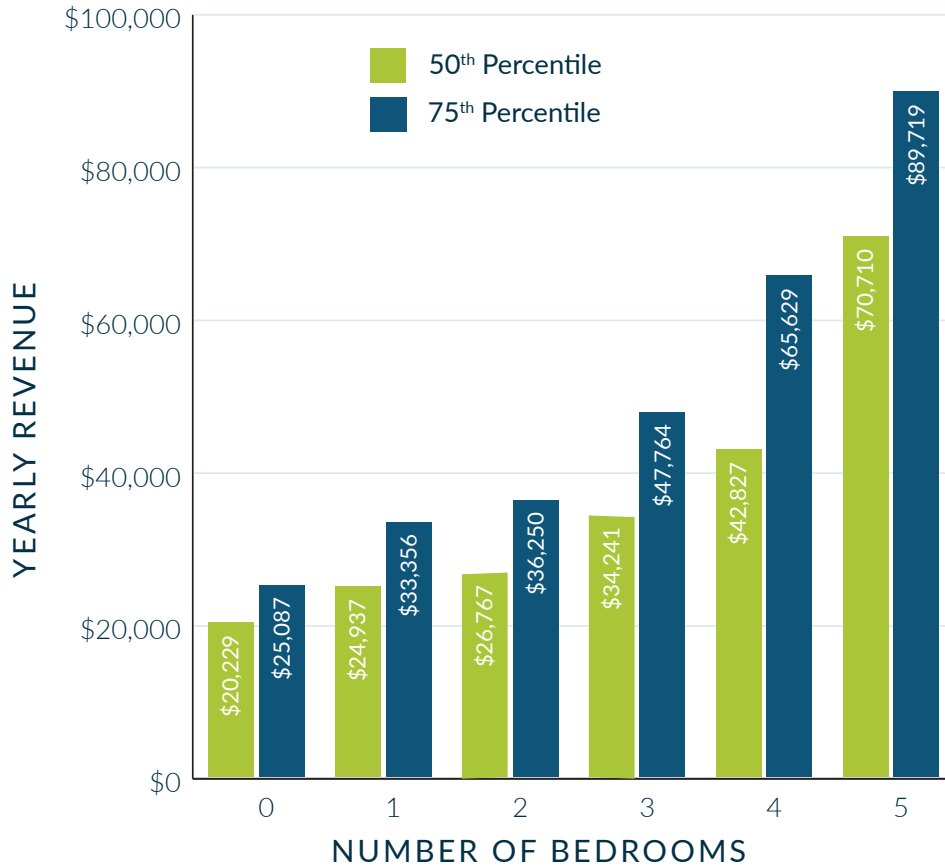


YEARLY REVENUE BY PROPERTY SIZE



AVERAGE YEARLY OCCUPANCY AND AVERAGE DAILY RATE (ADR)

# Beds	Days	%	(ADR)
0	255	70%	\$107
1	201	55%	\$150
2	197	54%	\$175
3	210	57%	\$242
4	208	57%	\$351
5	194	53%	\$430

QUICK FACTS



AVERAGE DAYS BOOKED IN ADVANCE:

49 for high season* & **39** for low season*



AVERAGE LENGTH OF STAY:

4.0 for high season* & **3.2** for low season*

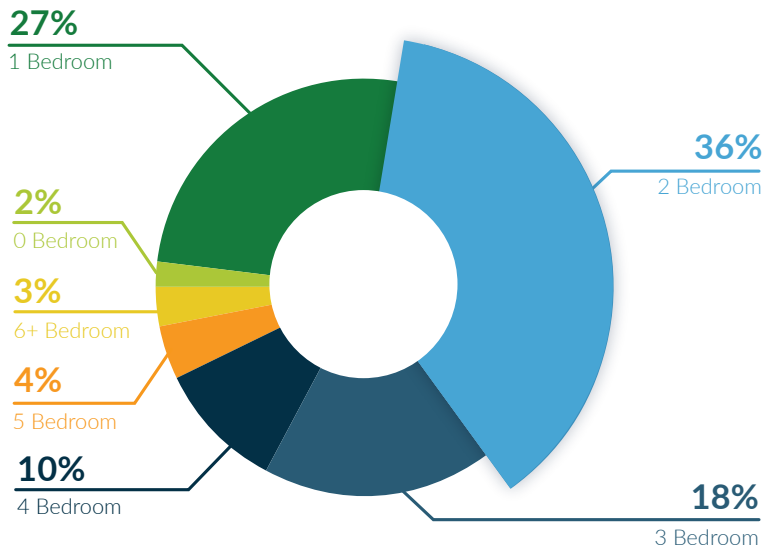


AVERAGE DAILY RATE:

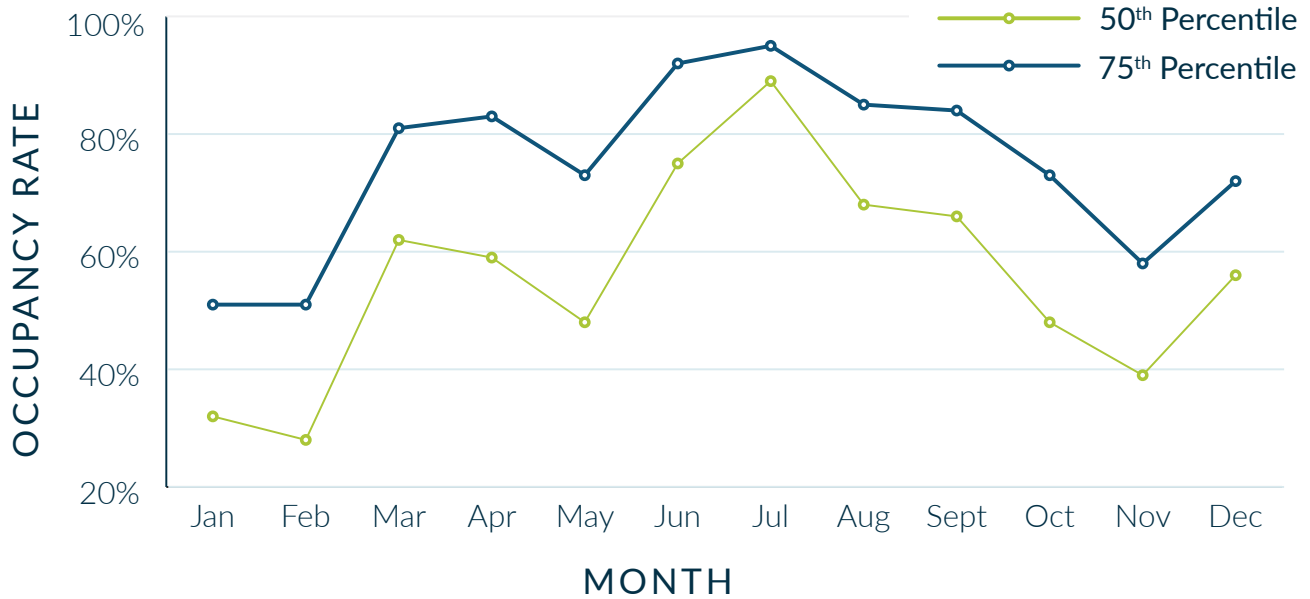
\$184 for high season* & **\$167** for low season*

* High and low seasons determined by highest 4 months and lowest 4 months of annual occupancy.

VACATION RENTAL INVENTORY BY BEDROOM



OCCUPANCY BY MONTH



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This report includes data for Gatlinburg and the surrounding areas of Pigeon Forge and Sevierville.