Average Party Size

Season	Party Size
Summer	3.8
Fall	3.9
Holiday	4.4
Winter	3.6
Spring	3.8

Average Length of Stay'

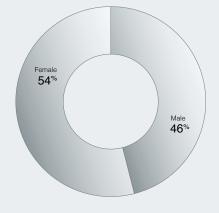
Season	Days
Summer	3.4
Fall	3.2
Holiday	2.9
Winter	3.2
Spring	3.3

Average Spending per Party*

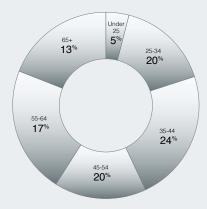
Season	Budget
Summer	\$ 1,797
Fall	\$ 1,630
Holiday	\$ 1,667
Winter	\$ 1,440
Spring	\$ 1.725

Top 10 Feeder Markets

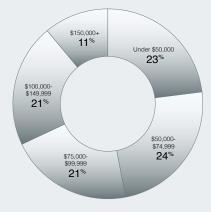
Knoxville, TN
Atlanta, GA
Greenville-Spartanburg/Asheville, SC-NC
Chattanooga, TN
Charlotte, NC
Nashville, TN
Memphis, TN
Tri-Cities, TN-VA
Lexington, KY
Birmingham, AL



Gender (Decision Maker)	
Sex	Percent
Male	46%
Female	54%



Average Age*		
Demo	Percent	
Under 25	4%	
25-34	16%	
35-44	23%	
45-54	16%	
55-64	22%	
65+	19%	



Household Income*	
Demo	Percent
Under \$50,000	23%
\$50,000 - \$74,999	24%
\$75,000 - \$99,999	21%
\$100,000 - \$149,999	21%
\$150,000+	11%

^{*}Based on 2023 Product Definition and Visitor Intercept Studies