Pigeon Forge, Tennessee, with a permanent population of over 6,000 people, is located within a day's drive of two-thirds of the U.S. population east of the Mississippi River. Due to that convenience, the town 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 visitors coming from within 500 miles of the city.

Tourism is Sevier County's number one industry and economic driver for the area. The Pigeon Forge Department of Tourism handles all tourism-related marketing communications, focusing primarily on leisure and group travel. In 2015, for every dollar spent on advertising, the city generated a record $65 in tourism spending*.

*Calculation provided by Majority Opinion Research

# Lodging

Pigeon Forge offers a selection of approximately 15,000 lodging units, including hotels, motels, cabins, chalets and campgrounds.

# Attractions

In addition to an assortment of more than 80 attractions located along or near its main Parkway, Pigeon Forge also is home to Dollywood, Tennessee's number one ticketed attraction.

# Theaters

Pigeon Forge features more than a dozen variety shows and dinner theaters, offering a wide selection of music, variety, comedy and magic shows.

# Retail

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

# Dining

There are more than 90 restaurants in Pigeon Forge. Visitors can choose from a wide variety of menus with everything from traditional Southern comfort food to tasty treats with an international flavor.

# Meeting Space

In October 2013, the city opened the LeConte Center at Pigeon Forge. The multipurpose facility is designed to host large assemblies, trade shows and competitive events. Positioned along the city's Riverwalk, the facility features a mountain-lodge ambiance reflective of the city's setting near the Great Smoky Mountains.

## POPULATION GROWTH*

| AREA | 2000 POPULATION | 2010 POPULATION | 2014 POPULATION | 2015 POPULATION |
|---|---|---|---|---|
| PIGEON FORGE | 5,083 | 5,884 | 6,036 | 6,132 |
| GATLINBURG | 3,382 | 3,968 | 4,097 | 4,387 |
| SEVIERVILLE | 11,757 | 14,834 | 16,011 | 16,355 |
| SEVIER COUNTY | 71,170 | 90,146 | 95,110 | 95,946 |
| TENNESSEE | 5,689,283 | 6,346,105 | 6,497,269 | 6,585,731 |

*U.S. Census Bureau and citydata.com

## HISTORICAL DASHBOARD

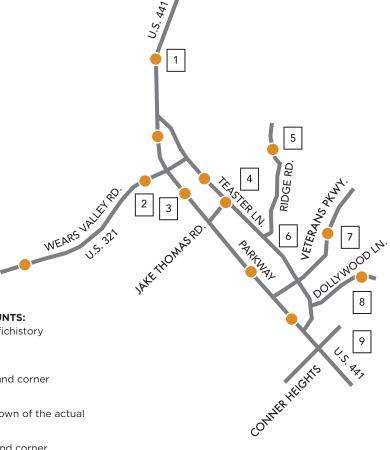| YEAR | MARKETING BUDGET | VISITOR COUNT* | GROSS REVENUE |
|---|---|---|---|
| 1990 | $ 1,089,915 | 1,711,425 | $ 338,968,868 |
| 1991 | $ 1,291,992 | 1,858,507 | $ 379,591,349 |
| 1992 | $ 1,619,344 | 1,835,890 | $ 416,775,030 |
| 1993 | $ 2,146,550 | 2,071,189 | $ 444,476,600 |
| 1994 | $ 2,470,886 | 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 |
| 2013 | $ 9,237,600 | 2,929,494 | $ 937,986,229 |
| 2014 | $ 9,584,600 | 3,060,462 | $ 1,021,567,104 |
| 2015 | $ 9,752,100 | 3,557,991 | $ 1,148,756,766 |
| TOTAL | $175,586,404 | $ 67,224,913 | $18,062,837,892 |

*Overnight Visitation Estimate Methodology Changed in 2008

## SEVIER COUNTY UNEMPLOYMENT HISTORY

| Month | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 |
|---|---|---|---|---|---|---|
| JAN | 10.1% | 10.4% | 11.5% | 12.2% | 14.1% | 14.7% |
| FEB | 9.5% | 11.0% | 11.9% | 12.4% | 14.7% | 15.4% |
| MAR | 7.5% | 9.0% | 10.1% | 10.7% | 13.1% | 13.9% |
| APR | 5.5% | 6.2% | 9.2% | 8.2% | 9.7% | 10.4% |
| MAY | 5.5% | 6.2% | 8.0% | 8.2% | 9.2% | 9.5% |
| JUN | 5.6% | 6.8% | 8.2% | 8.4% | 8.7% | 9.0% |
| JUL | 5.3% | 6.9% | 7.7% | 8.4% | 8.6% | 8.2% |
| AUG | 4.9% | 6.7% | 7.5% | 7.9% | 8.6% | 8.4% |
| SEP | 5.0% | 6.1% | 7.4% | 7.3% | 8.5% | 8.6% |
| OCT | 4.3% | 5.9% | 7.5% | 7.4% | 8.0% | 8.7% |
| NOV | 5.1% | 6.3% | 7.2% | 6.9% | 8.2% | 9.4% |
| DEC | 5.5% | 6.9% | 7.4% | 8.1% | 8.7% | 9.4% |
| AVG | 6.1% | 7.3% | 8.6% | 8.8% | 10.0% | 10.3% |

## COMMERCIAL BUILDING GROWTH

| Year | Building Cost |
|---|---|
| 2015 | $ 62,571,601 |
| 2014 | $ 55,441,403 |
| 2013 | $ 54,456,009 |
| 2012 | $101,107,478 |
| 2011 | $ 21,820,202 |
| 2010 | $  9,499,375 |
| 2009 | $ 22,035,601 |
| 2008 | $ 42,521,338 |
| 2007 | $ 52,741,886 |
| 2006 | $ 72,178,644 |
| 2005 | $ 64,443,478 |
| 2004 | $ 46,413,956 |
| 2003 | $ 29,943,389 |
| 2002 | $ 20,820,974 |
| 2001 | $ 20,687,656 |

## TRAFFIC COUNT

| Station | 2014 ADT* |
|---|---|
| 1 | 50,230 |
| 2 | 22,299 |
| 3 | 45,035 |
| 4 | 15,182 |
| 5 | 2,117 |
| 6 | 12,917 |
| 7 | 22,586 |
| 8 | 7,727 |
| 9 | 42,665 |

*vehicles per day

Source: Tennessee Dept. of Transportation

**FOR PREVIOUS AND CURRENT TRAFFIC COUNTS:**
http://www.tdot.state.gov/APPLICATIONS/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 breakdown 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

*Traffic history reflects the average daily traffic count along specific locations on Tennessee's road network.