

This booklet serves as a recap of the economic impact of tourism in Pigeon Forge and profile of our visitor for 2009.

City Profile

During the past few years, the tourism industry has been hit hard by the economic downturn. As with most destinations, Pigeon Forge businesses experienced an overall decline in the receipts collected for 2009. However, Pigeon Forge did have a better year than many other destinations nationwide.

Pigeon Forge is optimistic that the industry bottomed out in 2009 and will begin a slow rebound in 2010. Projections are for

flat or slight growth in 2010. The lodging industry will struggle more than other categories due in part to having to overcome heavy discounting that many consumers now rely on and expect.

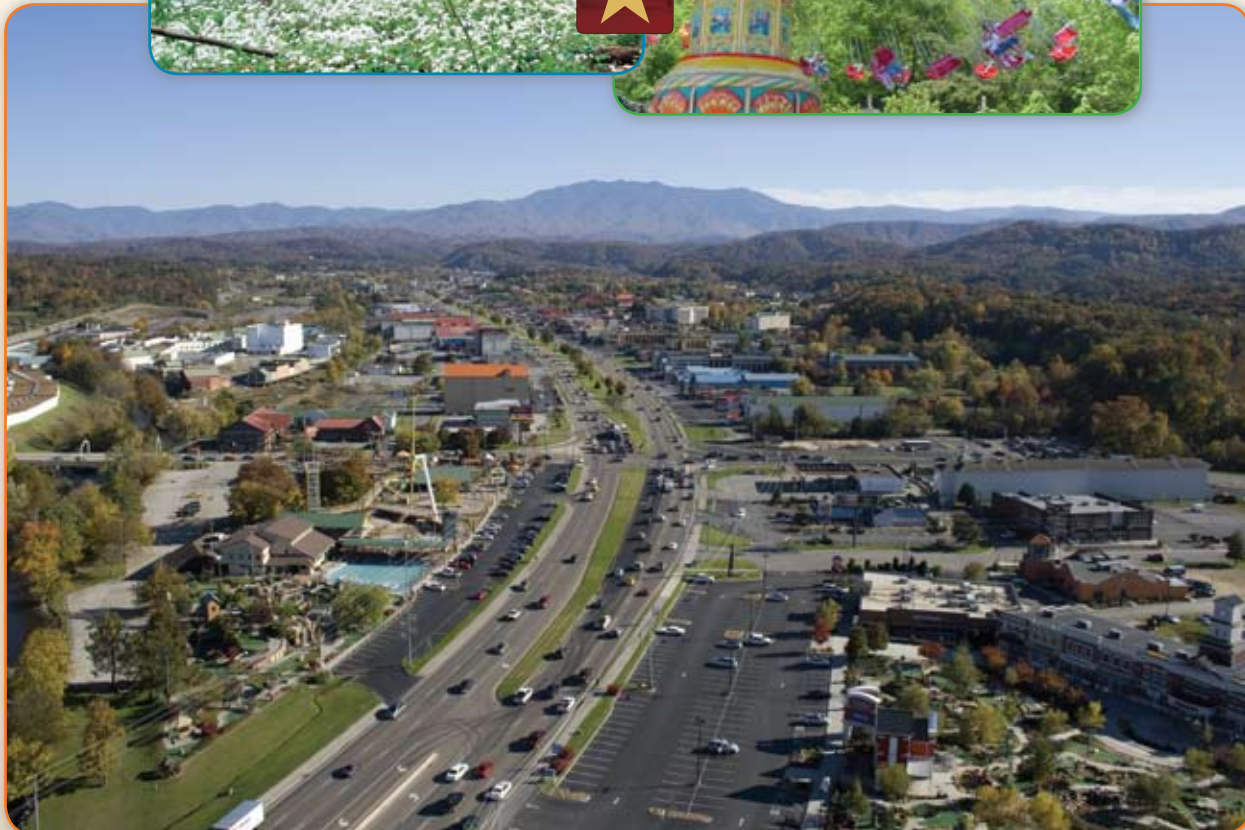
In Pigeon Forge, the peak visitor season is during the summer months. In 2009, more than 35% of the visitor spending was generated June through August. Pigeon Forge also had many visitors during the fall to experience the foliage. This year, Pigeon Forge celebrated its 20th Winterfest season. Winterfest begins in November and runs through the end of February, making Pigeon Forge a year-round destination.

The majority of the city's marketing dollars are allocated to target summer visitors. Overall in 2009, for every dollar spent on advertising, the city generated \$50 in tourism spending.

