



Average Party Size*

Season	Party Size
Summer	4.3
Fall	3.9
Holiday	4.2
Winter	3.9
Spring	4.1

Average Length of Stay*

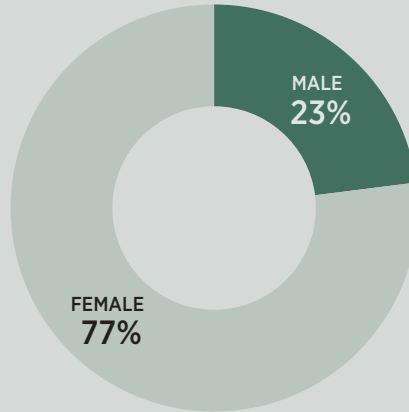
Season	Days
Summer	3.4
Fall	3.3
Holiday	3.5
Winter	3.5
Spring	3.3

Average Spending per Party*

Season	Budget
Summer	\$1,684
Fall	\$1,844
Holiday	\$1,846
Winter	\$1,758
Spring	\$1,584

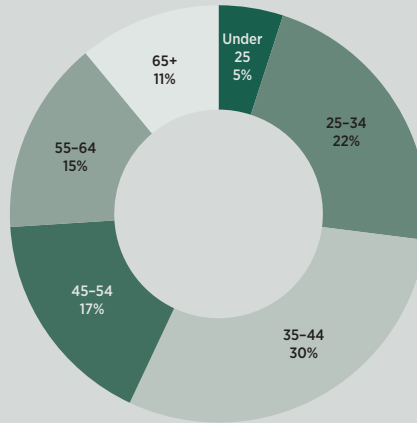
Top 10 Feeder Markets

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



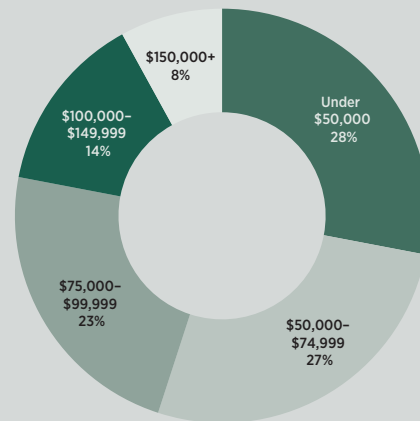
Gender (Decision Maker)

Sex	Percent
Male	23
Female	77



Average Age*

Demo	Percent
Under 25	5
25-34	22
35-44	30
45-54	17
55-64	15
65+	11



Household Income*

Demo	Percent
Under \$50,000	28
\$50,000 - \$74,999	27
\$75,000 - \$99,999	23
\$100,000 - \$149,999	14
\$150,000+	8

*Based on 2018 Product Definition and Visitor Intercept Studies