

Tourism Overview

Pigeon Forge Business Receipts Exceed \$870 Million

Pigeon Forge once again has set a record for gross receipts collected from tourism industry related business. In 2007, more than \$872 million was generated in Pigeon Forge. This is a three percent increase compared to 2006. Overnight visitation to the city also increased in 2007. For the year, more than 3.2 million people stayed overnight in Pigeon Forge, nearly a seven percent increase compared to 2006.

Dollywood, drawing more than 2.5 million guests in 2007, continues to be the state's largest single tourism attraction. Dollywood's Splash Country, another of the top 25 most visited attractions in Tennessee, had 500,000 visitors in 2007.

Some new additions to the city may have affected revenue and visitation. The lodging sector added The Inn at Christmas Place, while Zorb was the newest attraction to land in Pigeon Forge. A number of new restaurants and Smoky Mountain Harley-Davidson joined the business community in 2007.

2008: City Growth

As the city continues to grow, 2008 will bring more additions to the city, including a number of new restaurants and lodging opportunities. A late 2008 opening of Belle Island Village is anticipated, bringing the Debbie Reynolds Hollywood Museum, Darrell Waltrip's NASCAR Experience to Pigeon Forge and Knoxville Zoo's Omer's Cove, along with additional retail, entertainment and lodging venues.

Dollywood, now celebrating its 23rd anniversary season, added River Battle in 2008. And Dollywood's Splash Country guests can enjoy SwiftWater Run, the water park's latest, wettest attraction. These additions, along with an outstanding existing product mix, are keeping Pigeon Forge in place as one of the top destinations in the Southeast.

Trends in Tourism

Tourism in the United States

- Domestic and international travelers spent \$702.5 billion in the United States during 2006, an increase of 7.5 percent from 2005. It is estimated that 2007 spending will be \$739.6 billion.
- In the United States, tourism is currently the third largest retail sector, behind automotive and food stores.
- For domestic travel, 35-percent of trips are 1-2 night trips; and 3-6 night trips account for 29 percent of all travel. Of those who travel, 54 percent stay in a hotel/motel/B&B. During their travel, 30 percent list shopping as an activity in which they participate.
- Travel is distributed equally between each season. 28 percent travel during the summer, 25 percent during the spring, 24 percent during the winter and 23 percent during the fall.

Source: The 2008 Travel & Tourism Market Research Handbook

Tourism in Tennessee

- Total domestic and international travel spending in Tennessee, including direct and indirect spending, was nearly \$20.3 billion in 2006, up 7 percent from 2005.
- Of the total person trips (overnight and day trips) occurring in the United States in 2005, 2.5 percent of these trips were to the State of Tennessee.
- Great Smoky Mountains National Park was the seventh most visited U.S. destination in 2006.

- Sevier County posted more than \$1.4 billion in domestic expenditures in 2006 and helped create more than 18,400 jobs within the county. Sevier County ranked number three in the state for domestic expenditures, behind Davidson and Shelby counties.
- The largest single-state origin of Tennessee visitors were from Tennessee. Top out-of-state visitation came from Georgia, Kentucky, Alabama and Virginia.
- Tourism in the state of Tennessee helped to generate 181,300 jobs in 2006, including both full- and seasonal/part-time jobs. This is up 1.8 percent over 2005.
- The total household party size traveling to Tennessee was 1.9 persons in 2006. Average length of stay was 1.5 nights and average in-state expenditure per person was \$108 per day.

Source: The Economic Impact of Travel on Tennessee Counties in 2006 and TSA Travelscope/Directions™

Tourism in Pigeon Forge

- Average length of stay by visitors in 2007 was 2.33 days while the average party size in 2007 was 2.73 people.
- The occupancy rate in Pigeon Forge was 64 percent and the average daily rate for rooms was \$57.75.
- Pigeon Forge has two of the top 25 most visited attractions in Tennessee. Dollywood was rated the most popular attraction in the state, while Dollywood's Splash Country was ranked in the top 20.

POPULATION GROWTH

Area	1960 Population	1990 Population	2000 Population	Current Estimate
Pigeon Forge	1,822	3,027	5,083	5,913
Carrollburg	3,900	2,817	3,982	4,906
Sevierville	5,484	7,178	11,757	15,489
Sevier County	41,418	51,243	71,370	81,382
Tennessee	4,591,120	4,877,185	5,689,283	6,156,719

Source: U.S. Bureau of the Census

