VACATION RENTAL MARKET ANALYSIS

Gatlinburg / Pigeon Forge Area

Invest in a vacation rental with confidence.

The intel below uses a combination of vacation rental performance statistics and broader market trends to reveal how properties in this area performed on average in the last 12 months. It's the must-know historical data you need to help make smart buying decisions.*

How has home size affected performance?

NUMBER OF BEDROOMS	AVERAGE NIGHTS BOOKED	AMOUNT OF YEAR BOOKED	LOCAL INVENTORY BREAKDOWN
1	160	44%	42%
2	145	40%	24%
3	159	44%	19%
4	108	30%	5%
5	163	45%	3%

TOP EVOLVE PERFORMER

1 BEDROOM

322 NIGHTS BOOKED

How much revenue have owners earned?

NUMBER OF BEDROOMS	AVERAGE DAILY RATE	AVERAGE YEARLY REVENUE TOP 50%	AVERAGE YEARLY REVENUE TOP 75%
1	$163	$30,021	$41,938
2	$195	$36,592	$46,209
3	$245	$38,617	$55,769
4	$326	$36,689	$50,513
5	$443	$75,693	$96,615

TOP EVOLVE PERFORMER

5 BEDROOMS

$624 AVERAGE DAILY RATE

Work with Evolve to find your best vacation home.

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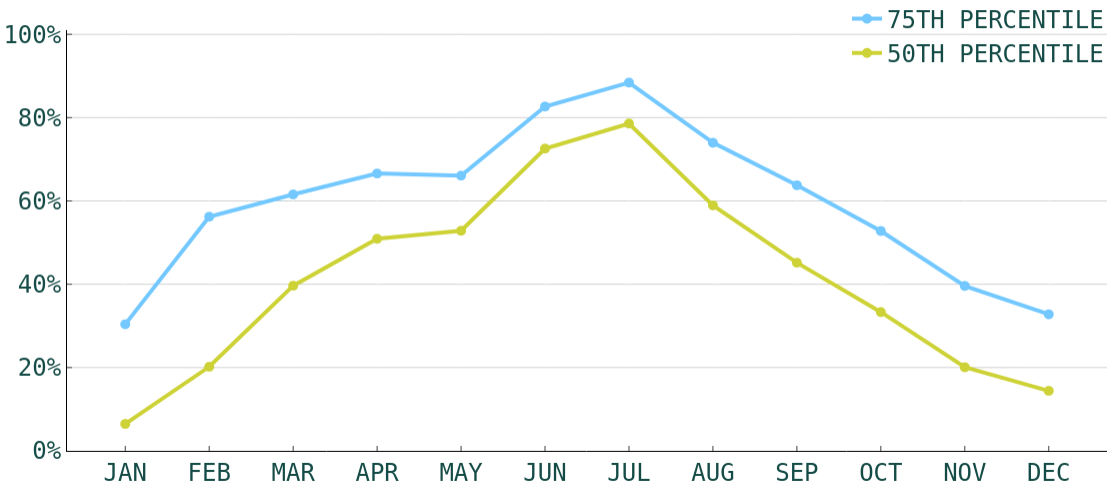
What has annual occupancy looked like?



Jun, Jul, Oct
HIGH SEASON

Jan, Feb, Apr
LOW SEASON

AVERAGE DAYS BOOKED IN ADVANCE

44	35
HIGH SEASON	LOW SEASON

AVERAGE LENGTH OF STAY IN DAYS

3	3
HIGH SEASON	LOW SEASON

AVERAGE DAILY RATE

$272	$193
HIGH SEASON	LOW SEASON

Make vacation rental investment easy.

Whether you're looking for that first vacation home or your next dream property, we have the resources and expertise to help.

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*This analysis is not a guarantee or offer of performance by Evolve. It is intended to show only the range of average outcomes seen in the market last year, is not exclusively based on actual Evolve customer accounts, and does not reflect the effect of future changes in economic and market factors. This analysis includes data for Gatlinburg / Pigeon Forge Area from 08/01/24 - 08/01/25.

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