



Pigeon Forge, Tennessee is a tourism destination with beautiful views and plenty to do. Located in the foothills of the Great Smoky Mountains of East Tennessee, millions of travelers from around the country visit Pigeon Forge annually to experience hundreds of unique and family-friendly activities. The city is located within a day's drive of more than 109 million consumers, or two-thirds of the U.S. population east of the Mississippi River. Due to the convenience of traveling to Pigeon Forge it has become one of the most popular vacation destinations in America.

Tourism is Pigeon Forge's number one industry and economic driver. The Pigeon Forge Department of Tourism handles all tourism-related marketing communications, focusing primarily on leisure and group travel. In 2020, every dollar spent on advertising provided an incredible return of \$83 in tourism spending*.

*Calculation provided by Majority Opinion Research

Lodging

Pigeon Forge offers a diverse selection of more than 15,000 lodging units, including hotels, motels, cabins, chalets and campgrounds.

Attractions

In addition to an assortment of approximately 100 attractions located along or near its main Parkway, Pigeon Forge also is home to Dollywood, Tennessee's number one ticketed attraction.

Theaters

Pigeon Forge features more than a dozen variety shows and dinner theaters, offering a wide selection of music, variety, comedy and magic shows.

Retail

Pigeon Forge boasts more than 300 shopping venues, including outlet, craft and antique stores, as well as specialty boutiques.

Dining

There are more than 90 restaurants in Pigeon Forge. Visitors can choose from a wide variety of menus with everything from traditional Southern comfort food to tasty treats with an international flavor.

Meeting Space

Pigeon Forge features a variety of meeting spaces throughout the destination for groups of all sizes, up to 12,000. Included in the selection of venues is LeConte Center at Pigeon Forge. The multipurpose facility is designed to host large groups, assemblies, trade shows and competitive events. Positioned along the city's Riverwalk, the facility features a mountain-lodge ambiance reflective of the city's setting near the Great Smoky Mountains.

Traveling Sports Competitions

The destination features a number of venues and facilities available for sporting and competitive events. Those venues include a 118-acre multi-use park with baseball and football fields, The LeConte Center with 100,500 square feet of column-free space that makes it an ideal location for cheer, gymnastic and basketball competitions, and Ripken Experience Pigeon Forge, a youth baseball complex that features six lighted fields with synthetic turf and other great amenities.



POPULATION GROWTH*

AREA	1980 POP.	1990 POP.	2000 POP.	2010 POP.	2020 EST.
PIGEON FORGE	1,822	3,027	5,083	5,884	6,266
GATLINBURG	3,500	3,417	3,382	3,968	3,860
SEVIERVILLE	5,444	7,178	11,757	14,834	17,117
SEVIER COUNTY	41,418	51,043	71,170	90,146	98,250
TENNESSEE	4,591,120	4,877,185	5,689,283	6,346,105	6,829,174

*Source: US Census Bureau

HISTORICAL DASHBOARD*

YEAR	MARKETING BUDGET	VISITOR COUNT*	GROSS REVENUE
1993	\$ 2,146,550	2,071,189	\$ 444,476,600
1994	\$ 2,470,886	2,100,022	\$ 485,207,146
1995	\$ 3,364,467	2,296,382	\$ 529,302,594
1996	\$ 5,085,012	2,338,461	\$ 545,003,939
1997	\$ 6,376,059	2,396,507	\$ 577,160,607
1998	\$ 6,659,850	2,523,972	\$ 615,553,460
1999	\$ 7,336,032	2,573,915	\$ 632,445,587
2000	\$ 7,932,432	2,431,150	\$ 634,257,297
2001	\$ 8,096,507	2,762,394	\$ 655,548,446
2002	\$ 8,096,300	2,776,277	\$ 670,157,344
2003	\$ 8,177,200	2,661,698	\$ 669,854,551
2004	\$ 8,139,200	2,848,695	\$ 713,947,775
2005	\$ 8,371,200	2,892,640	\$ 777,583,220
2006	\$ 8,402,186	3,034,840	\$ 844,975,471
2007	\$ 8,392,186	3,259,029	\$ 872,465,749
2008	\$ 8,392,186	2,573,446	\$ 836,467,928
2009	\$ 8,583,000	2,746,411	\$ 772,576,870
2010	\$ 8,626,000	2,682,924	\$ 806,026,590
2011	\$ 9,126,000	2,444,510	\$ 830,302,841
2012	\$ 9,237,600	2,856,682	\$ 905,878,531
2013	\$ 9,237,600	2,929,494	\$ 937,986,229
2014	\$ 9,584,600	3,060,462	\$ 1,021,567,104
2015	\$ 9,752,100	3,557,991	\$ 1,148,756,766
2016	\$ 10,974,588	3,733,722	\$ 1,263,491,633
2017**	\$ 10,574,488	3,686,597	\$ 1,298,208,750
2018	\$ 10,837,488	4,168,236	\$ 1,402,485,088
2019	\$ 10,837,488	4,391,766	\$ 1,526,229,016
2020***	\$ 11,840,088	3,342,397	\$ 1,347,763,297
TOTAL	\$ 230,650,544	86,547,631	\$ 24,901,015,676

*Overnight Visitation Estimate Methodology Changed in 2008

** The Great Smoky Mountains experienced historic fires in November 2016 that impacted visitation in Pigeon Forge and the surrounding areas in 2017

