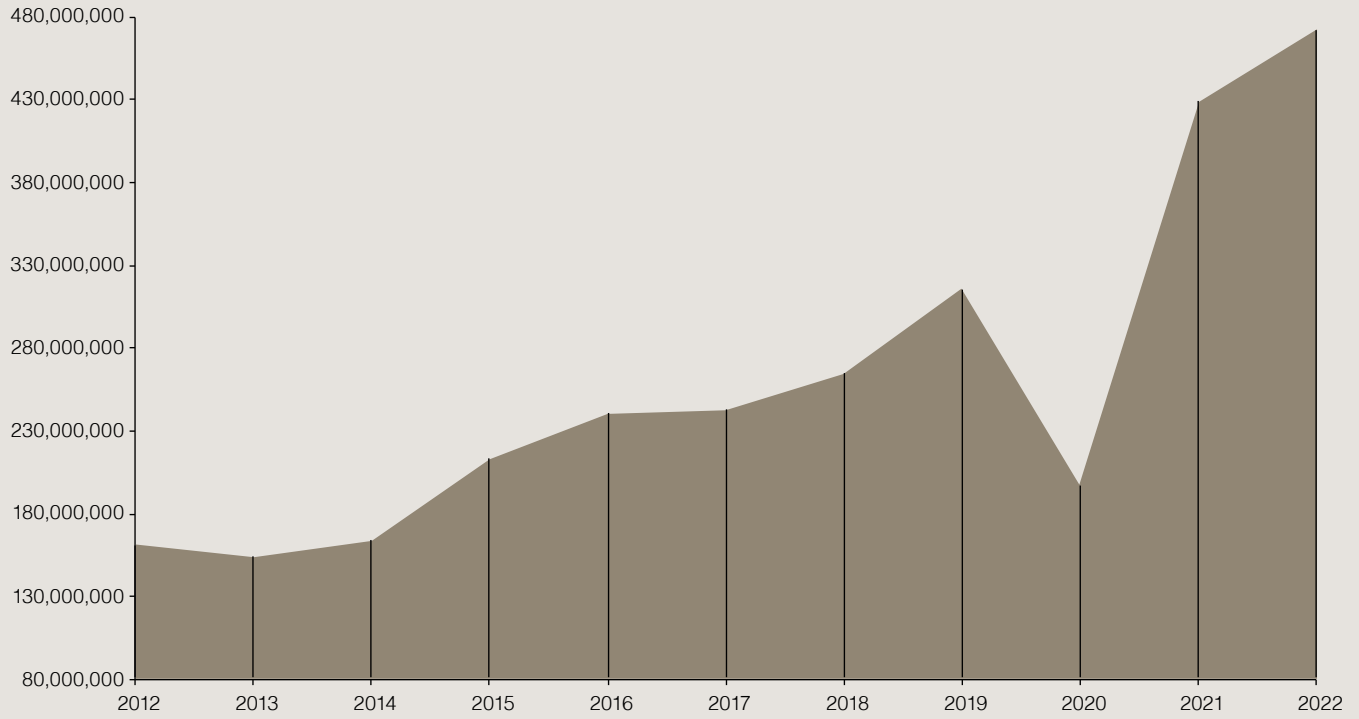




The amusement sector of Pigeon Forge is made up of a variety of businesses and attractions, including Dollywood Theme Park, entertainment and retail centers that feature 200' tall rides that provide wonderful views of the Smoky Mountains, a Titanic-themed museum, go-cart tracks, and much more. Each year, Pigeon Forge continues to evolve by identifying and recruiting new attraction developments that are reflective of the city's brand and appeal.

Amusement Revenue



Historical Revenue

2022*

Month	Gross Business	% Change
JAN	\$ 11,501,910	26%
FEB	\$ 11,532,167	28%
MAR	\$ 38,137,824	14%
APR	\$ 40,636,930	19%
MAY	\$ 37,942,648	-2%
JUN	\$ 56,856,950	-5%
JUL	\$ 65,836,147	0%
AUG	\$ 38,568,903	8%
SEP	\$ 27,488,933	17%
OCT	\$ 55,840,884	31%
NOV	\$ 41,484,009	14%
DEC	\$ 46,595,286	14%
TOTAL	\$ 472,422,591	10%

*Data is based on gross receipts taxed at 1%

2021*

Month	Gross Business	% Change
JAN	\$ 9,108,628	-11
FEB	\$ 9,030,612	37
MAR	\$ 33,540,567	344
APR	\$ 34,075,041	40,883
MAY	\$ 38,586,334	607
JUN	\$ 59,818,535	170
JUL	\$ 66,110,817	133
AUG	\$ 35,711,796	88
SEP	\$ 23,503,959	44
OCT	\$ 42,528,897	37
NOV	\$ 36,347,499	36
DEC	\$ 40,786,268	72
TOTAL	\$ 429,148,953	118

2020*

Month	Gross Business	% Change
JAN	\$ 10,204,393	-10
FEB	\$ 6,608,149	-2
MAR	\$ 7,550,517	-72
APR	\$ 83,145	-100
MAY	\$ 5,457,397	-78
JUN	\$ 22,193,771	-42
JUL	\$ 28,363,739	-39
AUG	\$ 18,988,104	-26
SEP	\$ 16,281,147	2
OCT	\$ 31,045,498	6
NOV	\$ 26,685,003	-15
DEC	\$ 23,707,711	-26
TOTAL	\$ 197,168,574	-38

PRIOR YEARS*

Year	Gross Business	% Change
1985	\$ 12,577,510	18
1986**	\$ 20,541,400	63
1987	\$ 21,773,950	6
1988	\$ 26,391,100	21
1989	\$ 29,273,589	11
1990	\$ 32,171,557	9
1991	\$ 37,220,969	16
1992	\$ 41,951,633	13
1993	\$ 47,474,025	13
1994	\$ 53,135,733	12
1995	\$ 60,515,002	14
1996	\$ 63,197,580	4
1997	\$ 68,488,717	8
1998	\$ 72,935,163	6
1999	\$ 74,699,135	2
2000	\$ 75,393,417	2
2001	\$ 80,843,173	7
2002	\$ 85,366,733	6

Year	Gross Business	% Change
2003	\$ 85,001,731	0
2004	\$ 93,219,883	10
2005	\$ 100,799,589	8
2006	\$ 120,900,285	20
2007	\$ 129,448,718	7
2008	\$ 125,024,793	-3
2009	\$ 118,554,213	-5
2010	\$ 126,627,450	7
2011	\$ 127,441,651	1
2012	\$ 161,060,279	11
2013	\$ 153,917,524	6
2014	\$ 163,840,200	6
2015	\$ 213,083,888	14
2016	\$ 240,887,447	13
2017	\$ 242,751,187	1
2018	\$ 264,669,250	9
2019	\$ 315,761,208	19

*For the years 1985 through 2011, the data is based on an amusement tax of 2.5%, for 2012 and after the data is based on business receipts taxed at 1% of total gross sales (excluding sales tax).

**Year of Dollywood opening

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