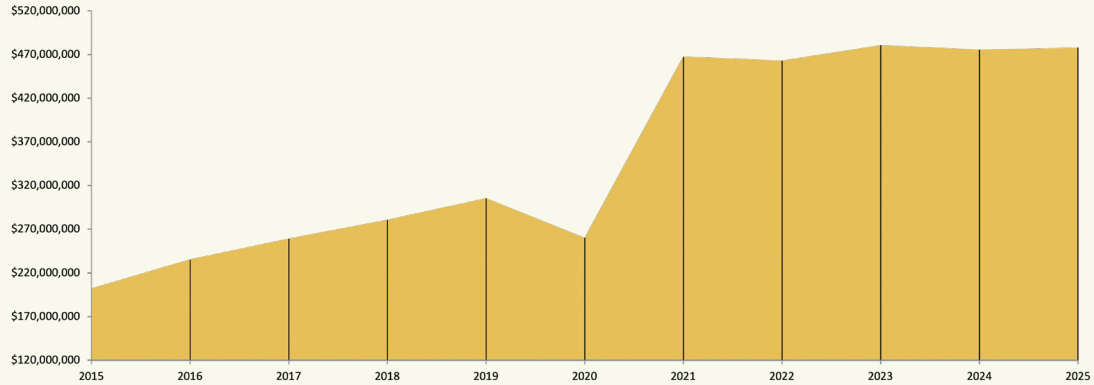




Lodging Revenue

The lodging sector in Pigeon Forge continues to experience steady growth, with new hotel, cabin and campground developments announced or completed each year. In 2025, a number of new hoteliers opened their doors to support the city’s continued growth.

In addition to the one percent gross receipts tax, lodging properties within Pigeon Forge collect a 2.5 percent add-on tax applied to room rates. These funds directly support the city’s budget and tourism infrastructure. Notably, Pigeon Forge maintains one of the lowest lodging tax rates in Tennessee among destinations where tourism is the primary industry.



Historical Revenue

2025		
Month	Gross Business	% Change
JAN	\$ 21,278,518	14%
FEB	\$ 19,103,824	-3%
MAR	\$ 34,383,680	-6%
APR	\$ 36,765,644	-2%
MAY	\$ 32,740,510	-6%
JUN	\$ 56,426,994	9%
JUL	\$ 53,843,838	-7%
AUG	\$ 44,007,059	-4%
SEP	\$ 39,046,948	-4%
OCT	\$ 54,208,033	9%
NOV	\$ 43,547,726	7%
DEC	\$ 42,950,410	2%
TOTAL	\$ 478,303,184	1%

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%

PRIOR YEARS*		
Year	Gross Business	% Change
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%
2022	\$ 463,075,635	-1%

*2020 revenue impacted by the COVID-19 pandemic