***The COVID-19 pandemic impacted visitation and tourism spending in Pigeon Forge in 2020



SEVIER COUNTY UNEMPLOYMENT HISTORY

Month	2020	2019	2018	2017	2016	2015
JAN	6.3%	5.8%	6.2%	9.6%	7.5%	10.1%
FEB	6.1%	5.5%	6.3%	8.6%	7.1%	9.5%
MAR	3.5%	3.6%	3.8%	5.9%	5.3%	7.5%
APR	29.1%	2.5%	2.6%	3.7%	3.8%	5.5%
MAY	17.7%	2.5%	2.5%	2.6%	3.4%	5.5%
JUN	12.4%	3.1%	3.3%	3.5%	4.2%	5.6%
JUL	10.6%	3.3%	3.1%	3.3%	4.0%	5.3%
AUG	8.4%	2.5%	3.0%	2.9%	4.2%	4.9%
SEP	6.2%	2.3%	3.0%	2.4%	4.4%	5.0%
OCT	5.5%	2.3%	3.0%	2.5%	4.2%	4.3%
NOV	3.8%	2.5%	2.8%	2.9%	4.2%	5.1%
DEC	5.3%	2.6%	2.8%	2.9%	5.7%	5.5%
AVG	9.6%	3.2%	3.5%	4.0%	5.0%	6.1%

COMMERCIAL BUILDING GROWTH

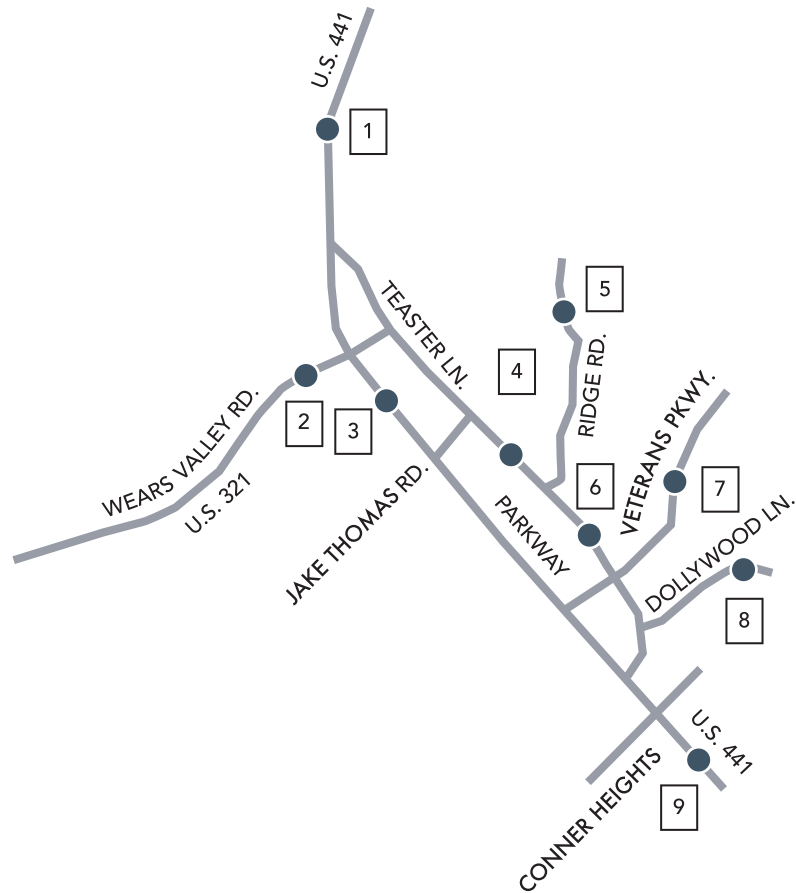
Year	Building Cost
2008	\$ 42,521,338
2009	\$ 22,035,601
2010	\$ 9,499,375
2011	\$ 21,820,202
2012	\$101,107,478
2013	\$ 54,456,009
2014	\$ 55,441,403
2015	\$ 62,571,601
2016	\$ 26,791,055
2017	\$ 77,664,321
2018	\$ 12,747,816
2019	\$ 60,627,951
2020	\$ 83,378,608

TRAFFIC COUNTS

Station	2018 ADT*
1	52,088
2	29,153
3	50,336
4	18,030
5	2,702
6	17,970
7	26,610
8	8,840
9	48,655

*vehicles per day

Source: Tennessee Dept. of Transportation



FOR PREVIOUS AND CURRENT TRAFFIC COUNTS:

<https://www.arcgis.com/apps/webappviewer/index.html?id=075987cdae37474b88fa400d65681354>

1. Search Pigeon Forge, TN USA
2. Select the zoom in button in the top right-hand corner
3. Select any of the traffic count locations in Pigeon Forge for a breakdown of that station by year, signified by a green circle
4. Any street/road showing a green circle can be viewed

*Traffic history reflects the average daily traffic count along specific locations on Tennessee's road network.



Visitor Profile

Average Party Size*

Season	Party Size
Summer	4.2
Fall	3.6
Holiday	3.6
Winter	3.8
Spring	COVID

Average Length of Stay*

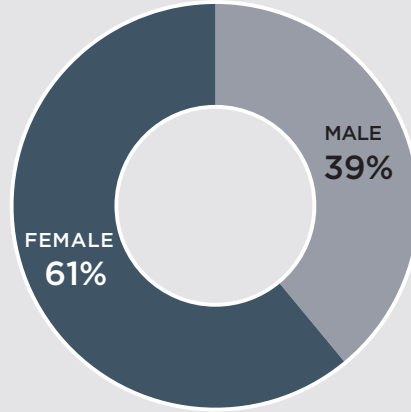
Season	Days
Summer	3.8
Fall	3.5
Holiday	3.5
Winter	3.1
Spring	COVID

Average Spending per Party*

Season	Budget
Summer	\$1,884
Fall	\$1,442
Holiday	\$1,372
Winter	\$1,749
Spring	COVID

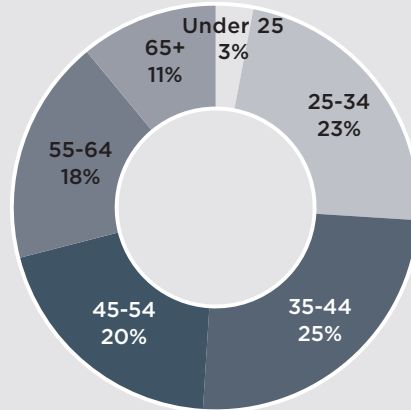
Top 10 Feeder Markets

Nashville, TN
Atlanta, GA
Greenville-Spartanburg/Asheville, SC-NC
Knoxville, TN
Charlotte, NC
Cincinnati, OH
Chattanooga, TN
Birmingham, AL
Lexington, KY
Tri-Cities, TN-VA