POPULATION GROWTH

Area	1980 Population	1990 Population	2000 Population	2009 Estimate
Pigeon Forge	1,822	3,027	5,083	6,204
Gatlinburg	3,500	3,417	3,382	5,555
Sevierville	5,444	7,178	11,757	16,846
Sevier County	41,418	51,043	71,170	84,835
Tennessee	4,591,120	4,877,185	5,689,283	6,214,888

Source: U.S. Bureau of the Census



Sevier County Unemployment Rates

In 2009, the unemployment rates across the nation were high. With fewer visitors to Pigeon Forge, unemployment rates were higher. Tourism is not only important to Pigeon Forge because it generates tax dollars, but it also provides jobs to the local residents.

SEVIER COUNTY UNEMPLOYMENT RATES

Month	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999
January	12.5%	9.9%	8.7%	9.3%	10.8%	11.0%	10.4%	11.1%	9.6%	9.6%	15.5%
February	14.1%	9.8%	8.9%	9.0%	10.7%	9.7%	9.6%	10.1%	9.1%	9.7%	13.9%
March	13.3%	8.4%	7.3%	7.4%	9.0%	8.9%	8.1%	8.6%	8.0%	7.7%	12.6%
April	10.2%	5.7%	4.1%	5.3%	5.6%	5.5%	5.4%	5.3%	5.2%	4.4%	6.8%
May	9.7%	5.6%	3.8%	4.6%	4.9%	4.7%	4.5%	4.4%	3.8%	3.6%	4.0%
June	9.7%	5.7%	3.5%	4.9%	4.9%	4.9%	4.9%	4.5%	4.2%	3.7%	3.5%
July	9.1%	5.8%	3.1%	4.6%	4.3%	4.7%	4.1%	4.1%	3.9%	3.4%	2.8%
August	9.3%	5.7%	3.1%	4.6%	4.3%	4.8%	4.3%	4.1%	4.2%	3.4%	3.0%
September	9.2%	5.6%	3.4%	3.5%	4.1%	4.6%	4.3%	3.9%	3.8%	3.1%	2.8%
October	9.3%	5.9%	3.6%	3.4%	4.3%	4.6%	4.3%	4.0%	4.1%	3.4%	3.5%
November	9.5%	6.8%	4.3%	4.1%	4.9%	5.2%	5.0%	4.8%	4.9%	4.4%	5.0%
December	10.7%	8.3%	5.1%	4.5%	5.1%	5.8%	5.3%	5.2%	5.3%	4.9%	5.6%
Average	10.6%	6.9%	4.9%	5.4%	6.0%	6.2%	5.8%	5.7%	5.5%	5.0%	6.4%

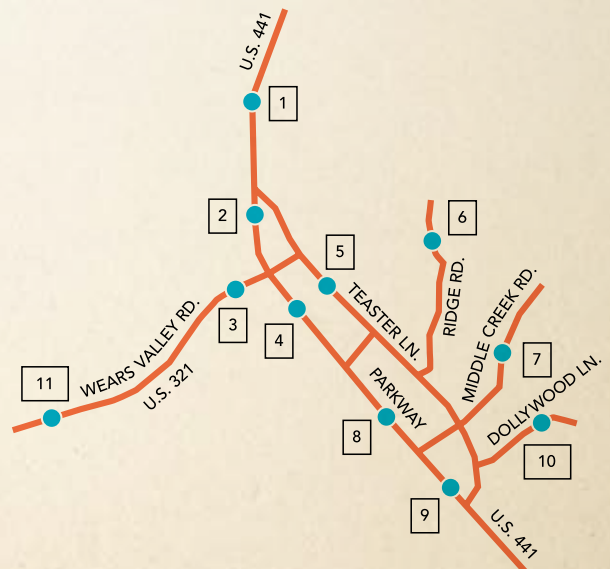
Traffic Count

AVERAGE DAILY TRAFFIC (ADT)

Station	ADT (vpd*)	Seasonal High	Seasonal Low
1	58,420	90,700	29,250
2	59,800	92,920	29,880
3	24,250	33,100	9,100
4	49,710	74,630	22,050
5	13,590	21,200	5,870
6	8,860	10,500	2,280
7	17,020	27,450	6,030
8	54,900	87,100	25,660
9	48,750	77,570	22,900
10	16,050	27,600	7,970
11	17,200	29,040	7,500

*vehicles per day

Source: Tennessee Department of Transportation & Wilbur Smith Associates (2006)



FOR CURRENT TRAFFIC COUNTS:

<http://ww3.tdot.state.tn.us/traffichistory/>

1. Select SEVIER County
2. Select the zoom in button in the top right hand corner
3. Click on Pigeon Forge
4. Click on Pigeon Forge again to see a break down of the actual streets/roads, etc.
5. Select the identify button in the top right hand corner
6. Any street/road showing a green triangle can be viewed