



Average Party Size*

Season	Party Size
Summer	2.8
Fall	2.6
Holiday	2.6
Winter	2.5
Spring	2.7

Average Length of Stay*

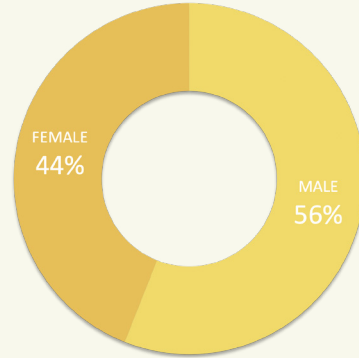
Season	Days
Summer	2.5
Fall	2.1
Holiday	2.3
Winter	2.5
Spring	2.5

Average Spending per Party*

Season	Budget
Summer	\$1,519
Fall	\$1,436
Holiday	\$1,641
Winter	\$1,276
Spring	\$1,495

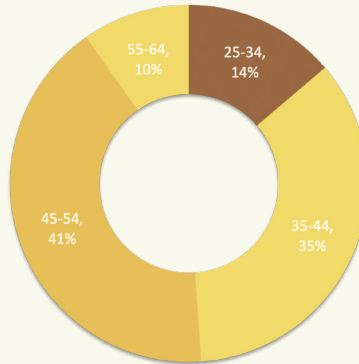
Top 10 Feeder Markets

Knoxville, TN
Atlanta, GA
Nashville, TN
Chattanooga, TN
Greensboro-High Point, NC
Memphis, TN
Bluefield-Beckley, WV
Tri-Cities, TN-VA
Louisville, KY
Charlotte, NC



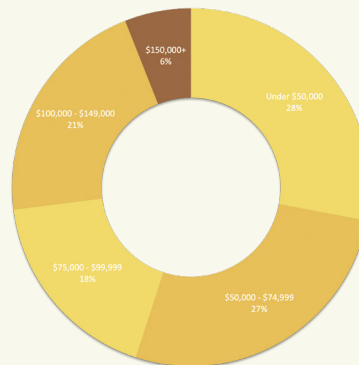
Gender (Decision Maker)

Sex	Percent
Male	56%
Female	44%



Average Age*

Demo	Percent
Under 25	0%
25-34	14%
35-44	35%
45-54	41%
55-64	10%
65+	0%



Household Income*

Demo	Percent
Under \$50,000	28%
\$50,000 - \$74,999	27%
\$75,000 - \$99,999	18%
\$100,000 - \$149,000	21%
\$150,000+	6%

*Based on 2025 Product Definition and Visitor Intercept Studies