



Average Daily Rate*

Property	Rate
Motels/Hotels	\$80
Cabins	\$147
Condos	\$121
Campgrounds	\$44
Overall	\$87

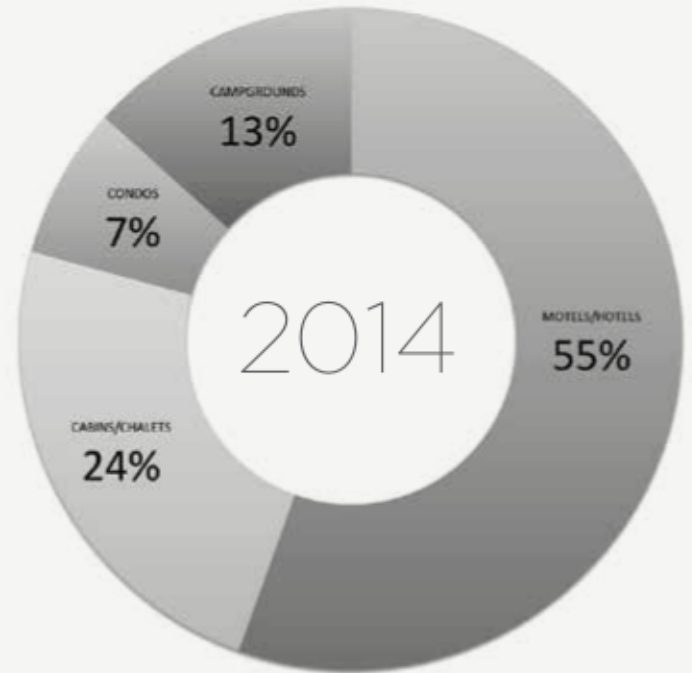
Occupancy*

Property	Occupancy
Motels/Hotels	59%
Cabins	51%
Condos	48%
Campgrounds	36%
Overall	52%

Seasonal Occupancy*

Season	Occupancy
Summer	68%
Spring	47%
Fall	61%
Winter	38%

*Based on Product Definition Study



Lodging Permits

Lodging	2014 Units	2013 Units
Motels/Hotels	7,791	8,505
Cabins/Chalets	3,146	3,643*
Condos	1,140	1,134
Campgrounds	2,044	2,044
Total Lodging	14,242	15,326

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