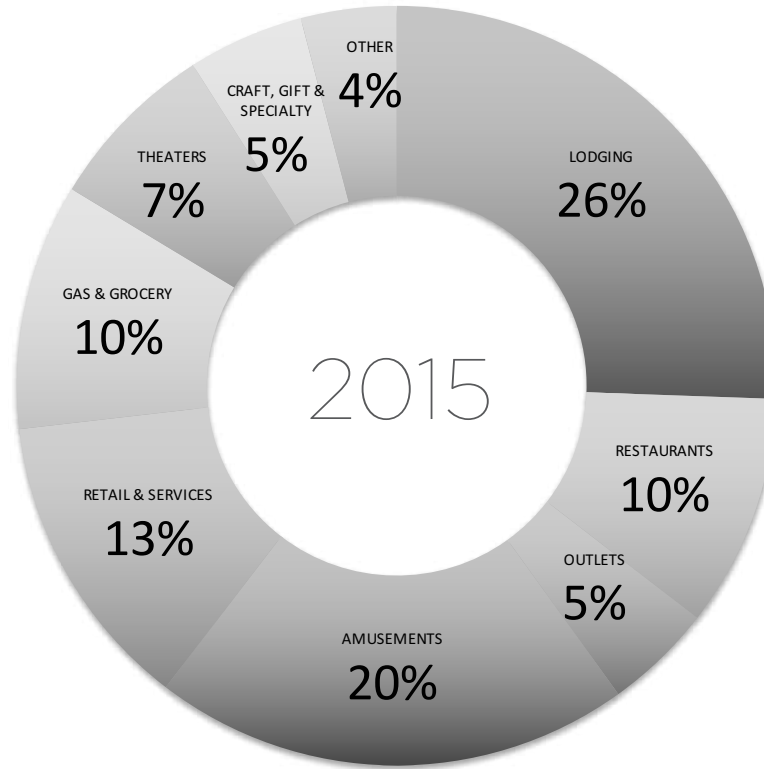




# Gross Revenue

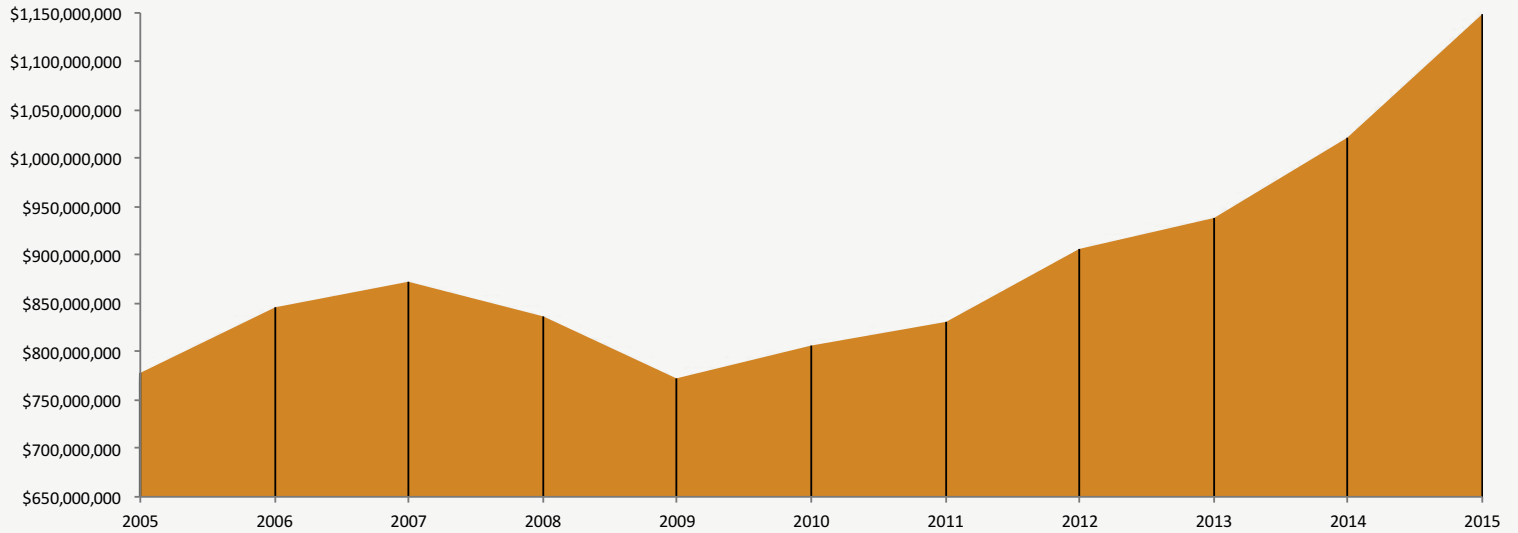
Each month the city collects a 1 percent gross receipts tax from all businesses in Pigeon Forge, which is tracked and reported by sector. As a destination, Pigeon Forge is not overly dependent on any single business sector, because of the strong product mix. This is one of the reasons why the city is so successful. If a category trends downward over a period of time, reasons are identified and strategies are evaluated and implemented to help reverse negative trends.



