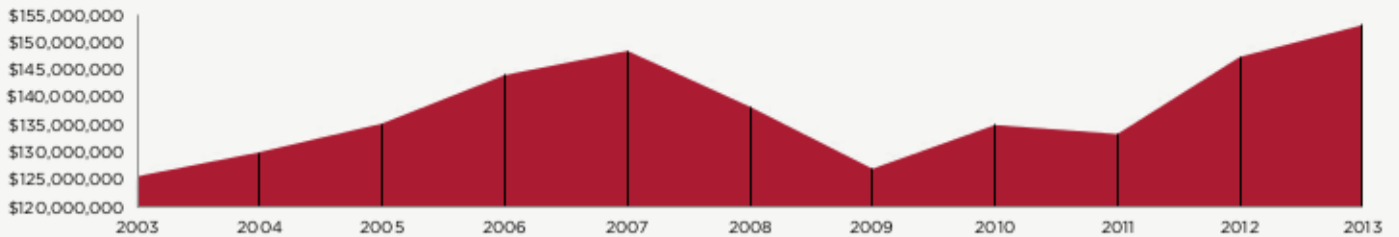




As with the amusement sector, a 2.5-percent tax is collected from all lodging properties to support the city budget. Pigeon Forge's lodging tax is currently one of the lowest in the State, especially among other cities which tourism is the main industry. Within Sevier County, there is fierce competition to attract overnight visitors. As a result, Pigeon Forge continues to add new accommodations each year to enhance the city's offerings.

Lodging Revenue



Historic Revenue

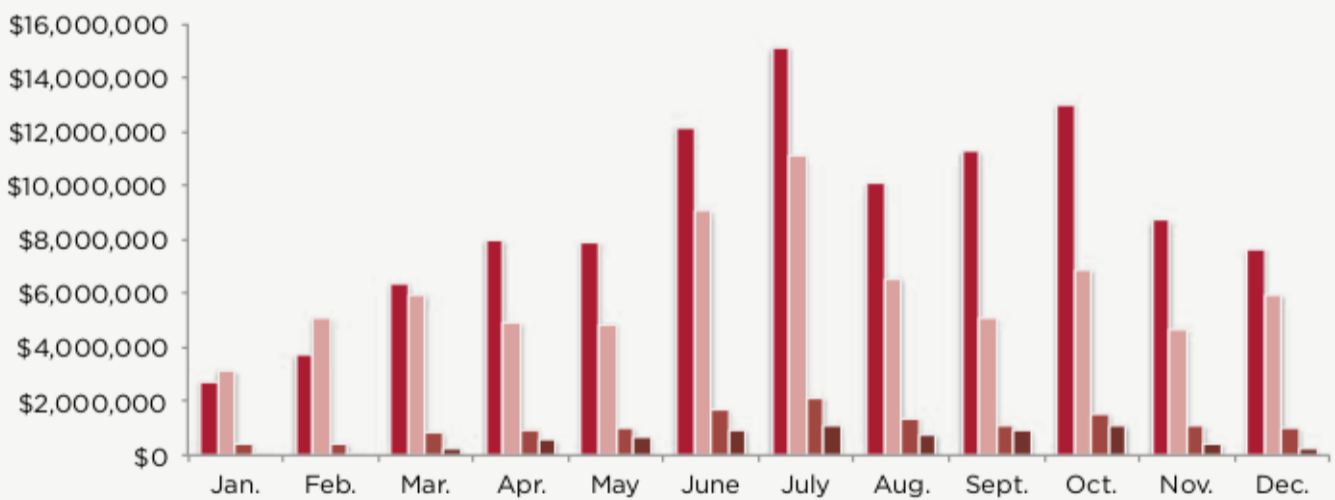
2013*		
Month	Gross Business	% Change
Jan.	\$5,122,965	8
Feb.	\$5,403,113	-2
Mar.	\$9,170,842	1
Apr.	\$10,968,839	-5
May	\$12,047,333	5
June	\$17,936,932	5
July	\$21,673,398	3
Aug.	\$15,400,280	11
Sept.	\$15,026,279	8
Oct.	\$18,117,559	4
Nov.	\$12,058,257	9
Dec.	\$10,168,872	-2
Total	\$153,094,669	4

2012*		
Month	Gross Business	% Change
Jan.	\$4,747,882	0
Feb.	\$5,534,713	10
Mar.	\$9,096,586	37
Apr.	\$11,553,751	14
May	\$11,514,810	20
June	\$17,135,482	17
July	\$21,076,317	9
Aug.	\$13,818,011	13
Sept.	\$13,883,330	-4
Oct.	\$17,491,322	7
Nov.	\$11,075,648	9
Dec.	\$10,367,220	6
Total	\$147,295,072	11

2011*		
Month	Gross Business	% Change
Jan.	\$4,758,308	21
Feb.	\$5,050,583	8
Mar.	\$6,639,227	10
Apr.	\$10,125,574	-1
May	\$9,597,661	-7
June	\$14,661,200	-8
July	\$19,394,987	-10
Aug.	\$12,222,728	-5
Sept.	\$14,472,082	-2
Oct.	\$16,328,047	2
Nov.	\$10,180,032	0
Dec.	\$9,755,486	19
Total	\$133,185,915	-1

PRIOR YEARS*		
Year	Gross Business	% Change
1996	\$86,948,163	4
1997	\$91,552,044	5
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

*2.5% lodging revenue tax is paid only on properties located within the Pigeon Forge city limits



Legend: Hotel, Cabin, Condo, Campground

2013

HOTEL REVENUE*		
Month	Gross Business	% Change
Jan.	\$2,741,062	2
Feb.	\$3,704,202	1
Mar.	\$6,398,245	2
Apr.	\$7,978,767	-9
May	\$7,926,366	-3
June	\$12,184,365	4
July	\$15,143,046	5
Aug.	\$10,093,085	8
Sept.	\$11,254,619	3
Oct.	\$13,023,041	3
Nov.	\$8,703,955	11
Dec.	\$7,649,291	6
Total	\$106,800,044	3

CABIN REVENUE*		
Month	Gross Business	% Change
Jan.	\$3,142,639	1
Feb.	\$5,072,991	65
Mar.	\$5,982,848	24
Apr.	\$4,921,331	-5
May	\$4,870,076	5
June	\$9,071,828	8
July	\$11,090,746	10
Aug.	\$6,561,688	1
Sept.	\$5,081,121	-4
Oct.	\$6,871,339	3
Nov.	\$4,689,769	-11
Dec.	\$5,952,384	8
Total	\$73,308,760	7

CONDO REVENUE*		
Month	Gross Business	% Change
Jan.	\$393,717	41
Feb.	\$419,364	14
Mar.	\$857,790	26
Apr.	\$959,630	2
May	\$992,240	11
June	\$1,658,175	2
July	\$2,140,556	3
Aug.	\$1,361,694	6
Sept.	\$1,112,264	10
Oct.	\$1,513,844	0
Nov.	\$1,105,265	6
Dec.	\$1,029,306	11
Total	\$13,543,845	7

CAMPGROUND*		
Month	Gross Business	% Change
Jan.	\$77,972	-8
Feb.	\$80,389	-13
Mar.	\$260,500	-3
Apr.	\$556,519	-2
May	\$657,678	5
June	\$950,000	-1
July	\$1,117,999	9
Aug.	\$764,357	8
Sept.	\$889,093	9
Oct.	\$1,096,810	5
Nov.	\$419,676	0
Dec.	\$259,034	42
Total	\$7,130,027	5

*Data is based on gross receipts taxed at 1%