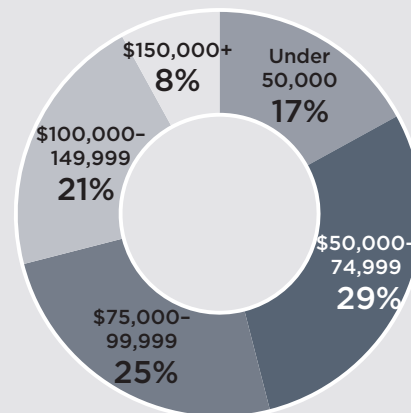
Gender (Decision Maker)

Sex	Percent
Male	39
Female	61



Average Age*

Demo	Percent
Under 25	3
25-34	23
35-44	25
45-54	20
55-64	18
65+	11



Household Income*

Demo	Percent
Under \$50,000	17
\$50,000 - \$74,999	29
\$75,000 - \$99,999	25
\$100,000 - \$149,999	21
\$150,000+	8

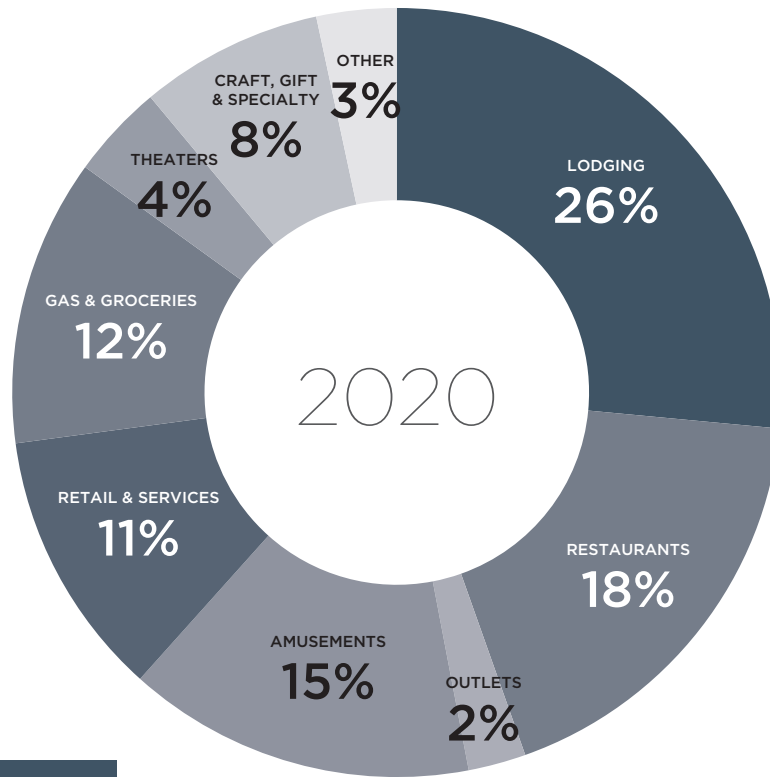
*Based on 2020 Product Definition and Visitor Intercept Studies



Provided the thriving mixture of tourism activities, lodging properties, restaurants, retail services, and other businesses, Pigeon Forge is not overly dependent on any single sector. This is showcased in the revenue reported by the city as it tracks what is generated by each business sector.

Part of the tracking that the city utilizes to project tourism revenue is based on a 1 percent gross receipts tax that is collected from all businesses in Pigeon Forge, which also helps to generate revenue for the city budget. This gross receipts tax assists the city to identify if a business category trends downward over a period of time, providing an opportunity to identify reasons and evaluate strategies that may help to reverse the negative trend.

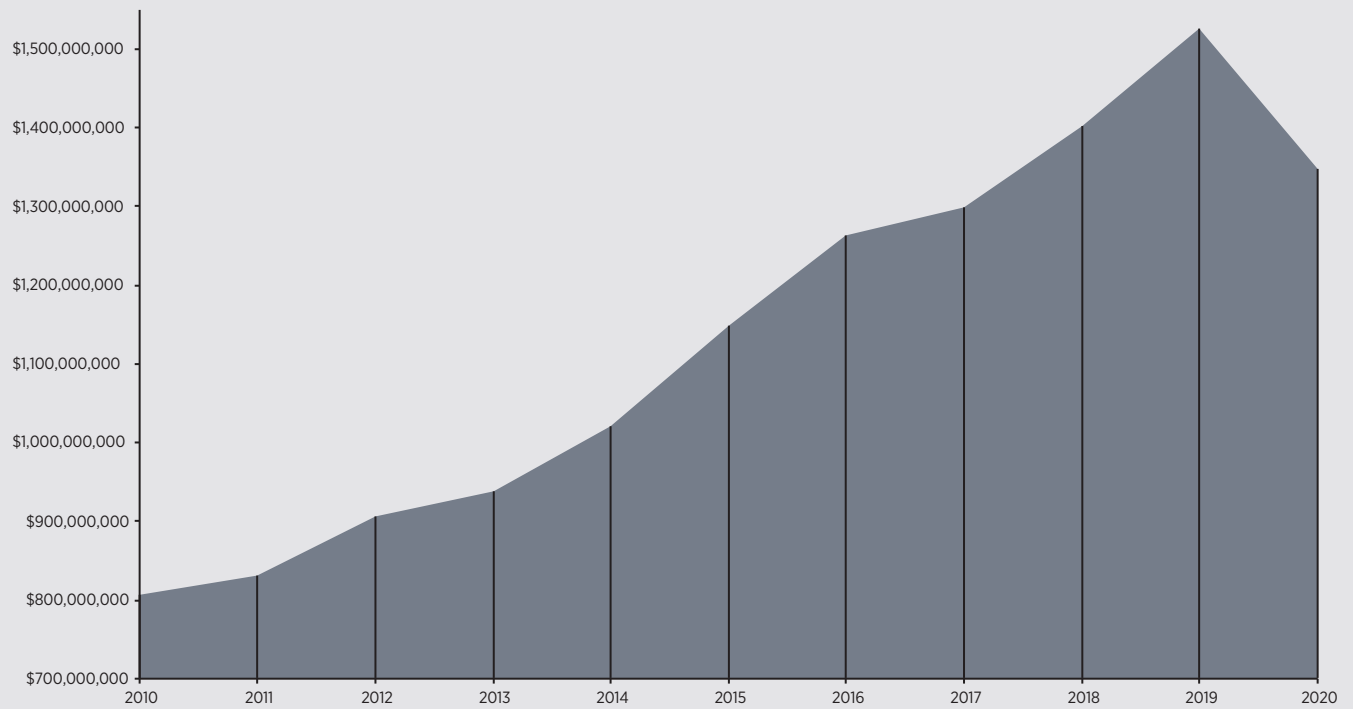
In 2020, Pigeon Forge experienced a 12% decrease in gross revenue as a result of the COVID-19 pandemic and subsequent “Stay-at-home” orders issued in Tennessee and surrounding states and areas. The period of March thru May were particularly impactful to Pigeon Forge, however, the destination rebounded with positive revenue in Q3 and Q4 due to proactive city leadership that took steps to work closely with local businesses to ensure proper protocols were in place while also promoting safe travel for Pigeon Forge.



