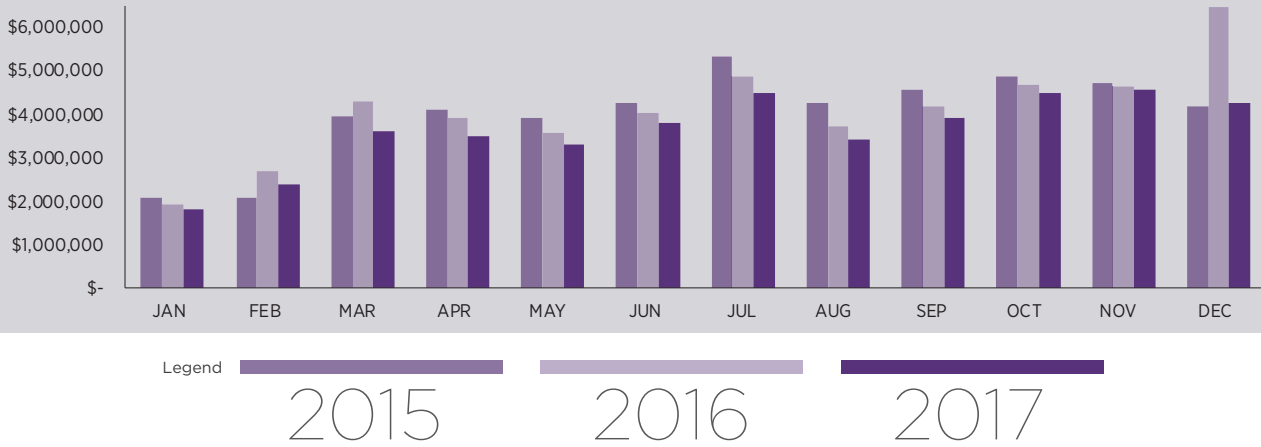




One of the most popular leisure and group travel activities is outlet shopping. That certainly holds true in Pigeon Forge where outlet shopping has been a staple in the city for many years. During the last 18 years, the mix of shopping venues in Pigeon Forge has shifted somewhat from outlets to other types of retail offerings. However, outlets are still a very popular activity for Pigeon Forge visitors as reflected in the monthly and annual revenue figures below.



2017*		
Month	Gross Business	% Change
JAN	\$ 1,812,339	-5
FEB	\$ 2,387,919	-12
MAR	\$ 3,598,894	-16
APR	\$ 3,510,736	-11
MAY	\$ 3,317,304	-7
JUN	\$ 3,788,401	-6
JUL	\$ 4,501,503	-8
AUG	\$ 3,423,130	-8
SEP	\$ 3,934,867	-6
OCT	\$ 4,493,053	-4
NOV	\$ 4,558,095	-2
DEC	\$ 4,247,136	6
TOTAL	\$ 43,573,377	-6

2016*		
Month	Gross Business	% Change
JAN	\$ 1,917,736	-7
FEB	\$ 2,703,301	29
MAR	\$ 4,303,473	9
APR	\$ 3,936,694	-5
MAY	\$ 3,568,539	-9
JUN	\$ 4,037,921	-5
JUL	\$ 4,882,014	-9
AUG	\$ 3,710,428	-13
SEP	\$ 4,184,890	-9
OCT	\$ 4,677,275	-4
NOV	\$ 4,636,029	-2
DEC	\$ 4,021,277	-4
TOTAL	\$ 46,579,577	-4

2015*		
Month	Gross Business	% Change
JAN	\$ 2,064,785	18
FEB	\$ 2,087,672	-9
MAR	\$ 3,938,251	-4
APR	\$ 4,126,220	6
MAY	\$ 3,935,565	6
JUN	\$ 4,243,493	5
JUL	\$ 5,341,703	8
AUG	\$ 4,281,361	-2
SEP	\$ 4,580,081	3
OCT	\$ 4,879,490	-8
NOV	\$ 4,727,146	-3
DEC	\$ 4,198,569	-3
TOTAL	\$ 48,404,336	1

PRIOR YEARS*		
Year	Gross Business	% Change
2000	\$ 141,679,069	-8
2001	\$ 129,343,147	-9
2002	\$ 121,262,335	-6
2003	\$ 109,342,382	-10
2004	\$ 103,181,207	-6
2005	\$ 101,729,652	-6
2006	\$ 95,998,865	-1
2007	\$ 93,989,692	-2
2008	\$ 80,141,969	-15
2009	\$ 62,608,163	-22
2010	\$ 54,860,881	-12
2011	\$ 51,140,881	-7
2012	\$ 52,047,372	2
2013	\$ 50,302,873	-4
2014	\$ 47,978,079	-5

*Data is based on business receipts taxed at 1% of total gross sales (excluding sales tax)