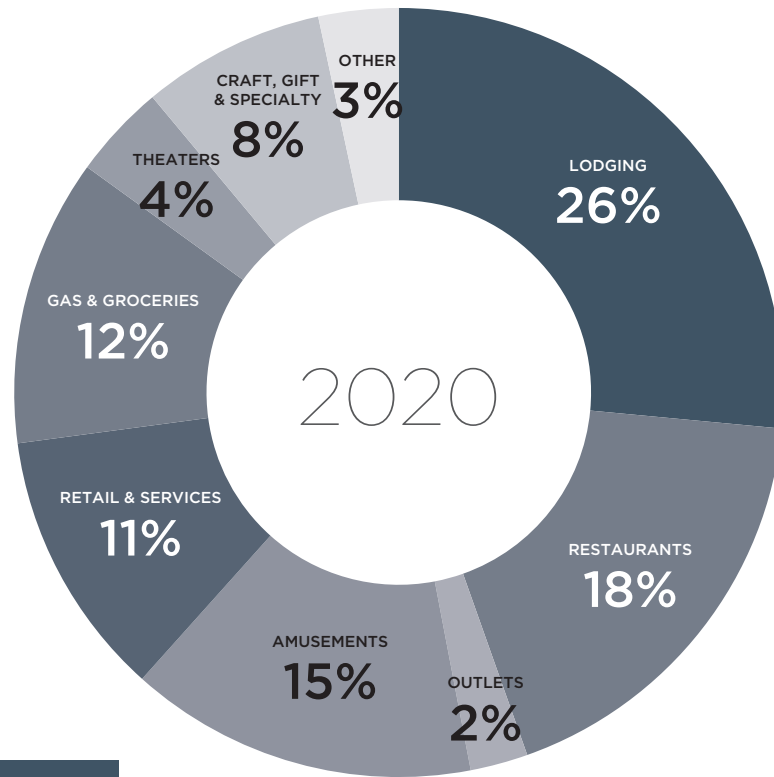




Provided the thriving mixture of tourism activities, lodging properties, restaurants, retail services, and other businesses, Pigeon Forge is not overly dependent on any single sector. This is showcased in the revenue reported by the city as it tracks what is generated by each business sector.

Part of the tracking that the city utilizes to project tourism revenue is based on a 1 percent gross receipts tax that is collected from all businesses in Pigeon Forge, which also helps to generate revenue for the city budget. This gross receipts tax assists the city to identify if a business category trends downward over a period of time, providing an opportunity to identify reasons and evaluate strategies that may help to reverse the negative trend.

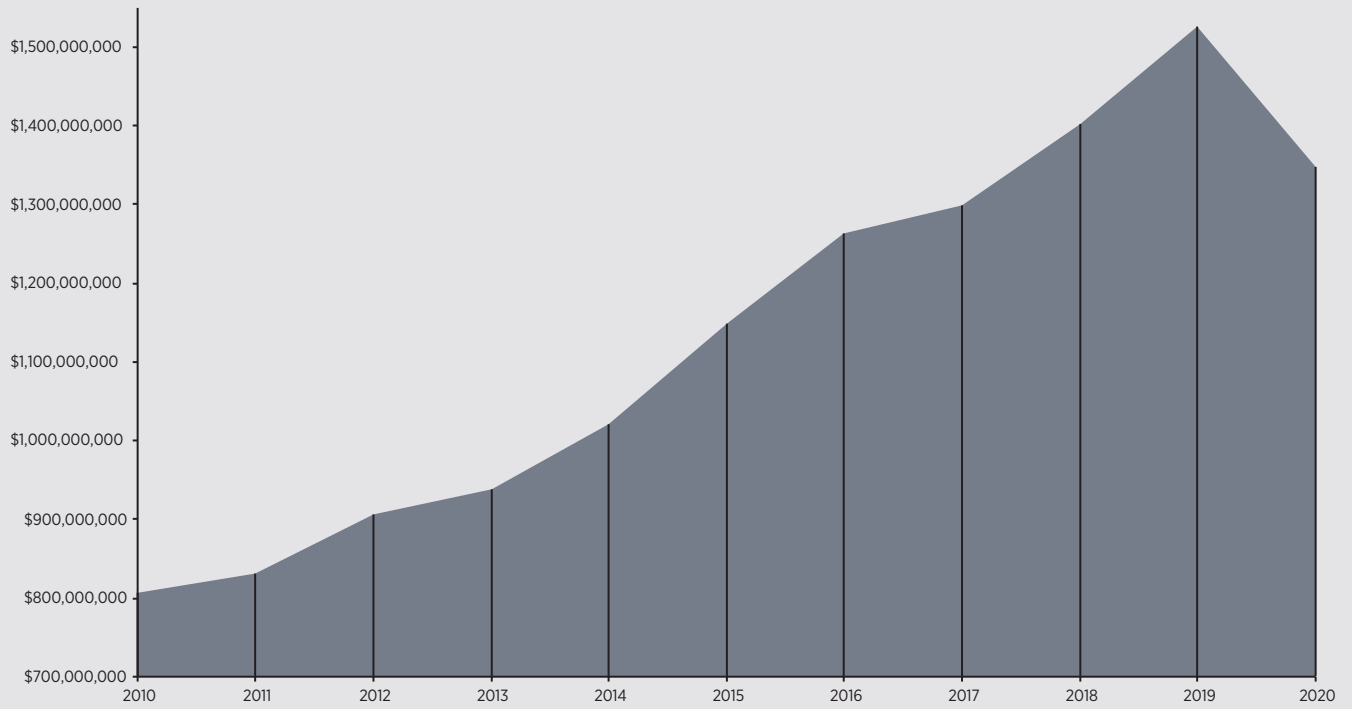
In 2020, Pigeon Forge experienced a 12% decrease in gross revenue as a result of the COVID-19 pandemic and subsequent “Stay-at-home” orders issued in Tennessee and surrounding states and areas. The period of March thru May were particularly impactful to Pigeon Forge, however, the destination rebounded with positive revenue in Q3 and Q4 due to proactive city leadership that took steps to work closely with local businesses to ensure proper protocols were in place while also promoting safe travel for Pigeon Forge.



