



Lodging Overview

Average Daily Rate*

Property	Rate
Motels/Hotels	\$ 81
Cabins	\$ 147
Condos	\$ 134
Campgrounds	\$ 45
Overall	\$ 95

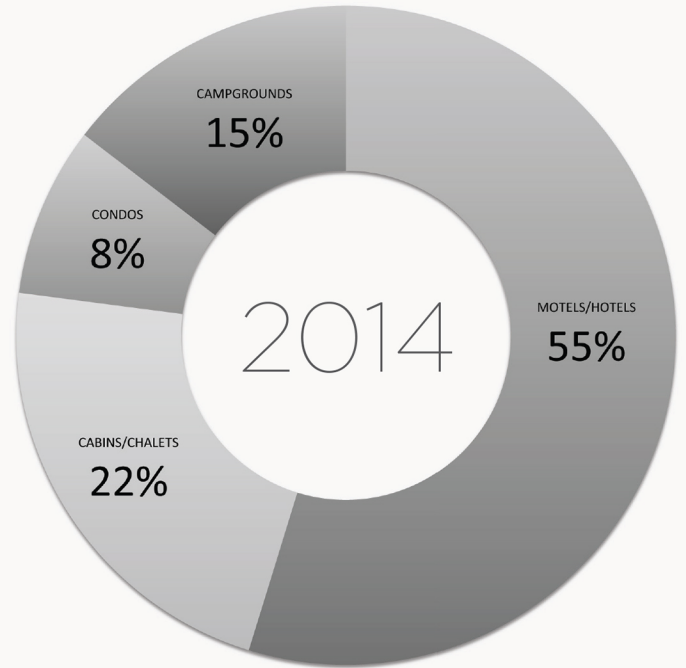
Occupancy*

Property	Occupancy
Motels/Hotels	62%
Cabins	55%
Condos	51%
Campgrounds	46%
Overall	57%

Seasonal Occupancy*

Season	Occupancy
Summer	71%
Spring	49%
Fall	67%
Winter	41%

*Based on Product Definition Study



Lodging Units

Lodging	2014 Units
Motels/Hotels	7,791
Cabins/Chalets	3,146
Condos	1,140
Campgrounds	2,044
Total Lodging	14,121

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