



Lodging Overview

Average Daily Rate*

Property	Rate
Motels/Hotels	\$ 90
Cabins	\$ 153
Condos	\$ 145
Campgrounds	\$ 45
Overall	\$ 102

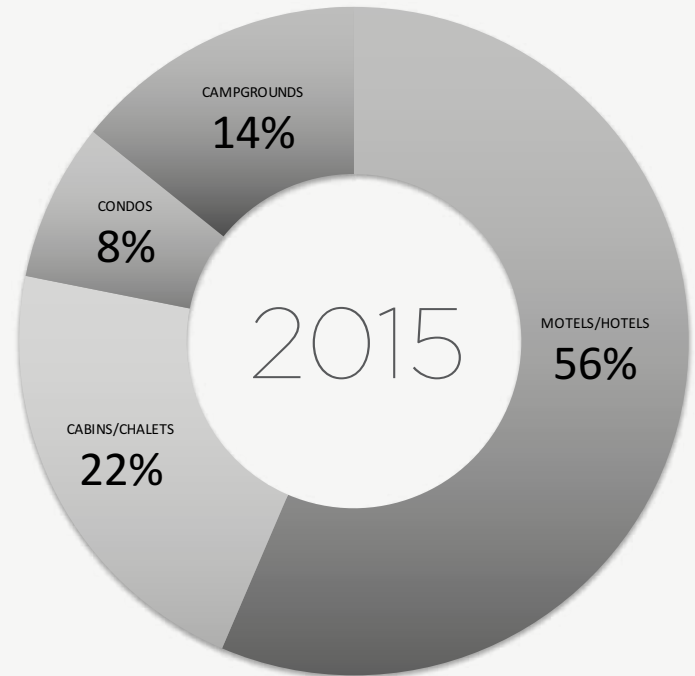
Occupancy*

Property	Occupancy
Motels/Hotels	67%
Cabins	58%
Condos	58%
Campgrounds	51%
Overall	62%

Seasonal Occupancy*

Season	Occupancy
Spring	54%
Summer	74%
Fall	73%
Winter	46%

*Based on Product Definition Study



Lodging Units

Lodging	2015 Units
Motels/Hotels	8,490
Cabins/Chalets*	3,261
Condos	1,151
Campgrounds	2,139
Total Lodging	15,041

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