



Smoky Mountain STR Market Tracker

1 Bedroom Cabins				
Percentile	Occupancy Rate	Average Nightly Rate	Annual Gross Income	Purchase Price Range
25	43%		\$22,483	
50	79%	\$187	\$39,430	\$400,000 to \$500,000
75	94%	\$220	\$56,251	\$500,000 to \$600,000
90	99%	\$416	\$72,760	\$600,000 to \$690,000

2 Bedroom Cabins				
Percentile	Occupancy Rate	Average Nightly Rate	Annual Gross Income	Purchase Price Range
25	51%		\$28,350	
50	76%	\$229	\$48,312	\$480,000 to \$550,000
75	92%	\$275	\$67,602	\$550,000 to \$700,000
90	99%	\$453	\$84,150	\$700,000 to \$900,000

3 Bedroom Cabins				
Percentile	Occupancy Rate	Average Nightly Rate	Annual Gross Income	Purchase Price Range
25	59%		\$45,841	
50	77%	\$298	\$72,100	\$720,000 to \$800,000
75	92%	\$471	\$99,600	\$800,000 to \$900,000
90	99%	\$572	\$125,480	\$900,000 to \$1,000,000

4 Bedroom Cabins				
Percentile	Occupancy Rate	Average Nightly Rate	Annual Gross Income	Purchase Price Range
25	56%		\$54,420	
50	75%	\$418	\$98,811	\$850,000 to \$1,000,000
75	91%	\$524	\$135,795	\$1,000,000 to \$1,250,000
90	99%	\$572	\$169,378	\$1,250,000 to \$1,500,000

5 Bedroom Cabins

Percentile	Occupancy Rate	Average Nightly Rate	Annual Gross Income	Purchase Price Range
25	49%		\$74,876	
50	69%	\$542	\$117,737	\$1,250,000 to \$1,400,000
75	86%	\$678	\$145,000	\$1,400,000 to \$1,600,000
90	97%	\$933	\$207,242	\$1,600,000 to \$1,800,000

6+ Bedroom Cabins

Percentile	Occupancy Rate	Average Nightly Rate	Annual Gross Income	Purchase Price Range
25	43%		\$98,791	
50	65%	\$824	\$167,712	\$1,450,000 to \$1,600,000
75	84%	\$1,113	\$243,566	\$1,600,000 to \$2,000,000
90	97%	\$1,935	\$312,527	\$2,000,000 to \$2,800,000

* Data compiled from AirDNA and the GSMAR

** Occupancy Rate is based off of the total number of days a property was available for rent. 365 - Any days the owner/manager blocked rentals.