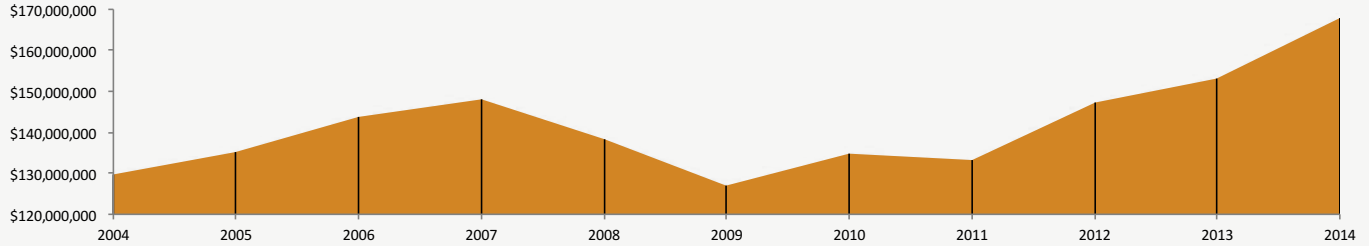




# Lodging Revenue

In addition to the one percent gross receipts tax, lodging properties located within Pigeon Forge collect a 2.5 percent add-on tax to the customer, applied to lodging rates only, which are collected to support the city budget. Pigeon Forge's lodging tax is one of the lowest in the state of Tennessee, especially among other cities where tourism is the main industry.

Within Sevier County, there is competition to attract overnight visitors. As a result, Pigeon Forge continues to add new accommodations to enhance the city's offerings.



Historic Revenue

## 2015\*

Month	Gross Business	% Change
JAN	\$ 7,012,240	37
FEB	\$ 7,083,395	21
MAR	\$ 11,006,845	11
APR	\$ 14,727,261	22
MAY	\$ 15,251,992	24
JUN	\$ 21,781,670	16
JUL	\$ 28,594,095	23
AUG	\$ 18,408,542	6
SEP	\$ 20,647,615	20
OCT	\$ 24,672,268	27
NOV	\$ 17,651,694	26
DEC	\$ 15,269,188	24
TOTAL	\$ 202,106,805	20

## 2014\*

Month	Gross Business	% Change
JAN	\$ 5,116,716	0
FEB	\$ 5,876,324	9
MAR	\$ 9,898,071	8
APR	\$ 12,117,431	10
MAY	\$ 12,290,618	2
JUN	\$ 18,810,290	5
JUL	\$ 23,248,028	7
AUG	\$ 17,384,024	13
SEP	\$ 17,256,464	15
OCT	\$ 19,494,915	8
NOV	\$ 14,058,524	17
DEC	\$ 12,332,200	21
TOTAL	\$ 167,883,605	10

## 2013\*

Month	Gross Business	% Change
JAN	\$ 5,122,965	8
FEB	\$ 5,403,113	-2
MAR	\$ 9,170,842	1
APR	\$ 10,968,839	-5
MAY	\$ 12,047,333	5
JUN	\$ 17,936,932	5
JUL	\$ 21,673,398	3
AUG	\$ 15,400,280	11
SEP	\$ 15,026,279	8
OCT	\$ 18,117,559	4
NOV	\$ 12,058,257	9
DEC	\$ 10,168,872	-2
TOTAL	\$ 153,094,669	4

