



Average Party Size*

Season	Party Size
Summer	3.2
Fall	2.9
Holiday	2.5
Winter	3.8
Spring	3.0

Average Length of Stay*

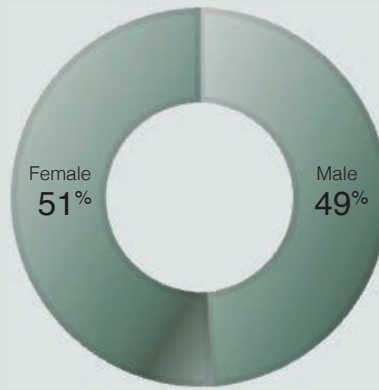
Season	Days
Summer	2.6
Fall	3.1
Holiday	2.8
Winter	2.4
Spring	2.6

Average Spending per Party*

Season	Budget
Summer	\$ 1,557
Fall	\$ 1,417
Holiday	\$ 1,483
Winter	\$ 1,389
Spring	\$ 1,585

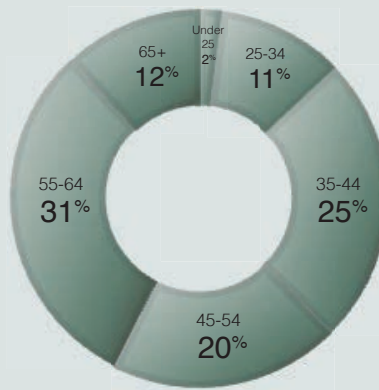
Top 10 Feeder Markets

Knoxville, TN
Atlanta, GA
Memphis, TN
Nashville, TN
Louisville, KY
Birmingham, AL
Chattanooga, TN
Tri-Cities, TN-VA
Charlotte, NC
Bluefield-Beckley, WV



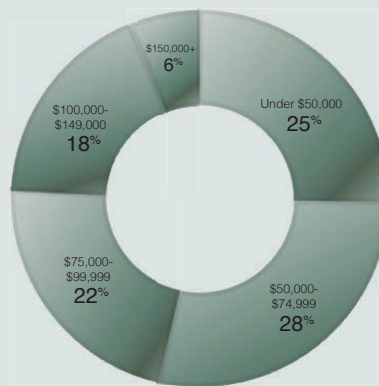
Gender (Decision Maker)

Sex	Percent
Male	49%
Female	51%



Average Age*

Demo	Percent
Under 25	2%
25-34	11%
35-44	25%
45-54	20%
55-64	31%
65+	12%



Household Income*

Demo	Percent
Under \$50,000	25%
\$50,000 - \$74,999	28%
\$75,000 - \$99,999	22%
\$100,000 - \$149,000	18%
\$150,000+	6%

*Based on 2024 Product Definition and Visitor Intercept Studies