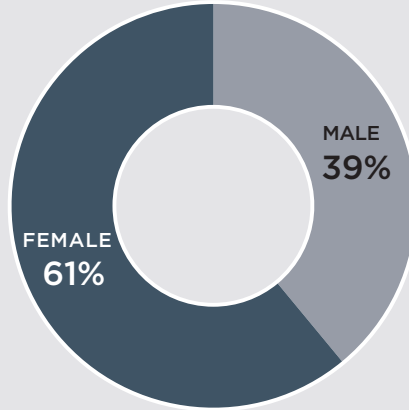
| Season  | Days  |
|---------|-------|
| Summer  | 3.8   |
| Fall    | 3.5   |
| Holiday | 3.5   |
| Winter  | 3.1   |
| Spring  | COVID |

Average Spending per Party\*

| Season  | Budget  |
|---------|---------|
| Summer  | \$1,884 |
| Fall    | \$1,442 |
| Holiday | \$1,372 |
| Winter  | \$1,749 |
| Spring  | COVID   |

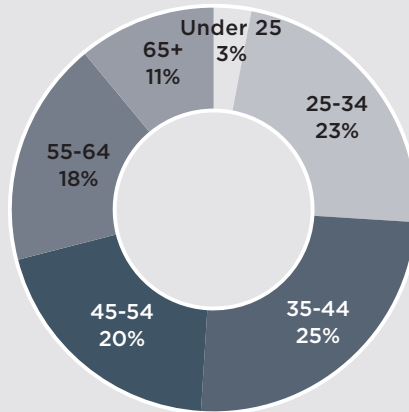
Top 10 Feeder Markets

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



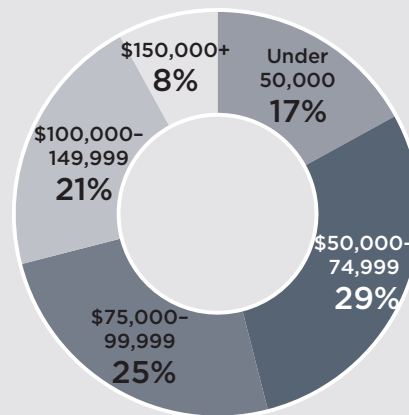
Gender (Decision Maker)

| Sex    | Percent |
|--------|---------|
| Male   | 39      |
| Female | 61      |



Average Age\*

| Demo     | Percent |
|----------|---------|
| Under 25 | 3       |
| 25-34    | 23      |
| 35-44    | 25      |
| 45-54    | 20      |
| 55-64    | 18      |
| 65+      | 11      |



Household Income\*

| Demo                  | Percent |
|-----------------------|---------|
| Under \$50,000        | 17      |
| \$50,000 - \$74,999   | 29      |
| \$75,000 - \$99,999   | 25      |
| \$100,000 - \$149,999 | 21      |
| \$150,000+            | 8       |

\*Based on 2020 Product Definition and Visitor Intercept Studies