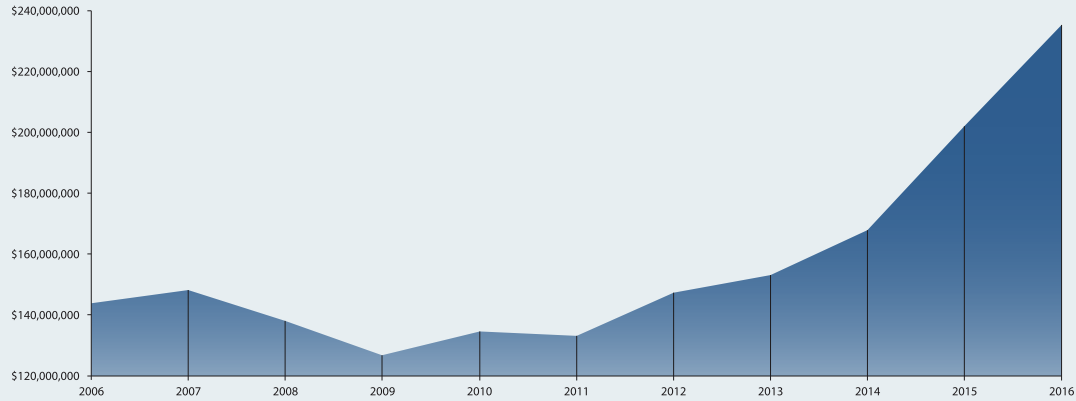




Lodging Revenue

In addition to the 1% gross receipts tax, lodging properties located within Pigeon Forge collect a 2.5% add-on tax to the customer, applied to lodging rates only, which are collected to support the city budget. Pigeon Forge's lodging tax is one of the lowest in the state of Tennessee, 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 to enhance the city's offerings.



Historic Revenue

2016*		
Month	Gross Business	% Change
JAN	\$ 8,401,740	20
FEB	\$ 8,021,537	13
MAR	\$ 15,388,273	40
APR	\$ 17,687,563	20
MAY	\$ 17,263,172	13
JUN	\$ 25,416,469	17
JUL	\$ 33,835,647	18
AUG	\$ 19,364,115	5
SEP	\$ 23,047,252	12
OCT	\$ 27,702,344	12
NOV	\$ 20,738,539	17
DEC	\$ 18,490,661	21
TOTAL	\$ 235,357,312	16

2015*		
Month	Gross Business	% Change
JAN	\$ 7,012,240	37
FEB	\$ 7,083,395	21
MAR	\$ 11,006,845	11
APR	\$ 14,727,261	22
MAY	\$ 15,251,992	24
JUN	\$ 21,781,670	16
JUL	\$ 28,594,095	23
AUG	\$ 18,408,542	6
SEP	\$ 20,647,615	20
OCT	\$ 24,672,268	27
NOV	\$ 17,651,694	26
DEC	\$ 15,269,188	24
TOTAL	\$ 202,106,805	20

2014*		
Month	Gross Business	% Change
JAN	\$ 5,116,716	0
FEB	\$ 5,876,324	9
MAR	\$ 9,898,071	8
APR	\$ 12,117,431	10
MAY	\$ 12,290,618	2
JUN	\$ 18,810,290	5
JUL	\$ 23,248,028	7
AUG	\$ 17,384,024	13
SEP	\$ 17,256,464	15
OCT	\$ 19,494,915	8
NOV	\$ 14,058,524	17
DEC	\$ 12,332,200	21
TOTAL	\$ 167,883,605	10

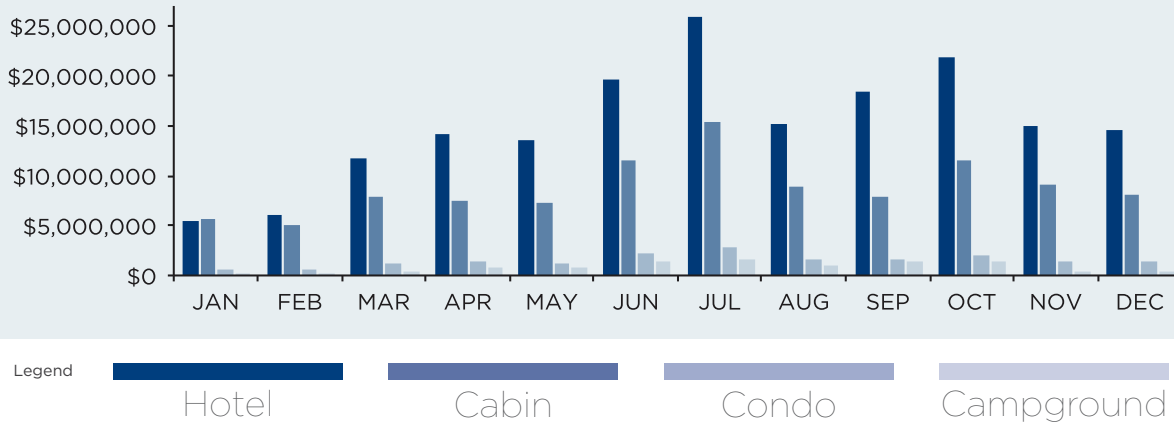
PRIOR YEARS*		
Year	Gross Business	% Change
2000	\$ 113,513,653	3
2001	\$ 120,123,317	6
2002	\$ 124,773,760	4
2003	\$ 125,443,146	1
2004	\$ 129,811,102	3
2005	\$ 135,041,319	4
2006	\$ 143,881,289	7
2007	\$ 148,156,932	3
2008	\$ 138,167,536	-7
2009	\$ 126,913,639	-8
2010	\$ 134,749,909	6
2011	\$ 133,185,915	-1
2012	\$ 147,295,072	11
2013	\$ 153,094,669	4

*Data is based off 2.5% lodging revenue tax, provided only from properties located within Pigeon Forge city limits

Pigeon Forge is able to break out lodging revenues by category from the 1% gross receipts tax, which is based on rental proceeds in addition to sales on amenities the lodging properties provide to their customers. The variety of lodging options within Pigeon Forge is highly rated by the millions of visitors, and one of the reasons those visitors continue to come back.



