

Lodging Revenue

As with other destinations, accommodations are the largest revenue generating tourism related sector. Two and a quarter percent of all lodging receipts goes directly to the City. This lodging tax is currently one of the lowest in the State, especially among other cities which tourism is vital. In 2007, lodging revenues increased three percent, while overall visitation was up 7 percent in 2007. There is fierce competition within the county for accommodations offerings, and Pigeon Forge continues to add new accommodations each year to enhance the city's offerings.



2007 LODGING REVENUE

Month	Tax Collected @ 2.25%	Gross Business	% of Change
January	\$74,982	\$3,718,340	-22
February	\$86,026	\$4,624,457	6
March	\$158,387	\$7,477,462	10
April	\$249,598	\$11,501,401	5
May	\$225,712	\$10,563,879	7
June	\$381,375	\$17,240,778	5
July	\$495,044	\$22,430,825	1
August	\$315,099	\$14,416,440	16
September	\$350,519	\$16,067,964	6
October	\$370,814	\$17,139,978	-2
November	\$243,416	\$11,385,523	3
December	\$223,375	\$10,889,848	-7
Total	\$3,194,345	\$148,156,932	3

2006 LODGING REVENUE

Month	Tax Collected @ 2.25%	Gross Business	% of Change
January	\$90,305	\$4,765,194	44
February	\$80,026	\$4,343,183	0
March	\$144,849	\$6,970,478	-2
April	\$224,825	\$10,899,794	10
May	\$215,304	\$9,810,908	1
June	\$270,856	\$14,879,245	9
July	\$492,231	\$22,453,040	-3
August	\$275,009	\$12,478,592	5
September	\$331,744	\$15,568,346	14
October	\$340,132	\$17,433,254	13
November	\$236,305	\$10,996,947	-6
December	\$237,705	\$11,487,848	20
Total	\$3,107,082	\$143,881,289	7

2005 LODGING REVENUE

Month	Tax Collected @ 2.25%	Gross Business	% of Change
January	\$67,434	\$3,315,687	-2
February	\$69,271	\$4,303,024	4
March	\$144,842	\$7,094,951	23
April	\$211,891	\$10,999,878	0
May	\$213,327	\$9,830,132	11
June	\$329,382	\$15,446,727	9
July	\$510,851	\$23,135,961	11
August	\$240,402	\$11,876,536	2
September	\$290,274	\$13,268,343	-3
October	\$336,817	\$15,408,298	11
November	\$250,498	\$11,664,840	7
December	\$199,827	\$9,410,202	9
Total	\$2,914,876	\$135,041,319	4

PRIOR YEARS LODGING REVENUE

Year	Tax Collected @ 2.25%	Gross Business	% of Change
1980	\$148,995	\$7,448,725	
1981	\$189,596	\$9,465,295	27
1982	\$299,077	\$14,990,842	58
1983	\$271,257	\$13,292,861	-9
1984	\$355,586	\$17,779,316	31
1985	\$796,444	\$19,823,500	12
1986*	\$543,613	\$27,180,650	37
1987	\$772,100	\$32,275,538	19
1988	\$844,742	\$37,544,087	16
1989	\$835,324	\$40,263,590	14
1990	\$1,042,824	\$47,931,788	12
1991	\$1,086,197	\$54,360,444	13
1992	\$1,277,290	\$59,397,304	9
1993	\$1,431,798	\$65,492,290	11
1994	\$1,572,397	\$72,727,204	11
1995	\$1,295,225	\$65,486,847	15
1996	\$1,876,979	\$86,948,163	4
1997	\$1,970,902	\$97,352,044	5
1998	\$2,277,150	\$106,472,708	15
1999	\$2,395,688	\$110,505,592	5
2000	\$2,449,525	\$115,513,653	3
2001	\$2,587,231	\$120,323,317	4
2002	\$2,487,543	\$124,773,740	4
2003	\$2,744,415	\$128,443,746	1
2004	\$2,827,047	\$129,811,102	3

*Year of Dollywood opening