



## Average Daily Rate\*

Property	Rate
Motels/Hotels	\$ 116
Cabins	\$ 173
Condos	\$ 141
Campgrounds	\$ 48
Overall	\$ 122

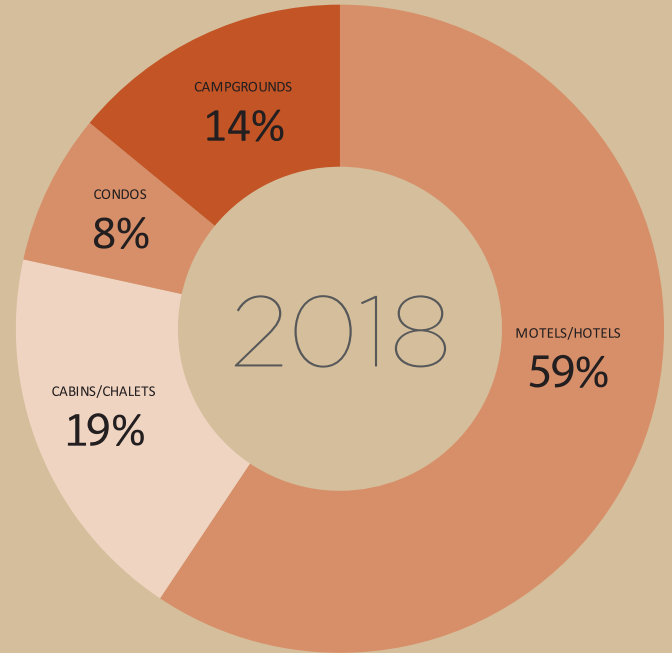
## Occupancy\*

Property	Occupancy
Motels/Hotels	76%
Cabins	68%
Condos	64%
Campgrounds	51%
Overall	69%

## Seasonal Occupancy\*

Season	Occupancy
Spring	63%
Summer	83%
Fall	78%
Winter	55%

\*Based on Product Definition Study



## Lodging Units\*

Lodging	2018 Units	% of Total Units
Motels/Hotels	8,663	59.4%
Cabins/Chalets*	2,782	19.1%
Condos	1,098	7.5%
Campgrounds	2,049	14.0%
Total Lodging	14,592	

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