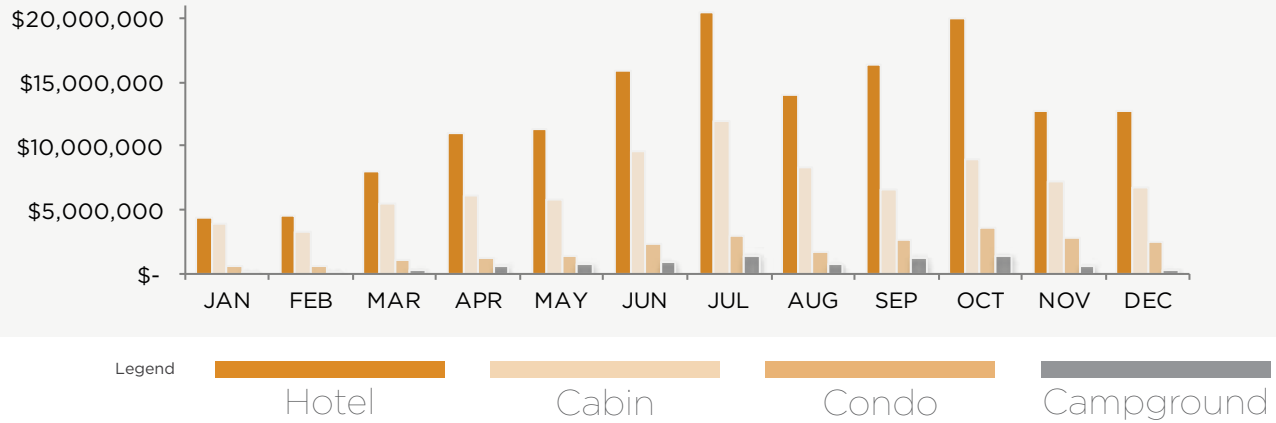
## PRIOR YEARS\*

Year	Gross Business	% Change
1998	\$ 105,672,788	15
1999	\$ 110,505,592	5
2000	\$ 113,513,653	3
2001	\$ 120,123,317	6
2002	\$ 124,773,760	4
2003	\$ 125,443,146	1
2004	\$ 129,811,102	3
2005	\$ 135,041,319	4
2006	\$ 143,881,289	7
2007	\$ 148,156,932	3
2008	\$ 138,167,536	-7
2009	\$ 126,913,639	-8
2010	\$ 134,749,909	6
2011	\$ 133,185,915	-1
2012	\$ 147,295,072	11

\*Data is based off 2.5% lodging revenue tax, provided only from properties located within Pigeon Forge city limits



Pigeon Forge is able to break out lodging revenues by category from the 1 percent gross receipts tax, which is based on rental proceeds in addition to sales on amenities the lodging properties provide to their customers. The variety of lodging options within Pigeon Forge is highly rated by the millions of visitors, and one of the reasons those visitors continue to come back.



**HOTEL REVENUE\***

Month	Gross Business	% Change
JAN	\$ 4,440,782	35
FEB	\$ 4,581,444	25
MAR	\$ 8,080,128	16
APR	\$ 11,091,045	21
MAY	\$ 11,251,655	31
JUN	\$ 15,840,174	21
JUL	\$ 20,387,552	22
AUG	\$ 14,034,891	23
SEP	\$ 16,325,688	28
OCT	\$ 19,951,411	31
NOV	\$ 12,729,442	28
DEC	\$ 12,676,484	35
TOTAL	\$ 151,390,696	26

**CABIN REVENUE\***

Month	Gross Business	% Change
JAN	\$ 3,856,565	9
FEB	\$ 3,265,944	21
MAR	\$ 5,542,239	-5
APR	\$ 6,102,896	11
MAY	\$ 5,835,506	12
JUN	\$ 9,530,281	6
JUL	\$ 11,973,591	10
AUG	\$ 8,398,859	22
SEP	\$ 6,592,251	17
OCT	\$ 8,984,308	23
NOV	\$ 7,308,056	23
DEC	\$ 6,743,199	24
TOTAL	\$ 84,133,695	14

**CONDO REVENUE\***

Month	Gross Business	% Change
JAN	\$ 547,852	13
FEB	\$ 564,865	36
MAR	\$ 1,160,803	26
APR	\$ 1,328,195	12
MAY	\$ 1,452,149	35
JUN	\$ 2,381,754	31
JUL	\$ 2,955,158	26
AUG	\$ 1,784,069	19
SEP	\$ 2,601,155	101
OCT	\$ 3,682,594	106
NOV	\$ 2,880,033	142
DEC	\$ 2,502,103	99
TOTAL	\$ 23,840,730	56

**CAMPGROUND\***

Month	Gross Business	% Change
JAN	\$ 113,722	-35
FEB	\$ 89,614	-26
MAR	\$ 250,487	0
APR	\$ 689,410	11
MAY	\$ 701,971	9
JUN	\$ 1,003,257	-2
JUL	\$ 1,375,823	16
AUG	\$ 846,934	4
SEP	\$ 1,206,041	11
OCT	\$ 1,383,749	20
NOV	\$ 649,384	56
DEC	\$ 344,336	70
TOTAL	\$ 8,654,728	12

\*Data is based on business receipts taxed at 1%