



Average Daily Rate*

| Property | Rate |
|---------------|--------|
| Motels/Hotels | \$ 129 |
| Cabins | \$ 215 |
| Condos | \$ 174 |
| Campgrounds | \$ 55 |
| Overall | \$ 141 |

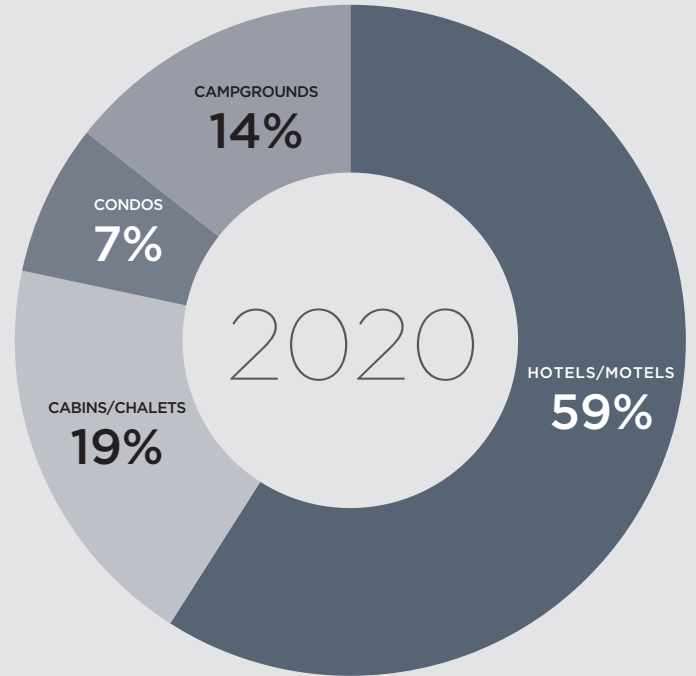
Occupancy*

| Property | Occupancy |
|---------------|-----------|
| Motels/Hotels | 73% |
| Cabins | 80% |
| Condos | 73% |
| Campgrounds | 70% |
| Overall | 74% |

Seasonal Occupancy*

| Season | Occupancy |
|--------|-----------|
| Spring | COVID |
| Summer | 74% |
| Fall | 81% |
| Winter | 66% |

*Based on Product Definition Study



Lodging Units*

| Lodging | 2020 Units | % of Total Units |
|-----------------|------------|------------------|
| Motels/Hotels | 8,881 | 59% |
| Cabins/Chalets* | 2,906 | 19% |
| Condos | 1,098 | 7% |
| Campgrounds | 2,163 | 14% |
| Total Lodging | 15,048 | |

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