## 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 | $\mathbf{2 0 0 9}$ | \% 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 |

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 |
| 1993 | $\$ 1,277,250$ | $\$ 59,397,384$ | 9 |
| 1994 | $\$ 1,431,788$ | $\$ 65,692,290$ | 11 |
| 1995 | $\$ 1,572,397$ | $\$ 72,727,204$ | 11 |
| 1996 | $\$ 1,795,225$ | $\$ 83,486,467$ | 15 |
| 1997 | $\$ 1,876,979$ | $\$ 86,948,163$ | 4 |
| 1998 | $\$ 1,970,902$ | $\$ 91,552,044$ | 5 |
| 1999 | $\$ 2,277,150$ | $\$ 105,672,788$ | 15 |
| 2000 | $\$ 2,385,688$ | $\$ 110,505,592$ | 5 |
| 2001 | $\$ 2,449,525$ | $\$ 113,513,653$ | 3 |
| 2002 | $\$ 2,587,831$ | $\$ 120,123,317$ | 6 |
| 2003 | $\$ 2,687,563$ | $\$ 124,773,760$ | 4 |
| 2004 | $\$ 2,744,415$ | $\$ 125,443,146$ | 1 |
| 2005 | $\$ 2,827,047$ | $\$ 129,811,102$ | 3 |
| 2006 | $\$ 3,914,876$ | $\$ 135,041,319$ | 4 |
| 2007 | $\$ 3,184,345$ | $\$ 143,881,289$ | 7 |
|  |  |  | 3 |

