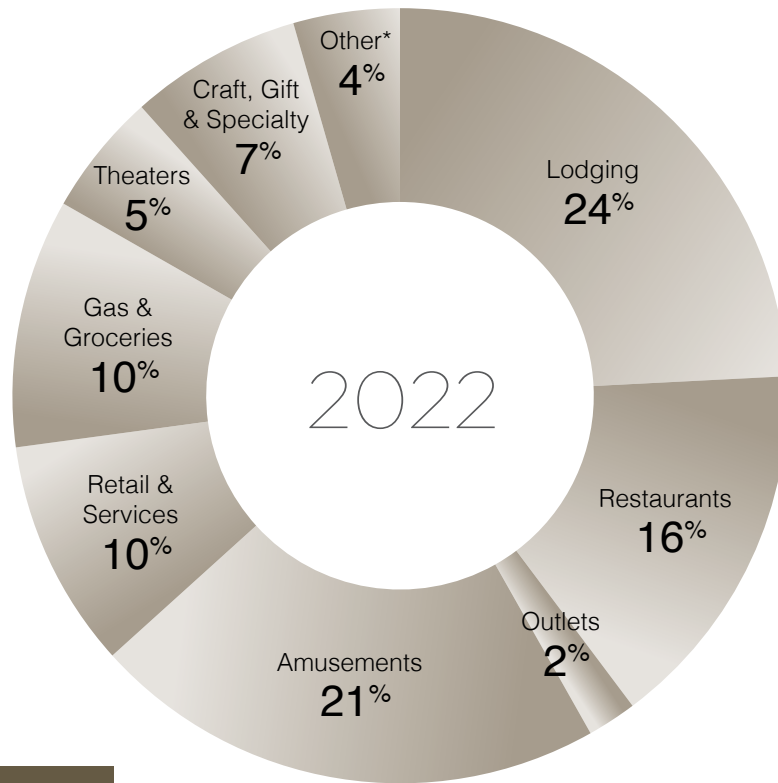




Each month, the City of Pigeon Forge collects a one-percent gross receipts tax from all businesses in Pigeon Forge. This tax is then tracked and reported by industry sector, providing the opportunity to monitor upward and downward trends.

Provided the thriving mixture of tourism attractions, 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.

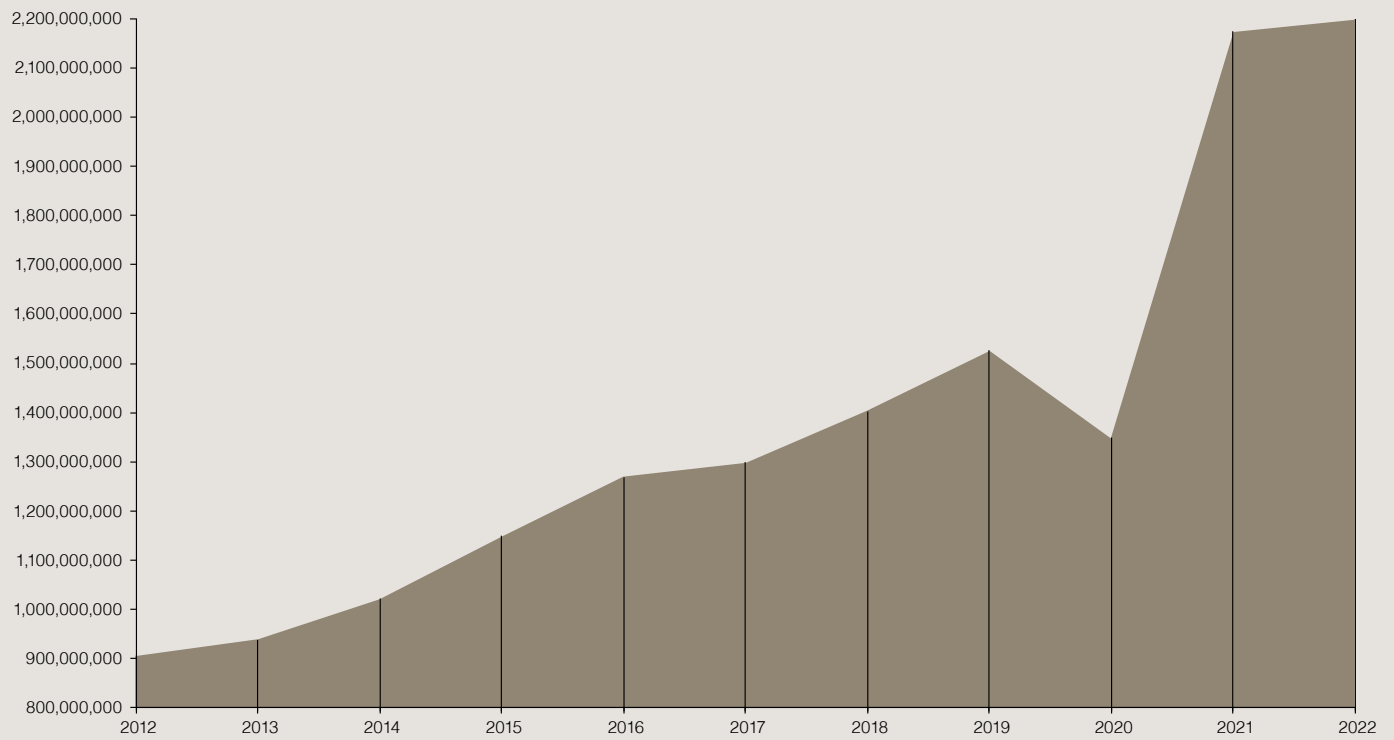
In 2022, Pigeon Forge experienced a 1% increase in gross revenue. This record-high comes just a year after 2021's record-high, crossing the two billion dollar threshold for the second consecutive year.



