



Average Party Size*

| Season | Party Size |
|---------|------------|
| Summer | 4.3 |
| Fall | 3.8 |
| Holiday | 4.0 |
| Winter | 3.4 |
| Spring | 4.2 |

Average Length of Stay*

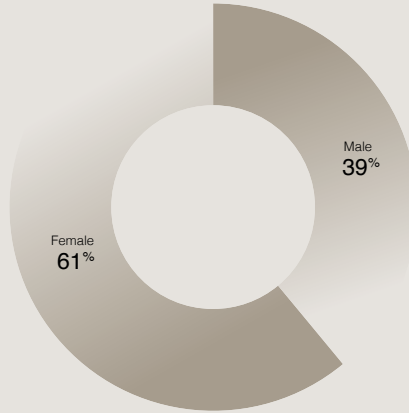
| Season | Days |
|---------|------|
| Summer | 4.0 |
| Fall | 3.6 |
| Holiday | 3.3 |
| Winter | 3.0 |
| Spring | 3.8 |

Average Spending per Party*

| Season | Budget |
|---------|----------|
| Summer | \$ 1,969 |
| Fall | \$ 1,792 |
| Holiday | \$ 1,704 |
| Winter | \$ 1,301 |
| Spring | \$ 2,028 |

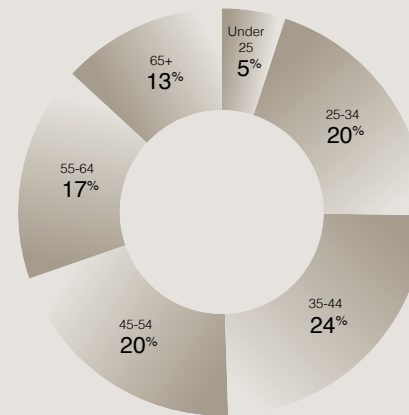
Top 10 Feeder Markets

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



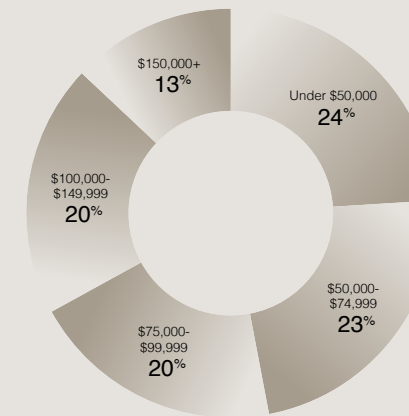
Gender (Decision Maker)

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



Average Age*

| Demo | Percent |
|----------|---------|
| Under 25 | 5 |
| 25-34 | 20 |
| 35-44 | 24 |
| 45-54 | 20 |
| 55-64 | 17 |
| 65+ | 13 |



Household Income*

| Demo | Percent |
|-----------------------|---------|
| Under \$50,000 | 24 |
| \$50,000 - \$74,999 | 23 |
| \$75,000 - \$99,999 | 20 |
| \$100,000 - \$149,999 | 20 |
| \$150,000+ | 13 |

*Based on 2022 Product Definition and Visitor Intercept Studies