

LODGING REVENUE

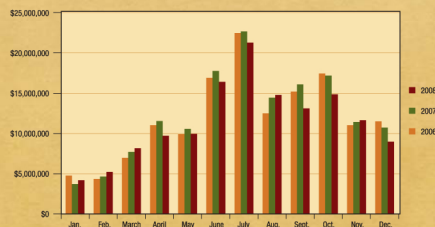
As with all destinations, lodging properties generate the most tourism dollars of any sector. Lodging properties charge a 2.25 percent tourism tax on all revenues to support city budget, including marketing. Pigeon Forge's lodging tax is currently one of the lowest in the state, especially among other cities to which tourism is vital. There is fierce competition within the county to attract overnight visitors, but Pigeon Forge continues to be an ideal fit for future lodging development and the city's offerings continue to expand.

In 2008, the city began tracking properties by categories including hotels and cabins. Overall, Pigeon Forge's lodging sector was down 7 percent in 2008.



2008 LODGING REVENUE

Month	Tax Collected at 2.25%	Gross Business	% of Change
January	\$85,840	\$4,181,789	12
February	\$107,336	\$5,232,244	13
March	\$167,800	\$8,135,696	6
April	\$206,964	\$9,716,991	-16
May	\$212,785	\$9,929,187	-6
June	\$355,954	\$16,383,442	-8
July	\$464,671	\$21,250,469	-6
August	\$322,909	\$14,774,166	2
September	\$285,913	\$13,113,330	-18
October	\$324,317	\$14,844,279	-13
November	\$253,295	\$11,630,699	2
December	\$192,076	\$8,972,244	-16
Total	\$2,979,860	\$138,164,536	-7



2008 HOTEL REVENUE

Month	Gross Business
January	NO DATA
February	\$3,691,803
March	\$6,168,981
April	\$7,999,653
May	\$7,653,315
June	\$11,641,651
July	\$14,978,474
August	\$10,759,548
September	\$10,265,069
October	\$11,813,286
November	\$7,650,495
December	\$6,488,165
Total	\$99,110,440

2008 CABIN REVENUE

Month	Gross Business
January	NO DATA
February	\$2,982,438
March	\$4,761,273
April	\$3,816,733
May	\$4,389,116
June	\$8,597,188
July	\$10,285,958
August	\$6,997,832
September	\$4,848,420
October	\$7,236,615
November	\$5,655,489
December	\$5,026,423
Total	\$64,597,485

Lodging revenues tracked by category beginning Feb. 2008.

2007 LODGING REVENUE

Month	Tax Collected at 2.25%	Gross Business	% of Change
January	\$74,982	\$3,718,360	-22
February	\$96,026	\$4,624,457	6
March	\$158,387	\$7,677,462	10
April	\$249,598	\$11,501,401	5
May	\$225,712	\$10,563,879	7
June	\$381,171	\$17,740,775	5
July	\$495,046	\$22,630,825	1
August	\$315,099	\$14,416,460	16
September	\$350,519	\$16,067,964	6
October	\$370,814	\$17,139,978	-2
November	\$243,616	\$11,385,523	3
December	\$223,375	\$10,689,848	-7
Total	\$3,184,345	\$148,156,932	3

2006 LODGING REVENUE

Month	Tax Collected at 2.25%	Gross Business	% of Change
January	\$98,385	\$4,765,194	44
February	\$88,026	\$4,343,183	0
March	\$144,849	\$6,970,678	-2
April	\$236,935	\$10,995,734	10
May	\$215,304	\$9,910,908	1
June	\$370,956	\$16,879,265	9
July	\$492,231	\$22,453,060	-3
August	\$275,009	\$12,478,592	5
September	\$331,744	\$15,168,346	14
October	\$380,153	\$17,431,534	13
November	\$236,385	\$10,996,947	-6
December	\$237,105	\$11,487,848	20
Total	\$3,107,082	\$143,881,289	7

PRIOR YEARS' LODGING REVENUE

Year	Tax Collected at 2.25%	Gross Business	% of Change
1980	\$148,995	\$7,448,735	
1981	\$189,106	\$9,455,295	27
1982	\$299,017	\$14,950,862	58
1983	\$271,857	\$13,592,861	-9
1984	\$355,586	\$17,779,316	31
1985	\$396,466	\$19,823,500	12
1986	\$543,613	\$27,180,650	37
1987	\$712,100	\$32,315,558	19
1988	\$844,742	\$37,544,087	16
1989	\$930,326	\$42,855,590	14
1990	\$1,042,824	\$47,931,788	12
1991	\$1,186,197	\$54,360,646	13
1992	\$1,277,250	\$59,397,384	9
1993	\$1,431,788	\$65,692,290	11
1994	\$1,572,397	\$72,727,204	11
1995	\$1,795,225	\$83,486,467	15
1996	\$1,876,979	\$86,948,163	4
1997	\$1,970,902	\$91,552,044	5
1998	\$2,277,150	\$105,672,788	15
1999	\$2,385,688	\$110,505,592	5
2000	\$2,449,525	\$113,513,653	3
2001	\$2,587,831	\$120,123,317	6
2002	\$2,687,563	\$124,773,760	4
2003	\$2,744,415	\$125,443,146	1
2004	\$2,827,047	\$129,811,102	3
2005	\$3,184,345	\$135,041,319	3