GROSS REVENUE*

BUSINESS SECTOR	2020	2019	% TOTAL	% CHANGE
LODGING	\$ 357,076,417	\$ 386,874,367	26	-8
RESTAURANTS	\$ 243,727,320	\$ 253,948,902	18	-4
OUTLETS	\$ 32,686,211	\$ 39,218,972	2	-17
AMUSEMENTS	\$ 197,168,574	\$ 315,761,208	15	-38
RETAIL & SERVICES	\$ 151,712,838	\$ 144,955,836	11	5
GAS & GROCERY	\$ 162,768,462	\$ 146,267,088	12	11
THEATERS	\$ 53,508,379	\$ 92,191,861	4	-42
CRAFT, GIFT & SPECIALTY	\$ 103,787,699	\$ 88,854,235	8	17
OTHER	\$ 45,327,397	\$ 58,156,547	3	-22
TOTAL	\$1,347,763,297	\$1,526,229,016	100	-12

*Data is based on gross receipts taxed at 1%



Historic Revenue

2020

Month	Gross Business	% Change
JAN	\$ 69,916,458	10
FEB	\$ 60,466,426	5
MAR	\$ 57,515,240	-53
APR	\$ 24,728,841	-79
MAY	\$ 74,994,474	-35
JUN	\$ 144,842,988	-12
JUL	\$ 174,280,506	-9
AUG	\$ 140,381,930	3
SEP	\$ 132,862,390	11
OCT	\$ 173,131,528	16
NOV	\$ 132,837,700	-5
DEC	\$ 161,804,816	12
TOTAL	\$ 1,347,763,297	-12

2019

Month	Gross Business	% Change
JAN	\$ 63,595,480	20
FEB	\$ 57,744,184	5
MAR	\$ 123,616,492	13
APR	\$ 117,287,837	10
MAY	\$ 115,679,838	7
JUN	\$ 165,510,347	7
JUL	\$ 191,476,270	7
AUG	\$ 136,744,303	11
SEP	\$ 119,695,523	7
OCT	\$ 149,719,534	1
NOV	\$ 140,336,271	11
DEC	\$ 144,822,937	13
TOTAL	\$ 1,526,229,016	9

2018

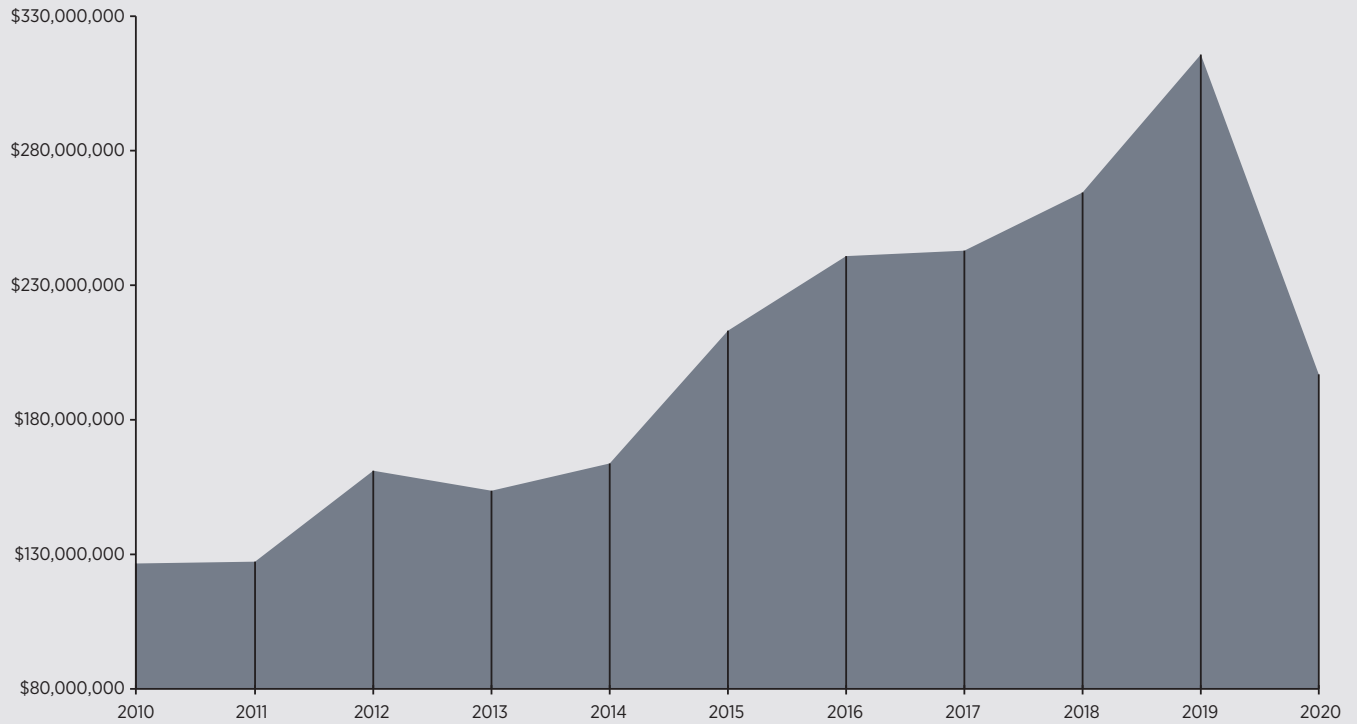
Month	Gross Business	% Change
JAN	\$ 53,057,432	13
FEB	\$ 54,950,833	6
MAR	\$ 109,544,892	15
APR	\$ 106,433,405	1
MAY	\$ 107,903,424	7
JUN	\$ 154,734,663	12
JUL	\$ 178,678,007	9
AUG	\$ 123,148,459	5
SEP	\$ 111,912,049	3
OCT	\$ 147,516,481	13
NOV	\$ 126,040,097	8
DEC	\$ 128,565,346	4
TOTAL	\$1,402,485,088	8

