





Launch Your Vacation Rental Business with Evolve

We've averaged data from managing vacation rentals across North America, plus broader market trends, to help you understand this area's potential.* Let us know how else we can help.



How Does Home Size Affect Performance?





 Number of Bedrooms	 Average Nights Booked	 Amount of Year Booked	 Local Inventory Breakdown
1 Bedroom	186	51%	18%
2 Bedrooms	161	44%	35%
3 Bedrooms	153	42%	23%
4 Bedrooms	168	46%	11%
5 Bedrooms	157	43%	7%

TOP EVOLVE PERFORMER:

 7 Bedrooms

 189 Nights Booked

How Much Revenue Can You Expect?

 Number of Bedrooms	 Average Daily Rate	 Average Yearly Revenue Top 50%	 Average Yearly Revenue Top 75%
1 Bedroom	\$138	\$38,124	\$53,213
2 Bedrooms	\$146	\$31,405	\$59,119
3 Bedrooms	\$211	\$46,281	\$81,007
4 Bedrooms	\$278	\$70,591	\$101,610
5 Bedrooms	\$366	\$82,511	\$120,922

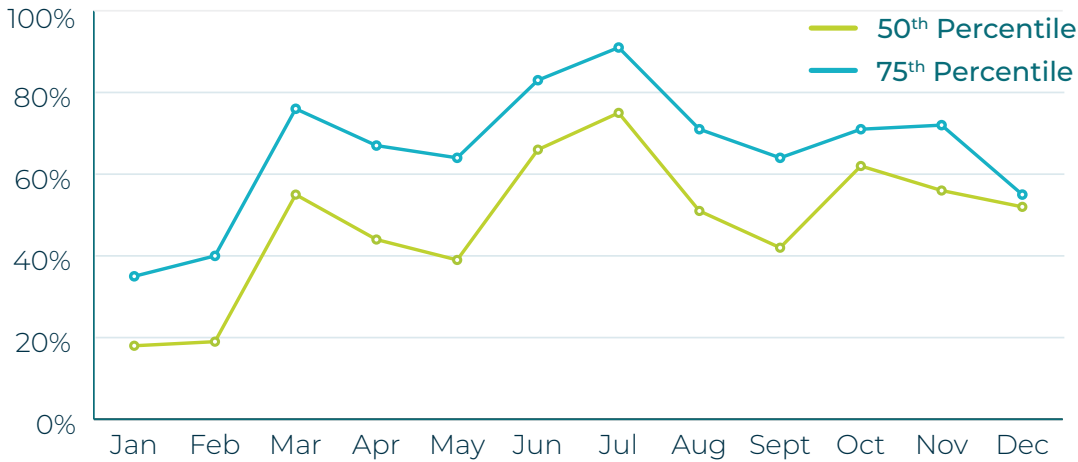
TOP EVOLVE PERFORMER:

 7 Bedrooms

 \$506 Average Daily Rate

Occupancy by Month

Amount of month booked throughout the year (high and low season).



Jun, Jul, Oct
High Season



Jan, Feb, May
Low Season



Average Days Booked in Advance

56 33

High Season Low Season



Average Length of Stay in Days

4 3

High Season Low Season



Average Daily Rate

\$197 \$143

High Season Low Season

Tools for Investors and Owners

Whether you're just starting out or you're already a rental owner, our website can help.



New to Vacation Rental?

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Evolve Vacation Rental Management

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* This report is not a guarantee or offer of performance by Evolve. The report is intended to show only an expected range of possible outcomes based on the historical average performance of the market area, is not exclusively based on actual Evolve customer accounts, and does not reflect the effect of future changes in material economic and market factors. This report includes data for Gatlinburg/Pigeon Forge, TN. This info is based on data from 1/1/19 - 12/31/19.