



Average Party Size*

Season	Party Size
Summer	4.2
Fall	3.6
Holiday	3.6
Winter	3.8
Spring	COVID

Average Length of Stay*

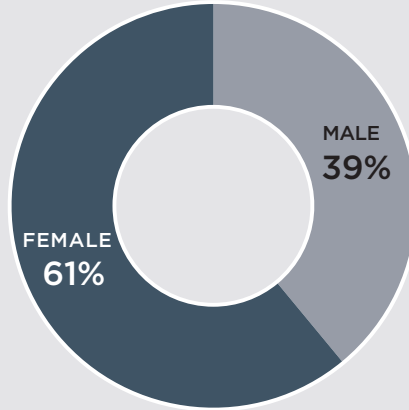
Season	Days
Summer	3.8
Fall	3.5
Holiday	3.5
Winter	3.1
Spring	COVID

Average Spending per Party*

Season	Budget
Summer	\$1,884
Fall	\$1,442
Holiday	\$1,372
Winter	\$1,749
Spring	COVID

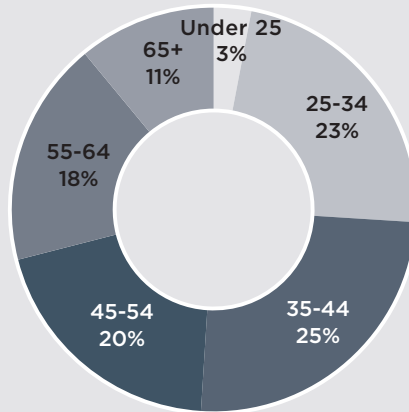
Top 10 Feeder Markets

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



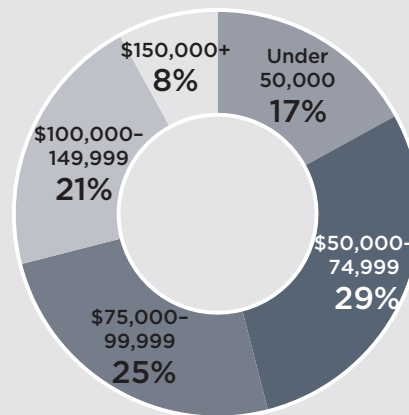
Gender (Decision Maker)

Sex	Percent
Male	39
Female	61



Average Age*

Demo	Percent
Under 25	3
25-34	23
35-44	25
45-54	20
55-64	18
65+	11



Household Income*

Demo	Percent
Under \$50,000	17
\$50,000 - \$74,999	29
\$75,000 - \$99,999	25
\$100,000 - \$149,999	21
\$150,000+	8

*Based on 2020 Product Definition and Visitor Intercept Studies