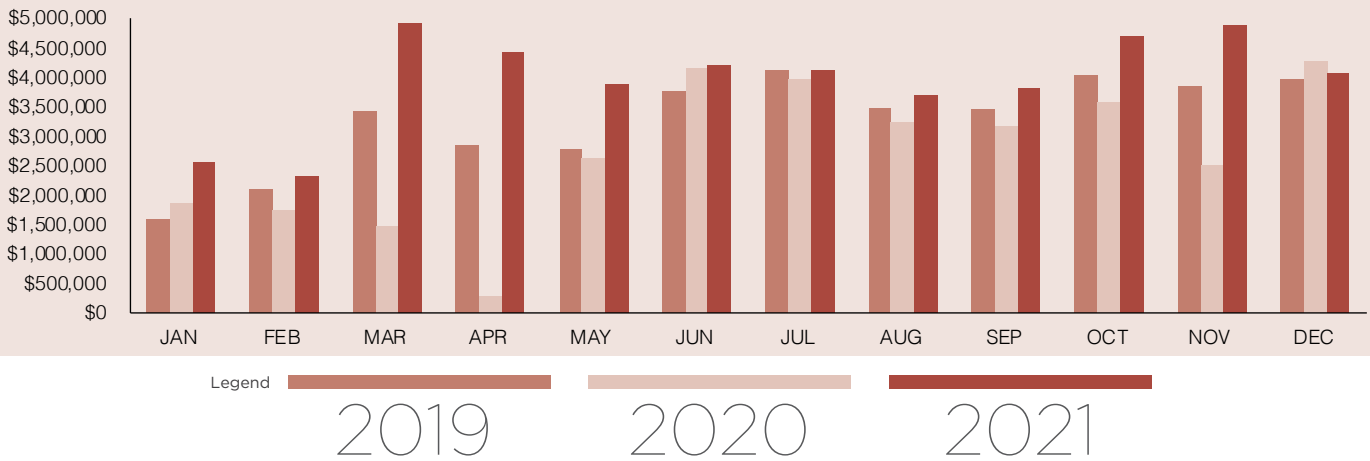




As the way consumers shop continues to evolve, malls, centers and stores in Pigeon Forge have responded by providing a range of experiences and amenities. While fierce competition for outlet retailers in Sevier County has impacted overall revenue in the last 15-years, centers in Pigeon Forge continue to add popular stores, including national brands like Nike and REI, along with a variety of local boutiques appealing to the millions of consumers that visit.



Month	Gross Business	% Change
JAN	\$ 2,535,155	37
FEB	\$ 2,315,163	34
MAR	\$ 4,900,456	236
APR	\$ 4,415,151	1,587
MAY	\$ 3,850,872	48
JUN	\$ 4,209,556	1
JUL	\$ 4,111,318	4
AUG	\$ 3,677,264	14
SEP	\$ 3,791,568	20
OCT	\$ 4,694,985	32
NOV	\$ 4,872,906	95
DEC	\$ 4,040,197	-5
TOTAL	\$ 47,414,591	45

Month	Gross Business	% Change
JAN	\$ 1,855,796	18
FEB	\$ 1,725,295	-18
MAR	\$ 1,456,686	-57
APR	\$ 261,782	-91
MAY	\$ 2,605,569	-6
JUN	\$ 4,147,746	11
JUL	\$ 3,939,680	-4
AUG	\$ 3,221,346	-7
SEP	\$ 3,166,205	-8
OCT	\$ 3,559,513	-11
NOV	\$ 2,494,583	-35
DEC	\$ 4,252,010	8
TOTAL	\$ 32,686,211	-17

Month	Gross Business	% Change
JAN	\$ 1,576,159	-1
FEB	\$ 2,104,401	-11
MAR	\$ 3,415,236	-7
APR	\$ 2,820,289	-15
MAY	\$ 2,761,599	-10
JUN	\$ 3,735,044	4
JUL	\$ 4,107,182	-10
AUG	\$ 3,459,282	5
SEP	\$ 3,447,107	10
OCT	\$ 4,013,732	-2
NOV	\$ 3,841,850	14
DEC	\$ 3,937,091	-1
TOTAL	\$ 39,218,972	-2

Year	Gross Business	% Change
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
2015	\$ 48,404,336	1
2016	\$ 46,579,577	-4
2017	\$ 43,573,377	-6
2018	\$ 40,008,399	-8

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