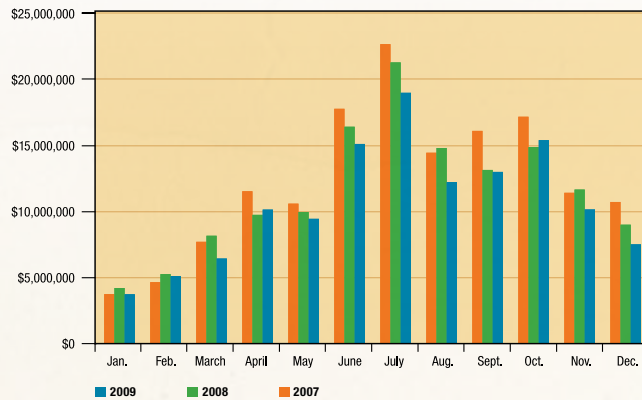


Lodging Revenue

In Pigeon Forge, a 2.25 percent tax is applied to all lodging revenues to support the city budget, including tourism marketing. Pigeon Forge's lodging tax is currently one of the lowest in the State, especially among other cities where 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.



2009 LODGING REVENUE

Month	Tax Collected at 2.25%	Gross Business	% of Change
January	\$81,739	\$3,709,819	-11
February	\$112,638	\$5,086,304	-3
March	\$143,841	\$6,413,362	-21
April	\$227,157	\$10,115,749	4
May	\$211,528	\$9,416,467	-5
June	\$339,877	\$15,079,545	-8
July	\$427,041	\$18,951,141	-11
August	\$274,040	\$12,194,870	-17
September	\$294,447	\$12,965,042	-1
October	\$347,954	\$15,367,780	4
November	\$229,913	\$10,126,318	-13
December	\$169,647	\$7,487,242	-17
Total	\$2,859,822	\$126,913,639	-8

2009 CABIN/CONDO REVENUE

Month	Gross Business	% of Change
January	\$2,514,074	NA
February	\$2,859,789	-4
March	\$3,976,740	-16
April	\$4,687,099	23
May	\$4,273,008	-3
June	\$7,615,978	-11
July	\$10,001,516	-3
August	\$6,505,138	-7
September	\$5,327,761	10
October	\$7,756,453	7
November	\$5,300,090	-6
December	\$4,525,441	-10
Total	\$65,343,087	-3

*Annual % change is based on Feb.-Dec. receipts

2009 HOTEL REVENUE

Month	2009	2008	% of Change
January	\$3,023,147	NO DATA	NA
February	\$3,351,296	\$3,691,803	-9
March	\$5,072,508	\$6,168,981	-18
April	\$7,882,844	\$7,999,653	-1
May	\$7,340,904	\$7,653,315	-4
June	\$10,613,882	\$11,641,651	-9
July	\$13,468,509	\$14,978,474	-10
August	\$8,596,493	\$10,759,548	-20
September	\$10,155,533	\$10,265,069	-1
October	\$11,306,241	\$11,813,286	-4
November	\$7,020,928	\$7,650,495	-8
December	\$5,968,877	\$6,488,165	-8
Total	\$93,801,162	\$99,110,440	-8

*Annual % change is based on Feb.-Dec. receipts

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	\$138,167,536	-7

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

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	\$42,853,590	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	\$2,914,876	\$135,041,319	4
2006	\$3,107,082	\$143,881,289	7