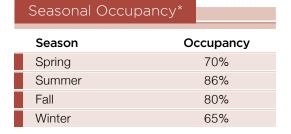
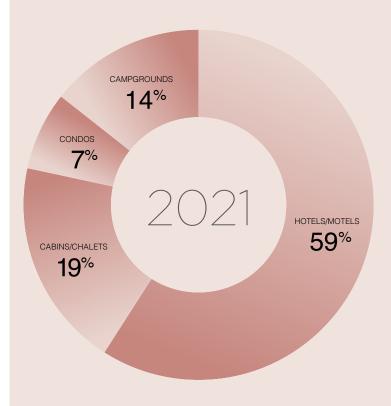


Average Daily Rate* Property Rate Motels/Hotels \$ 171 Cabins \$ 238 Condos \$ 165 Campgrounds \$ 68 Overall \$ 170

Occupancy*	
Property	Occupancy
Motels/Hotels	75%
Cabins	82%
Condos	66%
Campgrounds	74%
Overall	75%



^{*}Based on Product Definition Study



L	odging Units*		
	Lodging	2021 Units	% of Total Units
	Motels/Hotels	8,881	59%
	Cabins/Chalets*	2,906	19%
	Condos	1,092	7%
	Campgrounds	2,163	14%
	Total Lodging	15,042	100%

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