PRIOR YEARS

Year	Gross Business	% Change
2005	\$ 777,583,220	9
2006	\$ 844,975,471	9
2007	\$ 872,465,749	3
2008	\$ 836,467,928	-4
2009	\$ 772,574,861	-8
2010	\$ 806,026,590	5
2011	\$ 830,302,841	3
2012	\$ 905,878,531	9
2013	\$ 937,986,229	4
2014	\$ 1,021,567,104	9
2015	\$ 1,148,756,766	12
2016	\$1,263,491,633	10
2017	\$ 1,298,208,750	3



As one of the largest industries in Pigeon Forge, the amusement sector is made up of a variety of businesses and attractions, including Dollywood Theme Park, entertainment and retail centers that feature 200' tall rides that provide wonderful views of the Smoky Mountains, a Titanic-themed museum, go-cart tracks, and much more. Each year, Pigeon Forge continues to evolve by identifying and recruiting new attraction developments that are reflective of the city's brand and appeal.



Historic Revenue

2020*

Month	Gross Business	% Change
JAN	\$ 10,204,393	-10
FEB	\$ 6,608,149	-2
MAR	\$ 7,550,517	-72
APR	\$ 83,145	-100
MAY	\$ 5,457,397	-78
JUN	\$ 22,193,771	-42
JUL	\$ 28,363,739	-39
AUG	\$ 18,988,104	-26
SEP	\$ 16,281,147	2
OCT	\$ 31,045,498	6
NOV	\$ 26,685,003	-15
DEC	\$ 23,707,711	-26
TOTAL	\$ 197,168,574	-38

2019*

Month	Gross Business	% Change
JAN	\$ 11,348,731	133
FEB	\$ 6,743,121	31
MAR	\$ 26,541,721	12
APR	\$ 26,629,599	24
MAY	\$ 25,307,294	19
JUN	\$ 38,540,875	7
JUL	\$ 46,328,271	11
AUG	\$ 25,827,731	16
SEP	\$ 15,906,663	20
OCT	\$ 29,204,693	16
NOV	\$ 31,378,028	25
DEC	\$ 32,004,481	30
TOTAL	\$ 315,761,208	19

2018*

Month	Gross Business	% Change
JAN	\$ 4,874,896	54
FEB	\$ 5,138,953	12
MAR	\$ 23,648,447	14
APR	\$ 21,434,923	-8
MAY	\$ 21,219,748	3
JUN	\$ 36,116,724	13
JUL	\$ 41,876,110	6
AUG	\$ 22,358,246	7
SEP	\$ 13,218,811	1
OCT	\$ 25,079,994	20
NOV	\$ 25,135,574	17
DEC	\$ 24,566,824	9
TOTAL	\$ 264,669,250	9

PRIOR YEARS*

Year	Gross Business	% Change
1984	\$ 10,628,916	13
1985	\$ 12,577,510	18
1986**	\$ 20,541,400	63
1987	\$ 21,773,950	6
1988	\$ 26,391,100	21
1989	\$ 29,273,589	11
1990	\$ 32,171,557	9
1991	\$ 37,220,969	16
1992	\$ 41,951,633	13
1993	\$ 47,474,025	13
1994	\$ 53,135,733	12
1995	\$ 60,515,002	14
1996	\$ 63,197,580	4
1997	\$ 68,488,717	8
1998	\$ 72,935,163	6
1999	\$ 74,699,135	2
2000	\$ 75,393,417	2

Year	Gross Business	% Change
2001	\$ 80,843,173	7
2002	\$ 85,366,733	6
2003	\$ 85,001,731	0
2004	\$ 93,219,883	10
2005	\$ 100,799,589	8
2006	\$ 120,900,285	20
2007	\$ 129,448,718	7
2008	\$ 125,024,793	-3
2009	\$ 118,554,213	-5
2010	\$ 126,627,450	7
2011	\$ 127,441,651	1
2012	\$ 161,060,279	11
2013	\$ 153,917,524	6
2014	\$ 163,840,200	6
2015	\$ 213,083,888	14
2016	\$ 240,887,447	13
2017	\$ 242,751,187	1

