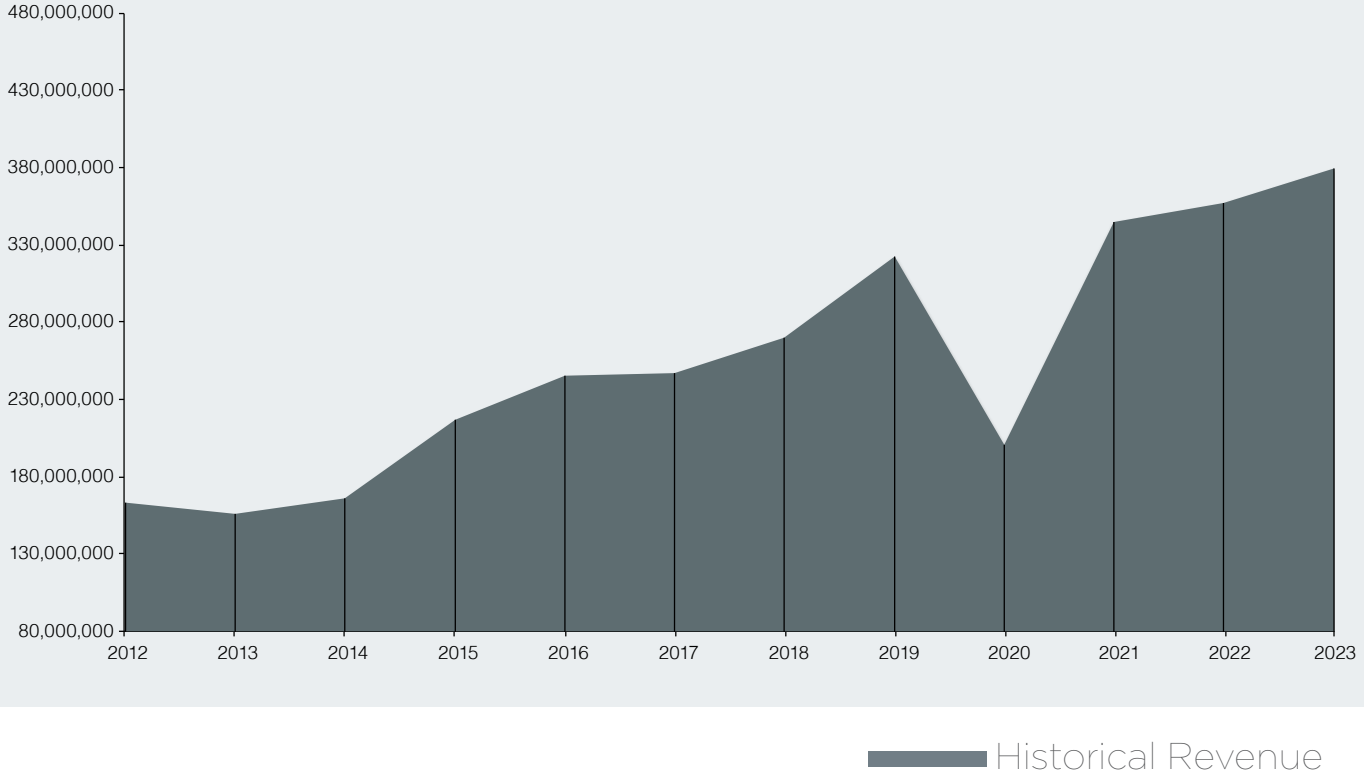




The amusement sector of Pigeon Forge is made up of a variety of businesses and attractions, including Dollywood Theme Park, entertainment and retail centers that feature 200' tall rides that provide wonderful views of the Smoky Mountains, a Titanic-themed museum, go-cart tracks, and much more. Each year,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



**2023\***

Month	Gross Business	% Change
JAN	\$ 10,519,787	5%
FEB	\$ 12,060,761	13%
MAR	\$ 33,101,381	5%
APR	\$ 31,737,884	6%
MAY	\$ 26,854,667	0%
JUN	\$ 43,291,500	9%
JUL	\$ 50,221,208	13%
AUG	\$ 26,925,857	-6%
SEP	\$ 22,602,598	8%
OCT	\$ 42,796,241	11%
NOV	\$ 34,169,549	7%
DEC	\$ 37,275,814	2%
<b>TOTAL</b>	<b>\$ 371,557,247</b>	<b>6%</b>

\*Data is based on gross receipts taxed at 1%



2022\*

Month	Gross Business	% Change
JAN	\$ 10,016,375	-34%
FEB	\$ 10,676,651	16%
MAR	\$ 31,537,164	15%
APR	\$ 29,990,592	15%
MAY	\$ 26,794,199	-5%
JUN	\$ 39,658,555	-8%
JUL	\$ 44,486,280	-7%
AUG	\$ 28,687,553	5%
SEP	\$ 20,836,624	11%
OCT	\$ 38,618,231	20%
NOV	\$ 32,008,146	7%
DEC	\$ 36,406,489	12%
TOTAL	\$ 349,716,859	4%

2021\*

Month	Gross Business	% Change
JAN	\$ 15,138,853	48%
FEB	\$ 9,207,960	39%
MAR	\$ 27,535,051	265%
APR	\$ 26,122,446	31318%
MAY	\$ 28,306,748	419%
JUN	\$ 42,995,861	94%
JUL	\$ 47,775,185	68%
AUG	\$ 27,290,363	44%
SEP	\$ 18,708,299	15%
OCT	\$ 32,297,065	4%
NOV	\$ 29,940,371	12%
DEC	\$ 32,504,199	37%
TOTAL	\$ 337,822,401	71%

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%
2020	\$ 197,168,574	-38%

\*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)