

## Gross Receipts by Sector

With much of the city's budget supported by the tourism industry, the successes of all business sectors are monitored closely. Each month the city tracks revenue generated and identifies trends by sector. If one area trends downward over a period of time, the city identifies potential ways to reverse the trend. While each area is important, Pigeon Forge is not overly dependent on any single business sector.



### GROSS RECEIPTS BY SECTOR

Business Sector	Revenue for 2007	Revenue for 2007	% of Total Business In 2007	% of Change
Lodging	\$148,156,932	\$143,881,289	16%	3%
Restaurants	\$155,976,498	\$122,846,327	14%	3%
Outlets	\$93,989,692	\$95,988,865	11%	-2%
Amusements	\$129,448,718	\$120,920,285	15%	7%
Retail & Services	\$102,107,932	\$108,196,313	12%	-6%
Gas & Grocery	\$88,884,330	\$82,534,322	10%	8%
Theaters	\$39,267,869	\$56,821,191	7%	4%
Craft, Gift & Specialty	\$48,889,023	\$54,881,027	6%	-11%
Other	\$68,490,523	\$52,114,654	8%	32%
Campgrounds	\$7,655,072	\$6,825,018	1%	3%
Total	\$872,465,749	\$844,973,471	100%	3%



### 2007 GROSS RECEIPTS

Month	Tax Collected @ 1%	Gross Business	% of Change
January	\$316,115	\$31,787,875	0
February	\$334,857	\$34,718,863	4
March	\$557,490	\$55,593,243	7
April	\$736,140	\$73,367,062	7
May	\$665,818	\$66,390,572	4
June	\$983,323	\$97,806,856	3
July	\$1,146,547	\$116,564,682	2
August	\$836,799	\$83,834,275	7
September	\$795,274	\$75,367,340	4
October	\$895,805	\$88,320,051	0
November	\$746,178	\$74,262,305	2
December	\$742,282	\$73,868,978	1
Total	\$8,752,376	\$872,465,749	3

## Gross Receipts

In 2007, the City's gross business increased 3 percent overall. This comes on the heels of a 9 percent increase in 2006. The first year the City implemented an advertising campaign was in 1989. At that time, annual gross receipts were approximately \$99.5 million. Because of tourism's growth in Pigeon Forge, gross business revenues in 2007 were more than \$872 million dollars.

As with many other destinations, the summer season is the peak season in Pigeon Forge. Most of the city's current marketing efforts focus on increasing visitation during the summer season. This effort contributed to more than \$116 million dollars in gross receipts for July in 2007. While summer is the peak vacationing time, many of Pigeon Forge's summer visitors come back other times throughout the year.

### Winterfest

In February 2008, the 18<sup>th</sup> Annual Winterfest concluded. This fourth month long event was designed to increase visitation during the previously slow months of November, December, January and February. While this year's Winterfest final figures have not yet been tallied, the previous Winterfest season experienced a 5 percent revenue increase, accounting for more than \$210 million during the four-month span.

### 2006 GROSS RECEIPTS

Month	Tax Collected @ 1%	Gross Business	% of Change
January	\$322,038	\$31,895,264	16
February	\$335,375	\$33,510,372	4
March	\$521,853	\$52,104,790	3
April	\$497,027	\$49,709,887	11
May	\$663,056	\$64,129,152	4
June	\$951,834	\$94,843,871	12
July	\$1,144,879	\$114,751,591	6
August	\$793,112	\$78,139,771	6
September	\$730,884	\$72,810,583	12
October	\$882,942	\$88,310,282	8
November	\$724,954	\$72,530,568	4
December	\$733,314	\$73,232,814	10
Total	\$8,678,160	\$844,973,471	9

### 2005 GROSS RECEIPTS

Month	Tax Collected @ 1%	Gross Business	% of Change
January	\$276,744	\$27,574,709	0
February	\$324,145	\$32,362,635	21
March	\$504,333	\$50,564,353	21
April	\$378,423	\$37,752,469	3
May	\$614,378	\$61,388,677	14
June	\$820,126	\$81,864,978	11
July	\$1,073,575	\$106,672,849	8
August	\$739,496	\$73,799,839	11
September	\$650,841	\$64,440,163	3
October	\$818,322	\$81,628,294	11
November	\$497,995	\$49,719,787	10
December	\$672,223	\$66,814,525	11
Total	\$7,802,605	\$777,563,220	9

### PRIOR YEARS GROSS RECEIPTS

Year	Tax Collected @ 1%	Gross Business	% of Change
1980	\$254,149	\$50,829,810	
1981	\$312,521	\$62,422,220	23
1982*	\$363,642	\$72,692,468	16
1983	\$387,200	\$77,469,702	7
1984**	\$497,136	\$99,427,156	28
1985	\$571,995	\$114,399,048	15
1986***	\$840,994	\$168,198,800	47
1987	\$2,022,531	\$302,253,111	20
1988	\$2,411,526	\$241,150,600	10
1989	\$2,854,524	\$285,269,600	18
1990	\$3,332,716	\$338,968,868	17
1991	\$3,760,096	\$379,591,349	12
1992	\$4,092,094	\$416,173,020	10
1993	\$4,346,778	\$444,679,690	7
1994	\$4,764,157	\$485,203,144	9
1995	\$5,192,899	\$529,302,594	9
1996	\$5,348,104	\$545,003,939	9
1997	\$5,674,925	\$577,160,607	6
1998	\$6,046,490	\$611,553,660	7
1999	\$6,223,120	\$632,445,587	3
2000	\$6,329,024	\$634,253,297	0
2001	\$6,436,676	\$635,548,444	3
2002	\$6,572,615	\$647,157,344	2
2003	\$6,670,303	\$669,854,551	0
2004	\$7,158,632	\$713,947,775	7

\*World's Fair in Knoxville  
 \*\*City Ad Campaign Begins  
 \*\*\*Year of Hollywood Opening