

SMOKY MOUNTAIN STR REVENUE & PURCHASE BENCHMARK

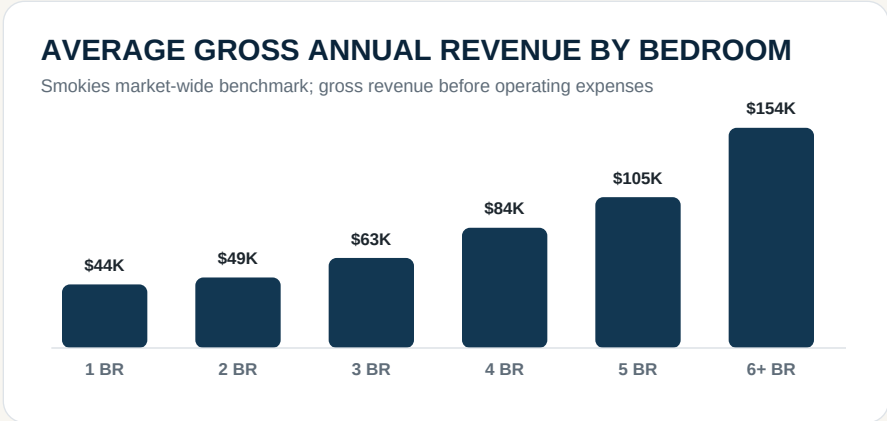
Gatlinburg | Pigeon Forge | Sevierville | Surrounding Smokies

2025-2026 INVESTOR SCREENING SNAPSHOT



GATLINBURG \$67.2K	PIGEON FORGE \$65.7K	SEVIERVILLE \$71.2K
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2026 average annual revenue, all active listings (AirDNA)



PERFORMANCE LEVELS

All bedroom types; percentile benchmark

FOUNDATION 25th percentile Older/basic; fewer differentiators	~\$33K
CORE PERFORMER Median Solid cabin; hot tub; good photos/access	~\$54K
ELEVATED PERFORMER 75th percentile Modern/updated; views; game/theater	~\$82K
PREMIER PERFORMER 90th+ percentile Destination/luxury; pool; standout design	\$120K+

PURCHASE PRICE + POSITIONING BY BEDROOM SIZE

Recent Sep 2026 sold-price averages by city; rounded

SIZE	RECENT PRICE BENCHMARK	MARKET AVG REVENUE	WHAT TENDS TO MOVE PERFORMANCE UP
1 BR	\$270K-\$470K	\$44K	Hot tub + romantic/modern design + view or walkable location
2 BR	\$490K-\$595K	\$49K	2 strong suites + hot tub + game space + easy access
3 BR	\$575K-\$835K	\$63K	Group-friendly layout + views + game/theater + outdoor living
4 BR	\$775K-\$995K	\$84K	More baths + parking + theater/pool + strong view/location
5 BR	~\$1.55M*	\$105K	Luxury finish + indoor pool/theater + large group functionality
6+ BR	\$1.37M-\$1.98M*	\$154K	Destination design + pool + multiple entertainment zones + parking

*Limited September 2026 sold sample for 5 BR and 6+ BR properties; use as a screening benchmark, not a valuation.

AMENITY SIGNAL

Hot tubs are largely table stakes. Modern design, mountain views, game/theater spaces, pools, easy access, parking and professional presentation tend to separate stronger performers.

REVENUE IS NOT ROI

Before comparing a purchase, subtract management (if used), utilities, insurance, taxes, repairs, HOA, supplies, reserves and financing. The property still has to cash-flow after the excitement of the gross revenue number.

INVESTOR NOTE Gross revenue is not profit or guaranteed. Exact results vary by property, management, seasonality, regulations and expenses.

Sources: AirDNA 2025 Smokies bedroom/percentile benchmarks (via The Short Term Shop); AirDNA Oct 2026 market summaries; Local Realty Group Sep 2026 sold-price tracker; AirROI/Rabbu amenity data.

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