Lodging Revenue by Category



Legend

Hotel

Cabin

Condo

Campground

2016

HOTEL REVENUE*

Month	Gross Business	% Change
JAN	\$ 5,472,606	23
FEB	\$ 6,154,246	34
MAR	\$ 11,798,812	46
APR	\$ 14,232,995	28
MAY	\$ 13,514,052	20
JUN	\$ 19,610,682	24
JUL	\$ 25,823,826	27
AUG	\$ 15,168,887	8
SEP	\$ 18,471,754	13
OCT	\$ 21,956,823	10
NOV	\$ 14,882,339	17
DEC	\$ 14,600,175	15
TOTAL	\$ 181,687,197	20

CABIN REVENUE*

Month	Gross Business	% Change
JAN	\$ 5,663,386	47
FEB	\$ 4,970,504	52
MAR	\$ 7,948,687	43
APR	\$ 7,469,228	22
MAY	\$ 7,216,727	24
JUN	\$ 11,528,811	21
JUL	\$ 15,303,451	28
AUG	\$ 8,848,747	5
SEP	\$ 7,784,862	18
OCT	\$ 11,518,614	28
NOV	\$ 9,142,346	25
DEC	\$ 7,997,699	19
TOTAL	\$ 105,393,062	25

CONDO REVENUE*

Month	Gross Business	% Change
JAN	\$ 601,537	10
FEB	\$ 641,197	14
MAR	\$ 1,292,180	11
APR	\$ 1,356,352	2
MAY	\$ 1,224,122	-16
JUN	\$ 2,287,473	-4
JUL	\$ 2,909,412	-2
AUG	\$ 1,588,682	-11
SEP	\$ 1,544,908	36
OCT	\$ 2,101,121	26
NOV	\$ 1,490,657	-5
DEC	\$ 1,320,915	14
TOTAL	\$ 18,358,556	4

CAMPGROUND*

Month	Gross Business	% Change
JAN	\$ 199,456	75
FEB	\$ 127,082	42
MAR	\$ 474,109	89
APR	\$ 829,270	20
MAY	\$ 870,866	24
JUN	\$ 1,371,651	37
JUL	\$ 1,640,361	19
AUG	\$ 937,716	11
SEP	\$ 1,473,738	22
OCT	\$ 1,412,349	2
NOV	\$ 464,727	-28
DEC	\$ 301,825	-12
TOTAL	\$ 10,103,150	17

*Data is based on business receipts taxed at 1%



Lodging Overview

Average Daily Rate*

Property	Rate
Motels/Hotels	\$ 106
Cabins	\$ 169
Condos	\$ 142
Campgrounds	\$ 49
Overall	\$ 115

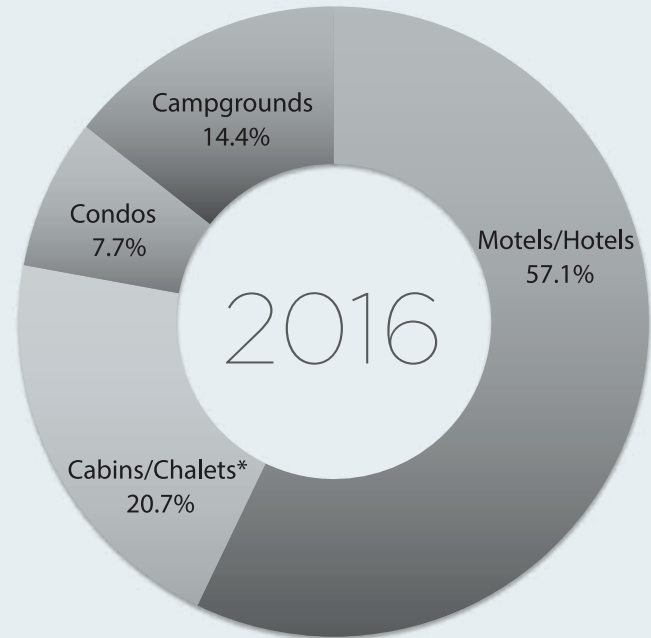
Occupancy*

Property	Occupancy
Motels/Hotels	70%
Cabins	66%
Condos	59%
Campgrounds	57%
Overall	67%

Seasonal Occupancy*

Season	Occupancy
Spring	59%
Summer	78%
Fall	76%
Winter	50%

*Based on Product Definition Study



Lodging Units*

Lodging	2016 Units	% of Total Units
Motels/Hotels	8,490	57.1%
Cabins/Chalets*	3,082	20.7%
Condos	1,151	7.7%
Campgrounds	2,139	14.4%
Total Lodging	14,862	

*995 of these rental units are located inside Pigeon Forge city limits