

This booklet serves as a recap of the economic impact of tourism in Pigeon Forge and profile of our visitor for 2010.

City Profile

Located in close proximity to the nation's most visited national park, Great Smoky Mountains National Park, Pigeon Forge, Tennessee is one of the premier travel destinations in the Southeast. Each year, the resort city welcomes millions of visitors, most of which originate from within a one-day drive. The tourism industry is the driving economic force in Pigeon Forge, and the city has evolved to become a year-round destination.

During the past several years, the tourism industry has felt the impact of the recession, just as many other industries

have. Pigeon Forge weathered the storm very well compared to many other destinations, and in 2010, the city rebounded after experiencing two straight years of a decrease in business receipts collected.

While Pigeon Forge is a popular spring break destination, the peak visitor season is during the summer. In 2010, more than 35% of the visitor spending was generated in June through August. Pigeon Forge also has many visitors during the fall to experience the foliage. This year, Pigeon Forge celebrated its 21th Winterfest season. Winterfest begins in November and runs through the end of February.

The city's Department of Tourism handles all tourism-related marketing and advertising efforts, focusing on both leisure and group markets. In 2010, for every dollar spent on advertising, the city generated \$51 in tourism spending.

POPULATION GROWTH

Area	1980 Population	1990 Population	2000 Population	2010 Estimate
Pigeon Forge	1,822	3,027	5,083	6,430
Gatlinburg	3,500	3,417	3,382	5,805
Sevierville	5,444	7,178	11,757	17,297
Sevier County	41,418	51,043	71,170	86,243
Tennessee	4,591,120	4,877,185	5,689,283	6,296,254

Source: U.S. Bureau of the Census



Sevier County Unemployment Rates

As the number one industry in Pigeon Forge and Sevier County, tourism is responsible for the employment of many local residents.

SEVIER COUNTY UNEMPLOYMENT RATES

Month	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000
January	14.7%	13.3%	9.9%	8.7%	9.3%	10.8%	11.0%	10.4%	11.1%	9.6%	9.6%
February	15.4%	15.1%	9.8%	8.9%	9.0%	10.7%	9.7%	9.6%	10.1%	9.1%	9.7%
March	13.9%	14.3%	8.4%	7.3%	7.4%	9.0%	8.9%	8.1%	8.6%	8.0%	7.7%
April	10.4%	10.4%	5.7%	4.1%	5.3%	5.6%	5.5%	5.4%	5.3%	5.2%	4.4%
May	9.5%	9.8%	5.6%	3.8%	4.6%	4.9%	4.7%	4.5%	4.4%	3.8%	3.6%
June	9.0%	9.8%	5.7%	3.5%	4.9%	4.9%	4.9%	4.9%	4.5%	4.2%	3.7%
July	8.2%	9.2%	5.8%	3.1%	4.6%	4.3%	4.7%	4.1%	4.1%	3.9%	3.4%
August	8.4%	9.3%	5.7%	3.1%	4.6%	4.3%	4.8%	4.3%	4.1%	4.2%	3.4%
September	8.6%	9.4%	5.6%	3.4%	3.5%	4.1%	4.6%	4.3%	3.9%	3.8%	3.1%
October	8.7%	9.5%	5.9%	3.6%	3.4%	4.3%	4.6%	4.3%	4.0%	4.1%	3.4%
November	9.4%	9.7%	6.8%	4.3%	4.1%	4.9%	5.2%	5.0%	4.8%	4.9%	4.4%
December	9.4%	10.6%	8.3%	5.1%	4.5%	5.1%	5.8%	5.3%	5.2%	5.3%	4.9%
Average	10.3%	10.9%	6.9%	4.9%	5.4%	6.0%	6.2%	5.8%	5.7%	5.5%	5.0%

Traffic Count

AVERAGE DAILY TRAFFIC (ADT)

Station	2010 ADT (vpd*)
1	47,724
2	22,015
3	5,910
4	46,341
5	2,042
6	12,352
7	22,804
8	11,423
9	42,044

*vehicles per day

Source: Tennessee Department of Transportation

FOR PREVIOUS AND CURRENT TRAFFIC COUNTS:

<http://ww3.tdot.state.tn.us/traffichistory/>

1. Select SEVIER County
2. Select the zoom in button in the top right hand corner
3. Click on Pigeon Forge
4. Click on Pigeon Forge again to see a break down of the actual streets/roads, etc.
5. Select the identify button in the top right hand corner
6. Any street/road showing a green triangle can be viewed

