



Pigeon Forge, Tennessee, with a permanent population of just under 6,000 people, welcomes millions of visitors from around the country every year, making it one of the most popular vacation destinations in America. Pigeon Forge is primarily a drive destination, with the majority of its visitors coming from within 500 miles of the city. The city celebrated its 50th anniversary in 2011.

Tourism is the primary industry and economic driver for the area. The city's Department of Tourism handles all tourism-related marketing and advertising efforts, focusing primarily on leisure and group travel. In 2011, for every dollar spent on advertising, the city generated \$48 in tourism spending\*.

\*Calculation provided by Majority Opinion Research

## Lodging

Pigeon Forge offers a selection of approximately 14,000 lodging units, including hotels, motels, cabins, chalets, and campgrounds.

## Retail

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

## Attractions

In addition to an assortment of more than 40 attractions located along or near its main Parkway, Pigeon Forge is also home to Tennessee's number one ticketed attraction, Dollywood.

## Dining

There are more than 80 restaurants in Pigeon Forge. Visitors can choose from a wide variety of cuisines, including traditional American and Southern fare to Chinese, Japanese, Italian and Mexican restaurants.

## Theaters

Pigeon Forge features five dinner theaters (six shows) and eight standard theaters, offering a wide selection of musical, variety, comedy and magic shows.

## POPULATION GROWTH\*

Area	1980 Population	1990 Population	2000 Population	2012 Population
Pigeon Forge	1,822	3,027	5,083	5,975
Gatlinburg	3,500	3,417	3,382	3,955
Sevierville	5,444	7,178	11,757	15,037
Sevier County	41,418	51,043	71,170	95,512
Tennessee	4,591,120	4,877,185	5,689,283	6,456,243

\*U.S. Bureau of the Census

## HISTORICAL DASHBOARD

Year	Marketing Budget	Vistor Count*	Gross Revenue
1987	\$415,200	1,607,249	\$202,253,111
1988	\$667,500	1,705,672	\$241,150,600
1989	\$943,341	1,661,541	\$290,269,620
1990	\$1,089,915	1,711,425	\$338,968,868
1991	\$1,291,992	1,858,507	\$379,591,349
1992	\$1,619,344	1,835,890	\$416,775,030
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
<b>TOTAL</b>	<b>\$149,038,145</b>	<b>62,651,428</b>	<b>\$15,688,201,124</b>

\*Overnight Visitation Calculation Methodology Changed in 2008

## SEVIER COUNTY UNEMPLOYMENT HISTORY

Month	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Jan.	12.2%	14.0%	14.7%	13.3%	9.9%	8.7%	9.3%	10.8%	11.0%	10.4%	11.1%	9.6%
Feb.	12.4%	14.7%	15.4%	15.1%	9.8%	8.9%	9.0%	10.7%	9.7%	9.6%	10.1%	9.1%
Mar.	10.7%	13.1%	13.9%	14.3%	8.4%	7.3%	7.4%	9.0%	8.9%	8.1%	8.6%	8.0%
Apr.	8.2%	9.7%	10.4%	10.4%	5.7%	4.1%	5.3%	5.6%	5.5%	5.4%	5.3%	5.2%
May	8.2%	9.2%	9.5%	9.8%	5.6%	3.8%	4.6%	4.9%	4.7%	4.5%	4.4%	3.8%
June	8.4%	8.7%	9.0%	9.8%	5.7%	3.5%	4.9%	4.9%	4.9%	4.9%	4.5%	4.2%
July	8.4%	8.6%	8.2%	9.2%	5.8%	3.1%	4.6%	4.3%	4.7%	4.1%	4.1%	3.9%
Aug.	7.9%	8.6%	8.4%	9.3%	5.7%	3.1%	4.6%	4.3%	4.8%	4.3%	4.1%	4.2%
Sept.	7.3%	8.5%	8.6%	9.4%	5.6%	3.4%	3.5%	4.1%	4.6%	4.3%	3.9%	3.8%
Oct.	7.4%	8.0%	8.7%	9.5%	5.9%	3.6%	3.4%	4.3%	4.6%	4.3%	4.0%	4.1%
Nov.	6.9%	8.2%	9.4%	9.7%	6.8%	4.3%	4.1%	4.9%	5.2%	5.0%	4.8%	4.9%
Dec.	8.1%	8.7%	9.4%	10.6%	8.3%	5.1%	4.5%	5.1%	5.8%	5.3%	5.2%	5.3%
<b>Avg.</b>	<b>8.8%</b>	<b>10.0%</b>	<b>10.3%</b>	<b>10.9%</b>	<b>6.9%</b>	<b>4.9%</b>	<b>5.4%</b>	<b>6.0%</b>	<b>6.2%</b>	<b>5.8%</b>	<b>5.7%</b>	<b>5.5%</b>