## GROSS REVENUE\*

BUSINESS SECTOR	2015	2014	% TOTAL	% CHANGE
LODGING	\$ 268,019,849	\$ 217,015,964	26%	24%
RESTAURANTS	\$ 203,953,823	\$ 171,126,227	10%	19%
OUTLETS	\$ 48,404,336	\$ 47,978,079	5%	1%
AMUSEMENTS	\$ 213,083,888	\$ 187,718,261	20%	14%
RETAIL & SERVICES	\$ 133,962,916	\$ 130,110,788	13%	3%
GAS & GROCERY	\$ 109,929,960	\$ 116,678,037	10%	-6%
THEATERS	\$ 76,916,065	\$ 70,853,388	7%	9%
CRAFT, GIFT & SPECIALTY	\$ 51,832,966	\$ 44,499,458	5%	16%
OTHER	\$ 42,652,963	\$ 35,586,902	4%	20%
<b>TOTAL</b>	<b>\$1,148,756,766</b>	<b>\$ 1,021,567,104</b>		<b>12%</b>

\*Data is based on gross receipts taxed at 1%



Historic Revenue

2015

Month	Gross Business	% Change
JAN	\$ 44,034,282	19
FEB	\$ 44,982,988	5
MAR	\$ 78,442,662	7
APR	\$ 88,451,417	8
MAY	\$ 96,643,419	15
JUN	\$ 126,606,311	12
JUL	\$ 153,185,817	14
AUG	\$ 105,828,353	7
SEP	\$ 95,191,197	16
OCT	\$ 112,604,621	13
NOV	\$ 99,888,092	17
DEC	\$ 102,897,607	13
<b>TOTAL</b>	<b>\$ 1,148,756,766</b>	<b>12</b>

2014

Month	Gross Business	% Change
JAN	\$ 36,946,088	11
FEB	\$ 42,680,034	-8
MAR	\$ 73,397,023	10
APR	\$ 81,610,698	15
MAY	\$ 83,781,694	12
JUN	\$ 113,241,276	3
JUL	\$ 134,220,686	8
AUG	\$ 98,883,441	6
SEP	\$ 81,755,546	10
OCT	\$ 99,308,035	10
NOV	\$ 85,049,869	14
DEC	\$ 90,692,714	17
<b>TOTAL</b>	<b>\$ 1,021,567,104</b>	<b>9</b>

2013

Month	Gross Business	% Change
JAN	\$ 33,315,879	5
FEB	\$ 46,527,366	4
MAR	\$ 66,576,879	5
APR	\$ 71,096,398	-7
MAY	\$ 75,018,073	-1
JUN	\$ 109,702,999	6
JUL	\$ 124,775,573	5
AUG	\$ 93,337,749	8
SEP	\$ 74,337,442	1
OCT	\$ 90,680,601	1
NOV	\$ 74,902,108	6
DEC	\$ 77,715,162	7
<b>TOTAL</b>	<b>\$ 937,986,229</b>	<b>4</b>

PRIOR YEARS

Year	Gross Business	% Change
1998	\$ 615,553,460	7
1999	\$ 632,445,587	3
2000	\$ 634,257,297	0
2001	\$ 655,548,446	3
2002	\$ 670,157,344	2
2003	\$ 669,854,551	0
2004	\$ 713,947,775	7
2005	\$ 777,583,220	9
2006	\$ 844,975,471	9
2007	\$ 872,465,749	3
2008	\$ 836,467,928	-4
2009	\$ 772,574,861	-8
2010	\$ 806,026,590	5
2011	\$ 830,302,841	3
2012	\$ 905,878,531	9