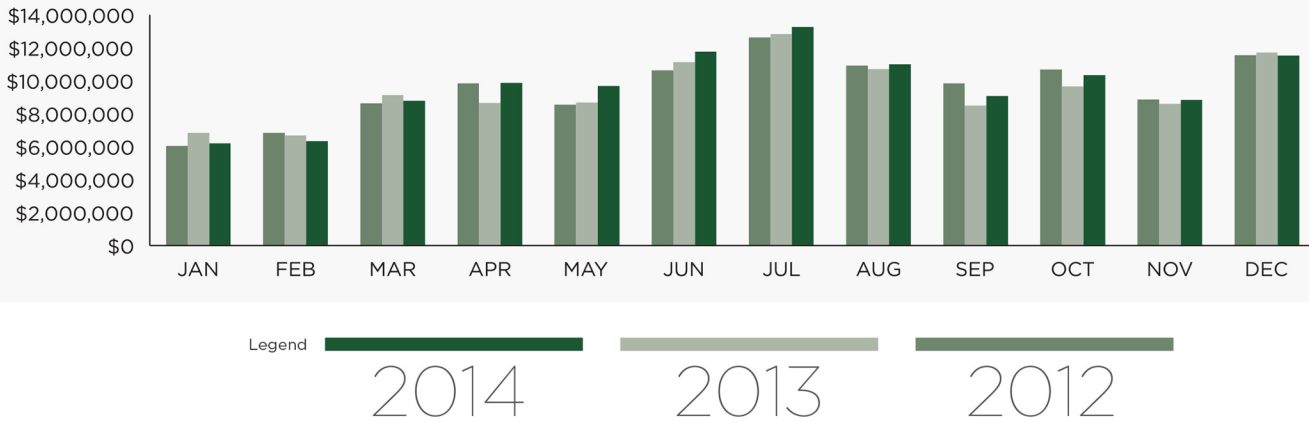




Gas & Grocery Revenue

In recent years, gas prices have fluctuated dramatically, but 2014 saw a dramatic decrease in the price for gas. On January 1, 2014, that national average price per gallon was \$3.28, gas below \$3 was found in just a handful of states. By the end of the year, the national average price of gas was more than \$1 per gallon lower than where it was at the beginning of the year. This contributed to extra money and larger budgets that visitors were able to use on their trips to Pigeon Forge, and provided more feasibility for them to enjoy more activities while there.



2014			
Month	Gross Business	% Change	
JAN	\$ 6,212,886	-9	
FEB	\$ 6,334,948	-5	
MAR	\$ 8,787,044	-4	
APR	\$ 9,859,923	14	
MAY	\$ 9,682,174	11	
JUN	\$ 11,754,512	6	
JUL	\$ 13,256,851	3	
AUG	\$ 11,003,294	3	
SEP	\$ 9,066,890	7	
OCT	\$ 10,354,199	7	
NOV	\$ 8,838,838	3	
DEC	\$ 11,526,478	-2	
TOTAL	\$ 116,678,037	3	

2013			
Month	Gross Business	% Change	
JAN	\$ 6,827,536	13	
FEB	\$ 6,675,014	-2	
MAR	\$ 9,129,416	6	
APR	\$ 8,647,163	-12	
MAY	\$ 8,692,794	2	
JUN	\$ 11,141,752	5	
JUL	\$ 12,834,907	1	
AUG	\$ 10,720,199	-2	
SEP	\$ 8,494,049	-14	
OCT	\$ 9,660,186	-10	
NOV	\$ 8,596,680	-3	
DEC	\$ 11,711,090	1	
TOTAL	\$ 113,130,786	-2	

2012			
Month	Gross Business	% Change	
JAN	\$ 6,045,304	7	
FEB	\$ 6,828,716	13	
MAR	\$ 8,623,214	6	
APR	\$ 9,837,170	3	
MAY	\$ 8,546,886	-4	
JUN	\$ 10,637,533	-1	
JUL	\$ 12,646,479	-4	
AUG	\$ 10,924,566	2	
SEP	\$ 9,835,024	2	
OCT	\$ 10,694,273	8	
NOV	\$ 8,866,514	1	
DEC	\$ 11,552,291	1	
TOTAL	\$ 115,037,970	2	

PRIOR YEARS			
Year	Gross Business	% Change	
1997	\$ 41,533,340	4	
1998	\$ 47,858,700	15	
1999	\$ 54,594,236	14	
2000	\$ 62,040,964	14	
2001	\$ 65,007,834	5	
2002	\$ 60,670,662	-7	
2003	\$ 61,764,206	2	
2004	\$ 69,835,390	13	
2005	\$ 76,082,100	13	
2006	\$ 613,657,124	9	
2007	\$ 88,884,370	8	
2008	\$ 100,098,493	13	
2009	\$ 91,671,054	-8	
2010	\$ 100,895,480	10	
2011	\$ 112,686,223	12	