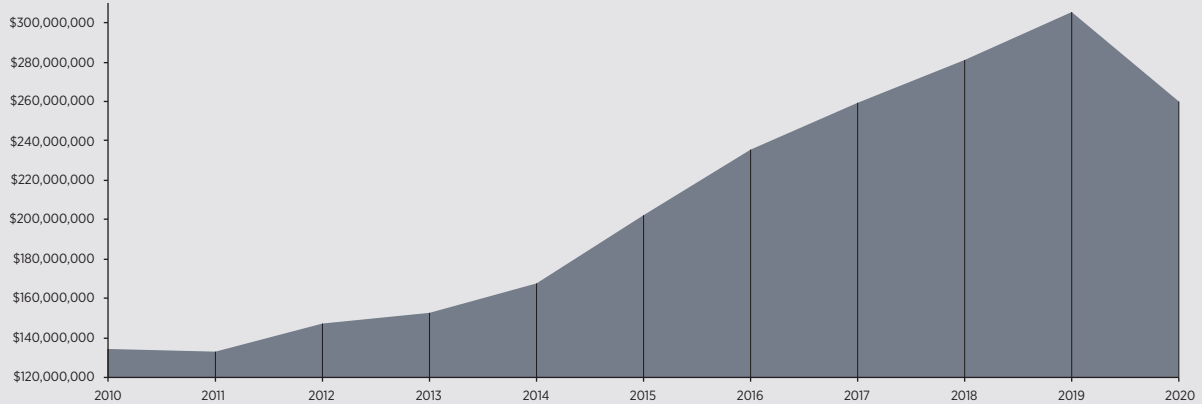
*For the years 1983 through 2011, the data is based on an amusement tax of 2.5%, for 2012 and after the data is based on business receipts taxed at 1% of total gross sales (excluding sales tax)

**Year of Dollywood opening



In addition to the one percent gross receipts tax, lodging properties located within Pigeon Forge collect a 2.5 percent add-on tax to the customer, applied to lodging rates only, which are collected to support the city budget. Pigeon Forge's lodging tax is one of the lowest in the state of Tennessee, especially among other cities where tourism is the main industry.

The lodging industry in Pigeon Forge continues to grow, with new properties added regularly along the Parkway, as well as in other areas of the city boundaries that provide close proximity to activities and entertainment.



Historic Revenue

2020*

Month	Gross Business	% Change
JAN	\$ 10,648,944	18
FEB	\$ 10,455,490	5
MAR	\$ 6,460,207	-70
APR	\$ 2,722,196	-88
MAY	\$ 12,384,252	-44
JUN	\$ 28,802,515	-17
JUL	\$ 36,822,688	-9
AUG	\$ 25,331,332	-10
SEP	\$ 29,181,876	1
OCT	\$ 40,833,314	21
NOV	\$ 25,215,933	-6
DEC	\$ 31,289,657	17
TOTAL	\$ 260,198,404	-15

2019*

Month	Gross Business	% Change
JAN	\$ 9,045,015	4
FEB	\$ 10,002,731	12
MAR	\$ 21,720,716	17
APR	\$ 22,670,834	10
MAY	\$ 21,996,089	6
JUN	\$ 34,859,531	9
JUL	\$ 40,587,762	6
AUG	\$ 28,043,233	14
SEP	\$ 28,759,674	7
OCT	\$ 33,918,833	3
NOV	\$ 26,904,919	7
DEC	\$ 26,841,308	16
TOTAL	\$ 305,350,645	9

2018*

Month	Gross Business	% Change
JAN	\$ 8,667,112	16
FEB	\$ 8,955,068	2
MAR	\$ 18,635,470	17
APR	\$ 20,700,328	4
MAY	\$ 20,760,089	7
JUN	\$ 31,942,926	16
JUL	\$ 38,330,364	10
AUG	\$ 24,571,659	5
SEP	\$ 26,997,470	0
OCT	\$ 32,985,168	8
NOV	\$ 25,222,286	12
DEC	\$ 23,151,467	6
TOTAL	\$ 280,919,407	8

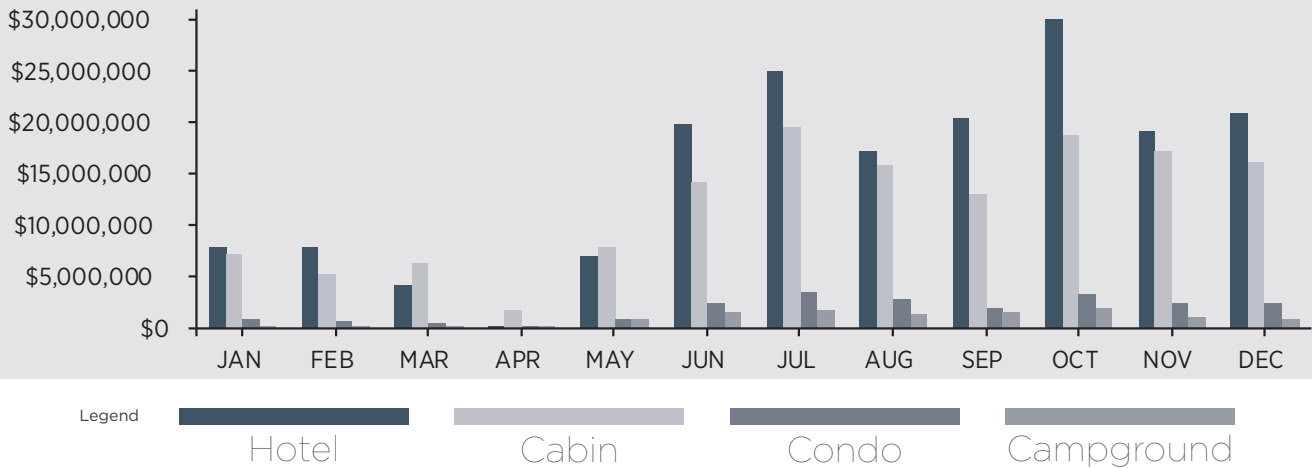
PRIOR YEARS*

Year	Gross Business	% Change
2005	\$ 135,041,319	4
2006	\$ 143,881,289	7
2007	\$ 148,156,932	3
2008	\$ 138,167,536	-7
2009	\$ 126,913,639	-8
2010	\$ 134,749,909	6
2011	\$ 133,185,915	-1
2012	\$ 147,295,072	11
2013	\$ 153,094,669	4
2014	\$ 167,883,605	10
2015	\$ 202,106,805	20
2016	\$ 235,357,312	16
2017	\$ 259,072,351	10

*Data is based off 2.5% lodging revenue tax, provided only from properties located within the Pigeon Forge city limits



Pigeon Forge is able to break out lodging revenues by category from the 1 percent gross receipts tax, which is based on rental proceeds in addition to sales on amenities the lodging properties provide to their customers. The variety of lodging options within Pigeon Forge is highly rated by the millions of visitors, and one of the reasons those visitors continue to come back.



