Local Realty Group

Smoky Mountain STR Market Tracker

1 Bedroom Cabins

Percentile	Occupancy Rate	Average Nightly Rate	Annual Gross Income	Average Purchase Price	Cash Flow	ROI	Cap Rate
50	69%	$186	$39,268	$475,000	-$233	-2.63%	-
75	90%	$246	$57,324	$539,000	$728	7.18%	8.42%
90	99%	$439	$81,216	$615,000	$1,968	17.05%	10.59%

2 Bedroom Cabins

Percentile	Occupancy Rate	Average Nightly Rate	Annual Gross Income	Average Purchase Price	Cash Flow	ROI	Cap Rate
50	65%	$239	$45,324	$592,000	-$450	-4.03%	-
75	87%	$310	$66,468	$723,000	$372	2.74%	7.28%
90	99%	$469	$89,700	$770,000	$1,702	11.72%	9.30%

3 Bedroom Cabins

Percentile	Occupancy Rate	Average Nightly Rate	Annual Gross Income	Average Purchase Price	Cash Flow	ROI	Cap Rate
50	61%	$340	$65,052	$700,000	$215	1.64%	7.25%
75	82%	$434	$94,140	$961,000	$853	4.79%	7.70%
90	96%	$664	$128,508	$995,000	$3,043	16.64%	10.29%

4 Bedroom Cabins

Percentile	Occupancy Rate	Average Nightly Rate	Annual Gross Income	Average Purchase Price	Cash Flow	ROI	Cap Rate
50	60%	$469	$88,032	$1,083,000	-$438	-2.22%	-
75	82%	$607	$125,172	$1,215,000	$1,454	6.76%	8.03%
90	99%	$972	$181,836	$1,399,000	$4,436	18.98%	10.41%

5 Bedroom Cabins

Percentile	Occupancy Rate	Average Nightly Rate	Annual Gross Income	Average Purchase Price	Cash Flow	ROI	Cap Rate
50	57%	$613	$112,236	$1,343,393.00	-$146	-0.60%	-
75	81%	$760	$164,424	$1,389,767.00	$3,274	13.06%	9.38%
90	96%	$1,085	$218,724	$2,450,000.00	$1,631	3.71%	7.16%

6+ Bedroom Cabins

Percentile	Occupancy Rate	Average Nightly Rate	Annual Gross Income	Average Purchase Price	Cash Flow	ROI	Cap Rate
50	57%	$889	$112,236	$1,825,000.00	-$2,811	-8.58%	-
75	77%	$1,156	$165,264	$1,563,100.00	$2,048	7.36%	8.32%
90	94%	$2,107	$218,604	$2,055,000.00	$3,340	9.30%	8.53%

* Data compiled form 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.

*** Percentiles are used in order to measure how properties perform relative to the competition. In this case, selecting "75th percentile" shows data for properties with occupancy rates better than 75% of the market.