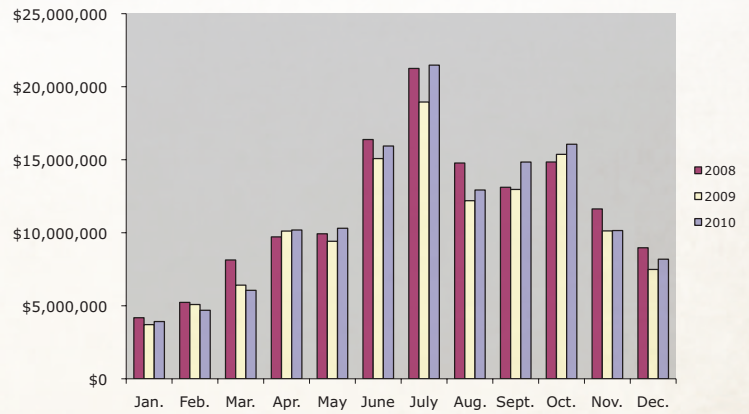


Lodging Revenue

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.

The lodging tax was increased to 2.5% in 2011.



2010 LODGING REVENUE

Month	Tax Collected at 2.25%	Gross Business	% of Change
January	\$88,728	\$3,920,907	6
February	\$106,268	\$4,691,580	-8
March	\$135,384	\$6,057,850	-6
April	\$229,450	\$10,188,095	1
May	\$233,247	\$10,307,410	9
June	\$360,910	\$15,939,131	6
July	\$486,573	\$21,476,461	13
August	\$291,863	\$12,927,307	6
September	\$335,976	\$14,841,179	14
October	\$362,086	\$16,059,937	5
November	\$642,301	\$10,151,420	0
December	\$186,177	\$8,188,632	9
Total	\$3,458,963	\$134,749,909	6

2010 CABIN/CONDO REVENUE

Month	2010	2009	% of Change
January	\$2,998,795	\$2,514,074	19
February	\$4,075,271	\$2,859,789	43
March	\$4,284,510	\$3,976,740	8
April	\$5,164,090	\$4,687,099	10
May	\$4,398,371	\$4,273,008	3
June	\$8,383,907	\$7,615,978	10
July	\$12,076,969	\$10,001,516	21
August	\$6,617,128	\$6,505,138	2
September	\$5,344,628	\$5,327,761	0
October	\$8,131,687	\$7,756,453	5
November	\$4,920,595	\$5,300,090	-7
December	\$4,466,763	\$4,525,441	-1
Total	\$70,862,714	\$65,343,087	8

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

2010 HOTEL REVENUE

Month	2010	2009	% of Change
January	\$2,471,183	\$3,023,147	-18
February	\$2,888,406	\$3,351,296	-14
March	\$4,844,699	\$5,072,508	-4
April	\$8,176,166	\$7,882,844	4
May	\$7,410,196	\$7,340,904	1
June	\$11,211,211	\$10,613,882	6
July	\$15,643,089	\$13,468,509	16
August	\$9,032,848	\$8,596,493	5
September	\$11,401,309	\$10,155,533	12
October	\$12,488,033	\$11,306,241	10
November	\$7,436,280	\$7,020,928	6
December	\$6,532,121	\$5,968,877	9
Total	\$99,535,541	\$93,801,162	6

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

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

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

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
2007	\$3,184,345	\$148,156,932	3