HOTEL REVENUE*

Month	Gross Business	% Change
JAN	\$ 7,823,865	25
FEB	\$ 7,775,642	3
MAR	\$ 4,153,757	-77
APR	\$ 356,209	-98
MAY	\$ 7,068,728	-59
JUN	\$ 19,829,963	-25
JUL	\$ 24,962,652	-21
AUG	\$ 17,157,939	-17
SEP	\$ 20,384,016	-8
OCT	\$ 30,060,446	11
NOV	\$ 19,196,567	-2
DEC	\$ 21,014,855	5
TOTAL	\$ 179,784,639	-23

CABIN REVENUE*

Month	Gross Business	% Change
JAN	\$ 7,134,098	6
FEB	\$ 5,173,224	10
MAR	\$ 6,426,701	-32
APR	\$ 1,798,524	-79
MAY	\$ 7,968,800	4
JUN	\$ 14,171,212	4
JUL	\$ 19,545,615	24
AUG	\$ 15,926,858	52
SEP	\$ 13,071,207	42
OCT	\$ 18,683,879	62
NOV	\$ 17,186,014	73
DEC	\$ 16,106,899	32
TOTAL	\$ 143,193,031	19

CONDO REVENUE*

Month	Gross Business	% Change
JAN	\$ 849,090	28
FEB	\$ 788,462	20
MAR	\$ 384,669	-77
APR	\$ 57,864	-96
MAY	\$ 902,195	-39
JUN	\$ 2,408,056	-7
JUL	\$ 3,491,604	4
AUG	\$ 2,829,584	34
SEP	\$ 2,086,178	12
OCT	\$ 3,207,384	31
NOV	\$ 2,361,666	16
DEC	\$ 2,480,797	29
TOTAL	\$ 21,847,549	-2

CAMPGROUND*

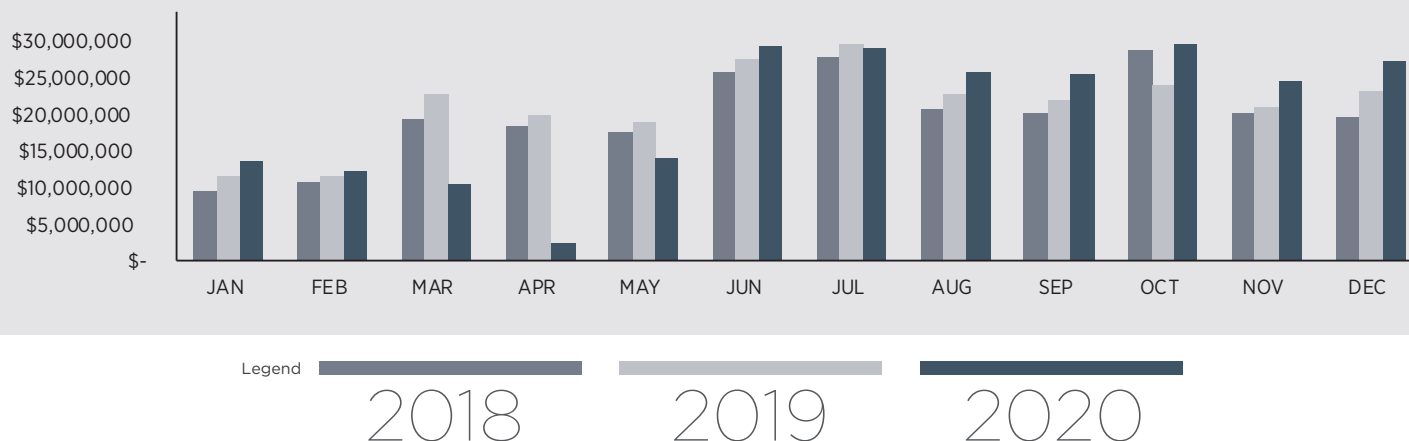
Month	Gross Business	% Change
JAN	\$ 261,855	51
FEB	\$ 196,567	42
MAR	\$ 245,133	-49
APR	\$ 170,352	-82
MAY	\$ 935,023	3
JUN	\$ 1,571,769	25
JUL	\$ 1,763,295	30
AUG	\$ 1,303,398	10
SEP	\$ 1,654,897	29
OCT	\$ 2,097,685	48
NOV	\$ 1,186,750	55
DEC	\$ 864,474	65
TOTAL	\$ 12,251,198	17

*Data is based on gross receipts taxed at 1%

Due to a growing mix of locally owned restaurants and regional and national chains, visitors find more options each time they visit Pigeon Forge. Every price point is available to those dining out, along with a variety of cuisine and menu options. With dining out a regular expense for any vacation or getaway, the variety and selection of restaurants in Pigeon Forge contributes to its wide appeal.