GROSS REVENUE*

BUSINESS SECTOR	2022	2021	% TOTAL	% CHANGE
LODGING	\$ 531,926,849	\$ 558,341,006	24	-5
RESTAURANTS	\$ 341,967,401	\$ 339,564,562	16	1
OUTLETS	\$ 45,307,377	\$ 47,414,591	2	-4
AMUSEMENTS	\$ 472,422,591	\$ 429,148,953	21	10
RETAIL & SERVICES	\$ 210,187,697	\$ 205,744,080	10	2
GAS & GROCERY	\$ 228,296,594	\$ 205,571,921	10	11
THEATERS	\$ 112,552,988	\$ 108,649,159	5	4
CRAFT, GIFT & SPECIALTY	\$ 157,931,441	\$ 162,941,952	7	-3
OTHER	\$ 97,564,960	\$ 116,427,243	4	-16
TOTAL	\$ 2,198,157,898	\$ 2,173,803,467	100	1

*Data is based on gross receipts taxed at 1%



Historical Revenue

2022		
Month	Gross Business	% Change
JAN	\$ 89,367,473	-13%
FEB	\$ 95,446,646	2%
MAR	\$ 163,178,971	1%
APR	\$ 185,403,868	5%
MAY	\$ 167,079,820	-5%
JUN	\$ 234,373,842	-4%
JUL	\$ 263,267,641	-2%
AUG	\$ 188,703,910	2%
SEP	\$ 171,556,129	5%
OCT	\$ 229,128,285	13%
NOV	\$ 192,078,997	2%
DEC	\$ 218,572,316	3%
TOTAL	\$ 2,198,157,898	1%

2021		
Month	Gross Business	% Change
JAN	\$ 102,837,483	47
FEB	\$ 93,955,033	55
MAR	\$ 161,334,866	181
APR	\$ 175,962,659	612
MAY	\$ 175,608,418	134
JUN	\$ 244,138,673	69
JUL	\$ 269,058,178	54
AUG	\$ 184,326,435	31
SEP	\$ 163,602,065	23
OCT	\$ 202,435,199	17
NOV	\$ 189,103,633	42
DEC	\$ 211,440,825	31
TOTAL	\$ 2,173,803,467	61

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

PRIOR YEARS		
Year	Gross Business	% Change
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	\$ 1,268,491,633	10
2017	\$ 1,298,208,750	3
2018	\$ 1,402,485,088	11
2019	\$ 1,526,229,016	9