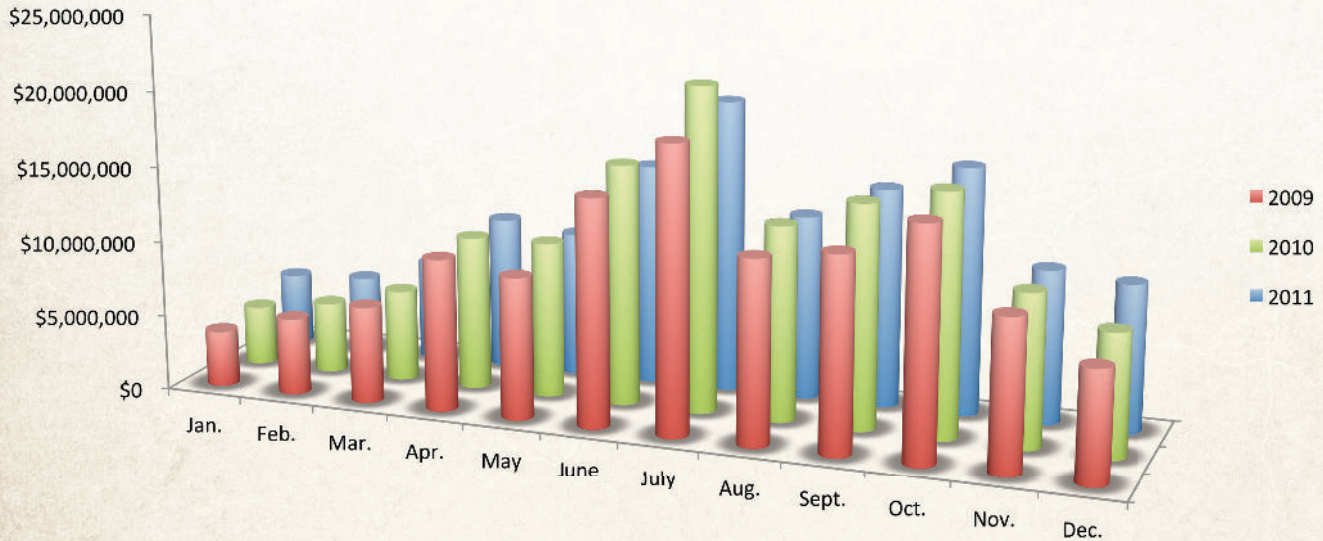


# Lodging Revenue

In Pigeon Forge, a 2.5 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.



## 2011 LODGING REVENUE

Month	Tax Collected at 2.5%*	Gross Business	% of Change**
January	\$108,190	\$4,758,308	21
February	\$113,136	\$5,050,583	8
March	\$150,444	\$6,639,227	10
April	\$229,829	\$10,125,574	-1
May	\$215,588	\$9,597,661	-7
June	\$331,498	\$14,661,200	-8
July	\$439,009	\$19,394,987	-10
August	\$297,040	\$12,222,728	-5
September	\$363,081	\$14,472,082	-2
October	\$410,890	\$16,328,047	2
November	\$254,423	\$10,180,032	0
December	\$243,350	\$9,755,486	19
<b>Total</b>	<b>\$3,156,478</b>	<b>\$133,185,915</b>	<b>-1</b>

## 2011 HOTEL REVENUE

Month	Gross Business	% of Change**
January	\$2,492,532	1
February	\$3,305,493	14
March	\$5,239,425	8
April	\$7,833,752	-4
May	\$6,925,456	-7
June	\$10,222,363	-9
July	\$14,289,428	-9
August	\$8,505,689	-6
September	\$10,593,702	-7
October	\$11,891,401	-5
November	\$7,373,086	-1
December	\$7,067,851	8
<b>Total</b>	<b>\$95,740,178</b>	<b>-4</b>

\*Amusement tax increased from 2.0% to 2.5% in August of 2011

\*\*% of change is based on gross business

## 2011 CABIN REVENUE

Month	Gross Business	% of Change**
January	\$2,489,653	-17
February	\$2,770,448	0
March	\$4,266,404	10
April	\$4,507,934	1
May	\$4,227,656	12
June	\$6,899,181	-2
July	\$9,516,735	-6
August	\$5,470,221	3
September	\$5,086,687	14
October	\$6,640,020	-5
November	\$4,960,174	19
December	\$4,370,708	16
<b>Total</b>	<b>\$61,205,821</b>	<b>2</b>

## 2011 CONDO REVENUE

Month	Gross Business	% of Change**
January	\$213,972	NA
February	\$273,294	-11
March	\$459,917	12
April	\$759,439	7
May	\$660,821	7
June	\$1,381,007	3
July	\$1,912,925	-2
August	\$969,750	1
September	\$985,515	11
October	\$1,167,311	3
November	\$861,824	12
December	\$817,600	18
<b>Total</b>	<b>\$10,463,375</b>	<b>5</b>

## 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

## PRIOR YEARS' LODGING REVENUE

Year	Tax Collected at 2.25%	Gross Business	% of Change**
1980	\$148,995	\$7,448,735	NA
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
2008	\$2,979,860	\$138,167,536	-7
2009	\$2,859,822	\$126,913,639	-8

