



Average Daily Rate*

Property	Rate
Motels/Hotels	\$ 115
Cabins	\$ 170
Condos	\$ 145
Campgrounds	\$ 48
Overall	\$ 121

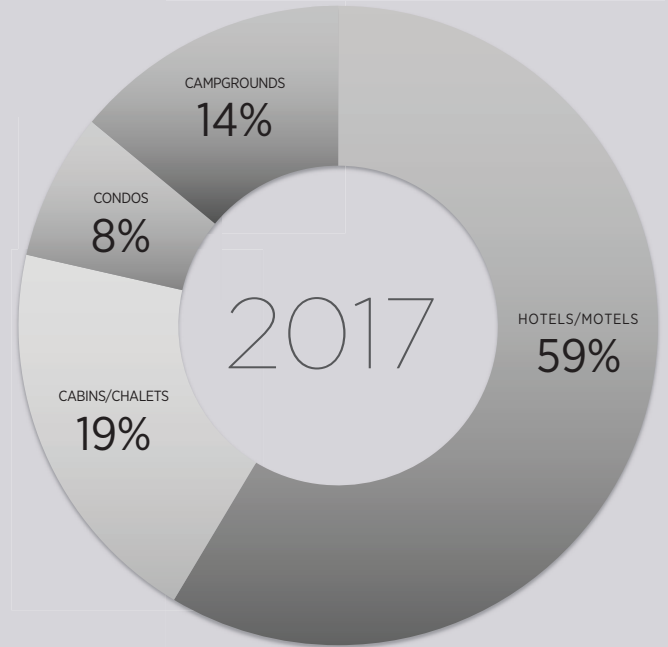
Occupancy*

Property	Occupancy
Motels/Hotels	73%
Cabins	63%
Condos	61%
Campgrounds	51%
Overall	68%

Seasonal Occupancy*

Season	Occupancy
Spring	60%
Summer	79%
Fall	78%
Winter	51%

*Based on Product Definition Study



Lodging Units*

Lodging	2017 Units	% of Total Units
Motels/Hotels	8,663	59%
Cabins/Chalets*	2,782	19%
Condos	1,098	8%
Campgrounds	2,049	14%
Total Lodging	14,592	

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