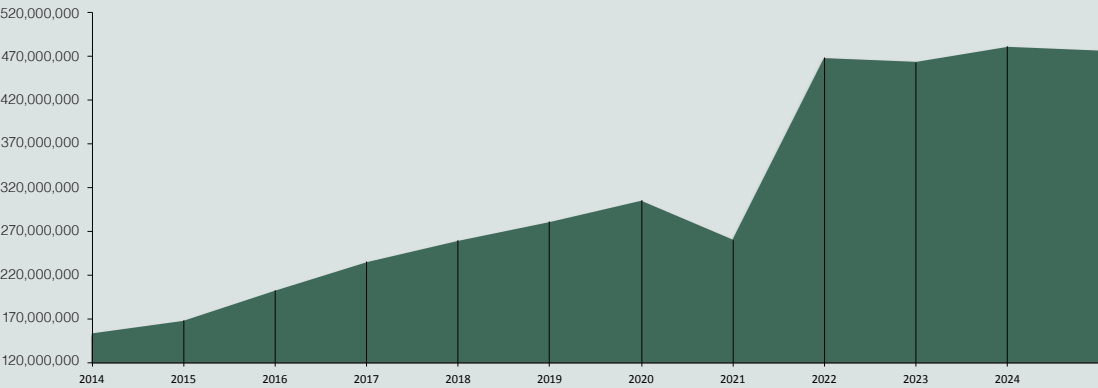




Lodging Revenue

The lodging industry in Pigeon Forge continues to grow rapidly, with new properties being announced and built annually, which includes private and chain hotel properties, cabins, campgrounds and more. In 2024, many notable hotel and lodging brands opened properties in town, increasing hotel supply by 4.9%.

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.



Historical Revenue

2024*

Month	Gross Business	% Change
JAN	\$ 18,589,333	-10%
FEB	\$ 19,595,226	-11%
MAR	\$ 36,671,268	14%
APR	\$ 37,547,907	-8%
MAY	\$ 34,811,311	12%
JUN	\$ 51,733,940	8%
JUL	\$ 57,798,805	-9%
AUG	\$ 45,717,605	12%
SEP	\$ 40,521,812	-5%
OCT	\$ 49,836,796	-6%
NOV	\$ 40,671,974	-4%
DEC	\$ 42,099,348	-4%
TOTAL	\$ 475,595,325	-1%

2023*

Month	Gross Business	% Change
JAN	\$ 20,689,801	5%
FEB	\$ 22,043,566	23%
MAR	\$ 32,110,473	7%
APR	\$ 40,934,586	24%
MAY	\$ 31,169,407	-13%
JUN	\$ 47,668,555	-5%
JUL	\$ 63,786,424	15%
AUG	\$ 40,717,796	-8%
SEP	\$ 42,712,428	2%
OCT	\$ 52,800,737	3%
NOV	\$ 42,277,740	5%
DEC	\$ 43,741,905	1%
TOTAL	\$ 480,673,418	4%

2022

Month	Gross Business	% Change
JAN	\$ 19,699,043	25%
FEB	\$ 17,911,374	3%
MAR	\$ 29,892,592	5%
APR	\$ 33,075,053	-15%
MAY	\$ 35,931,386	-1%
JUN	\$ 50,207,718	-3%
JUL	\$ 55,266,492	-15%
AUG	\$ 44,423,615	7%
SEP	\$ 41,788,760	6%
OCT	\$ 51,120,219	5%
NOV	\$ 40,343,829	-1%
DEC	\$ 43,415,554	0%
TOTAL	\$ 463,075,635	-1%

PRIOR YEARS*

Year	Gross Business	% Change
2009	\$ 126,913,639	-8%
2010	\$ 134,749,909	6%
2011	\$ 133,185,915	-1%
2012	\$ 147,295,072	11%
2013	\$ 153,094,669	4%
2014	\$ 167,883,605	10%
2015	\$ 202,106,805	20%
2016	\$ 235,357,312	16%
2017	\$ 259,072,351	10%
2018	\$ 280,919,407	8%
2019	\$ 305,350,645	9%
2020**	\$ 260,198,404	-15%
2021	\$ 467,639,834	80%

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

**2020 revenue impacted by the COVID-19 pandemic