GROSS REVENUE*

BUSINESS SECTOR	2020	2019	% TOTAL	% CHANGE
LODGING	\$ 357,076,417	\$ 386,874,367	26	-8
RESTAURANTS	\$ 243,727,320	\$ 253,948,902	18	-4
OUTLETS	\$ 32,686,211	\$ 39,218,972	2	-17
AMUSEMENTS	\$ 197,168,574	\$ 315,761,208	15	-38
RETAIL & SERVICES	\$ 151,712,838	\$ 144,955,836	11	5
GAS & GROCERY	\$ 162,768,462	\$ 146,267,088	12	11
THEATERS	\$ 53,508,379	\$ 92,191,861	4	-42
CRAFT, GIFT & SPECIALTY	\$ 103,787,699	\$ 88,854,235	8	17
OTHER	\$ 45,327,397	\$ 58,156,547	3	-22
TOTAL	\$1,347,763,297	\$1,526,229,016	100	-12

*Data is based on gross receipts taxed at 1%



Historic Revenue

2020		
Month	Gross Business	% Change
JAN	\$ 69,916,458	10
FEB	\$ 60,466,426	5
MAR	\$ 57,515,240	-53
APR	\$ 24,728,841	-79
MAY	\$ 74,994,474	-35
JUN	\$ 144,842,988	-12
JUL	\$ 174,280,506	-9
AUG	\$ 140,381,930	3
SEP	\$ 132,862,390	11
OCT	\$ 173,131,528	16
NOV	\$ 132,837,700	-5
DEC	\$ 161,804,816	12
TOTAL	\$ 1,347,763,297	-12

2019		
Month	Gross Business	% Change
JAN	\$ 63,595,480	20
FEB	\$ 57,744,184	5
MAR	\$ 123,616,492	13
APR	\$ 117,287,837	10
MAY	\$ 115,679,838	7
JUN	\$ 165,510,347	7
JUL	\$ 191,476,270	7
AUG	\$ 136,744,303	11
SEP	\$ 119,695,523	7
OCT	\$ 149,719,534	1
NOV	\$ 140,336,271	11
DEC	\$ 144,822,937	13
TOTAL	\$ 1,526,229,016	9

2018		
Month	Gross Business	% Change
JAN	\$ 53,057,432	13
FEB	\$ 54,950,833	6
MAR	\$ 109,544,892	15
APR	\$ 106,433,405	1
MAY	\$ 107,903,424	7
JUN	\$ 154,734,663	12
JUL	\$ 178,678,007	9
AUG	\$ 123,148,459	5
SEP	\$ 111,912,049	3
OCT	\$ 147,516,481	13
NOV	\$ 126,040,097	8
DEC	\$ 128,565,346	4
TOTAL	\$ 1,402,485,088	8

PRIOR YEARS		
Year	Gross Business	% Change
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
2013	\$ 937,986,229	4
2014	\$ 1,021,567,104	9
2015	\$ 1,148,756,766	12
2016	\$ 1,263,491,633	10
2017	\$ 1,298,208,750	3