Restaurant Revenue



2020*		
Month	Gross Business	% Change
JAN	\$ 13,426,906	17
FEB	\$ 12,241,584	6
MAR	\$ 10,578,531	-53
APR	\$ 2,340,046	-88
MAY	\$ 14,111,384	-25
JUN	\$ 29,381,579	7
JUL	\$ 29,083,243	-1
AUG	\$ 25,786,954	14
SEP	\$ 25,558,687	17
OCT	\$ 29,476,609	23
NOV	\$ 24,437,085	17
DEC	\$ 27,304,712	17
TOTAL	\$ 243,727,320	-4

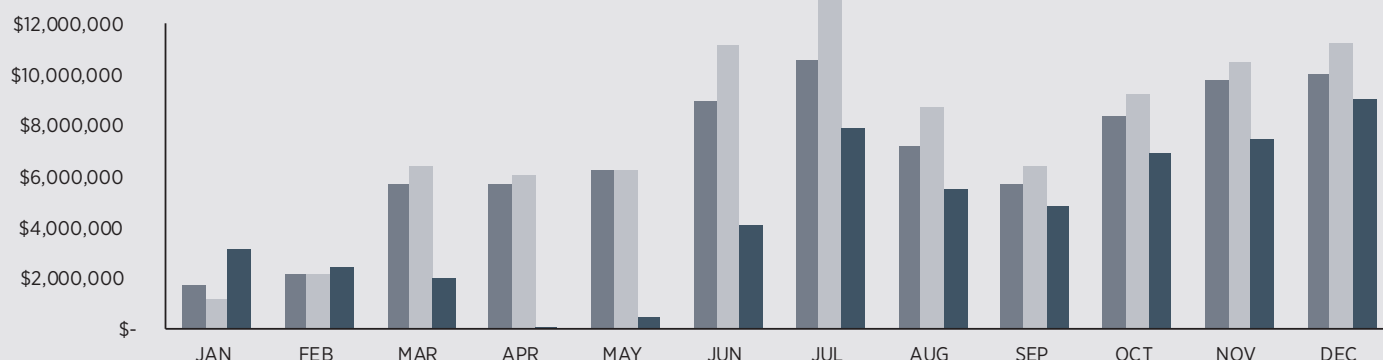
2019*		
Month	Gross Business	% Change
JAN	\$ 11,438,816	19
FEB	\$ 11,562,676	8
MAR	\$ 22,631,451	16
APR	\$ 19,947,510	8
MAY	\$ 18,831,325	7
JUN	\$ 27,464,353	6
JUL	\$ 29,473,399	6
AUG	\$ 22,603,901	9
SEP	\$ 21,910,139	8
OCT	\$ 23,918,761	-17
NOV	\$ 20,854,018	4
DEC	\$ 23,312,553	18
TOTAL	\$ 253,948,902	6

2018*		
Month	Gross Business	% Change
JAN	\$ 9,598,719	2
FEB	\$ 10,731,954	3
MAR	\$ 19,497,506	15
APR	\$ 18,392,907	-2
MAY	\$ 17,663,305	10
JUN	\$ 25,818,830	14
JUL	\$ 27,764,002	7
AUG	\$ 20,766,430	5
SEP	\$ 20,200,998	1
OCT	\$ 28,717,714	32
NOV	\$ 20,079,292	12
DEC	\$ 19,735,777	0
TOTAL	\$ 238,967,434	9

PRIOR YEARS*		
Year	Gross Business	% Change
2005	\$ 113,543,670	10
2006	\$ 122,840,527	10
2007	\$ 125,976,608	8
2008	\$ 126,301,521	0
2009	\$ 123,056,879	-3
2010	\$ 129,878,140	6
2011	\$ 131,756,610	1
2012	\$ 142,568,146	8
2013	\$ 147,715,902	4
2014	\$ 171,126,227	16
2015	\$ 203,953,832	19
2016	\$ 218,285,511	7
2017	\$ 219,190,228	0

*Data is based on business receipts taxed at 1% of total gross sales (excluding sales tax)

Another important business sector in Pigeon Forge are theaters. With multiple theaters offering a wide range of signature entertainment experiences, from singing to dancing, comedy, horse-riding, and even pirates, repeat attendance is high. Theaters continually update their shows in an effort to attract new and repeat visitors. Many shows also produce holiday versions of their shows that coincide with Pigeon Forge's Winterfest, a city hosted event that features millions of lights within the city from November through February. These combined efforts contribute to the continued increase in visitors that visit Pigeon Forge during the winter months.



Legend

2018

2019

2020

2020*

Month	Gross Business	% Change
JAN	\$ 3,106,385	174
FEB	\$ 2,432,400	13
MAR	\$ 1,990,878	-69
APR	\$ 18,803	-100
MAY	\$ 457,938	-93
JUN	\$ 4,050,019	-64
JUL	\$ 7,876,033	-40
AUG	\$ 5,443,438	-38
SEP	\$ 4,817,471	-25
OCT	\$ 6,903,963	-25
NOV	\$ 7,430,977	-29
DEC	\$ 8,980,074	-20
TOTAL	\$ 53,508,379	-42

2019*

Month	Gross Business	% Change
JAN	\$ 1,134,227	-33
FEB	\$ 2,145,030	0
MAR	\$ 6,355,145	12
APR	\$ 5,995,698	6
MAY	\$ 6,223,395	0
JUN	\$ 11,121,996	25
JUL	\$ 13,204,083	25
AUG	\$ 8,723,191	22
SEP	\$ 6,419,364	13
OCT	\$ 9,206,013	10
NOV	\$ 10,457,752	7
DEC	\$ 11,205,967	12
TOTAL	\$ 92,191,861	13

2018*

Month	Gross Business	% Change
JAN	\$ 1,701,516	23
FEB	\$ 2,134,925	8
MAR	\$ 5,673,138	13
APR	\$ 5,651,144	-1
MAY	\$ 6,236,345	11
JUN	\$ 8,911,876	6
JUL	\$ 10,553,570	3
AUG	\$ 7,129,650	5
SEP	\$ 5,672,856	-1
OCT	\$ 8,382,168	8
NOV	\$ 9,763,817	8
DEC	\$ 9,977,184	-3
TOTAL	\$ 81,788,189	5

PRIOR YEARS*

Year	Gross Business	% Change
2005	\$ 52,380,758	3
2006	\$ 56,801,191	6
2007	\$ 59,267,869	8
2008	\$ 55,765,456	-6
2009	\$ 55,338,246	-1
2010	\$ 52,666,346	-5
2011	\$ 53,870,003	2
2012	\$ 61,800,861	15
2013	\$ 68,271,174	10
2014	\$ 70,853,388	4
2015	\$ 76,916,065	9
2016	\$ 79,533,083	3
2017	\$ 77,877,704	-2

*Data is based on business receipts taxed at 1% of total gross sales (excluding sales tax)