



Pigeon Forge, Tennessee, with a permanent population of just under 6,000 people, welcomes millions of visitors from around the country every year, making it one of the most popular vacation destinations in America. Pigeon Forge is primarily a drive destination, with the majority of its visitors coming from within 500 miles of the city. The city celebrated its 50th anniversary in 2011.

Tourism is Sevier County's number one industry and economic driver for the area. The city's Department of Tourism handles all tourism-related marketing communications, focusing primarily on leisure and group travel. In 2012, for every dollar spent on advertising, the city generated \$57 in tourism spending*.

*Calculation provided by Majority Opinion Research

Lodging

Pigeon Forge offers a selection of approximately 14,000 lodging units, including hotels, motels, cabins, chalets and campgrounds.

Retail

Pigeon Forge boasts more than 300 shopping venues, including outlet, craft and antique stores as well as specialty boutiques.

Attractions

In addition to an assortment of more than 40 attractions located along or near its main Parkway, Pigeon Forge is also home to Tennessee's number one ticketed attraction, Dollywood.

Dining

There are more than 90 restaurants in Pigeon Forge. Visitors can choose from a wide variety of cuisines including traditional America and Southern fare to Chinese, Japanese, Italian and Mexican restaurants.

Theaters

Pigeon Forge features five dinner theaters (six shows) and eight standard theaters, offering a wide selection of musical, variety, comedy and magic shows.

Meeting Space

In October 2013, the city opened the LeConte Center at Pigeon Forge. The multipurpose facility is designed to host large assembly events, trade shows and competitive events. Positioned along the city's Riverwalk, the facility features a mountain lodge ambiance reflective of the city's setting near the Great Smoky Mountains.



POPULATION GROWTH*

Area	1990 Population	2000 Population	2010 Population	2013 Population
Pigeon Forge	3,027	5,083	5,884	5,988
Gatlinburg	3,417	3,382	3,968	4,047
Sevierville	7,178	11,757	14,834	15,613
Sevier County	51,043	71,170	90,146	95,512
Tennessee	4,877,185	5,689,283	6,346,105	6,495,978

*U.S. Bureau of the Census

HISTORICAL DASHBOARD

Year	Marketing Budget	Visitor Count*	Gross Revenue
1988	\$667,500	1,705,672	\$241,150,600
1989	\$943,341	1,661,541	\$290,269,620
1990	\$1,089,915	1,711,425	\$338,968,868
1991	\$1,291,992	1,858,507	\$379,591,349
1992	\$1,619,344	1,835,890	\$416,775,030
1993	\$2,146,550	2,071,189	\$444,476,600
1994	\$2,470,886	2,100,022	\$485,207,146
1995	\$3,364,467	2,296,382	\$529,302,594
1996	\$5,085,012	2,338,461	\$545,003,939
1997	\$6,376,059	2,396,507	\$577,160,607
1998	\$6,659,850	2,523,972	\$615,553,460
1999	\$7,336,032	2,573,915	\$632,445,587
2000	\$7,932,432	2,431,150	\$634,257,297
2001	\$8,096,507	2,762,394	\$655,548,446
2002	\$8,096,300	2,776,277	\$670,157,344
2003	\$8,177,200	2,661,698	\$669,854,551
2004	\$8,139,200	2,848,695	\$713,947,775
2005	\$8,371,200	2,892,640	\$777,583,220
2006	\$8,402,186	3,034,840	\$844,975,471
2007	\$8,392,186	3,259,029	\$872,465,749
2008	\$8,392,186	2,573,446	\$836,467,928
2009	\$8,583,000	2,746,411	\$772,576,870
2010	\$8,626,000	2,682,924	\$806,026,590
2011	\$9,126,000	2,444,510	\$830,302,841
2012	\$9,237,600	2,856,682	\$905,878,531
2013	\$9,237,600	2,929,494	\$937,986,229
TOTAL	\$158,275,745	62,651,428	\$16,626,187,353

*Overnight Visitation Calculation Methodology Changed in 2008

SEVIER COUNTY UNEMPLOYMENT HISTORY

Month	2013	2012	2011	2010	2009	2008
Jan.	11.5%	12.2%	14.0%	14.7%	13.3%	9.9%
Feb.	11.9%	12.4%	14.7%	15.4%	15.1%	9.8%
Mar.	10.1%	10.7%	13.1%	13.9%	14.3%	8.4%
Apr.	9.2%	8.2%	9.7%	10.4%	10.4%	5.7%
May	8.0%	8.2%	9.2%	9.5%	9.8%	5.6%
June	8.2%	8.4%	8.7%	9.0%	9.8%	5.7%
July	7.7%	8.4%	8.6%	8.2%	9.2%	5.8%
Aug.	7.5%	7.9%	8.6%	8.4%	9.3%	5.7%
Sept.	7.4%	7.3%	8.5%	8.6%	9.4%	5.6%
Oct.	7.5%	7.4%	8.0%	8.7%	9.5%	5.9%
Nov.	7.2%	6.9%	8.2%	9.4%	9.7%	6.8%
Dec.	7.4%	8.1%	8.7%	9.4%	10.6%	8.3%
Avg.	8.6%	8.8%	10.0%	10.3%	10.9%	6.9%

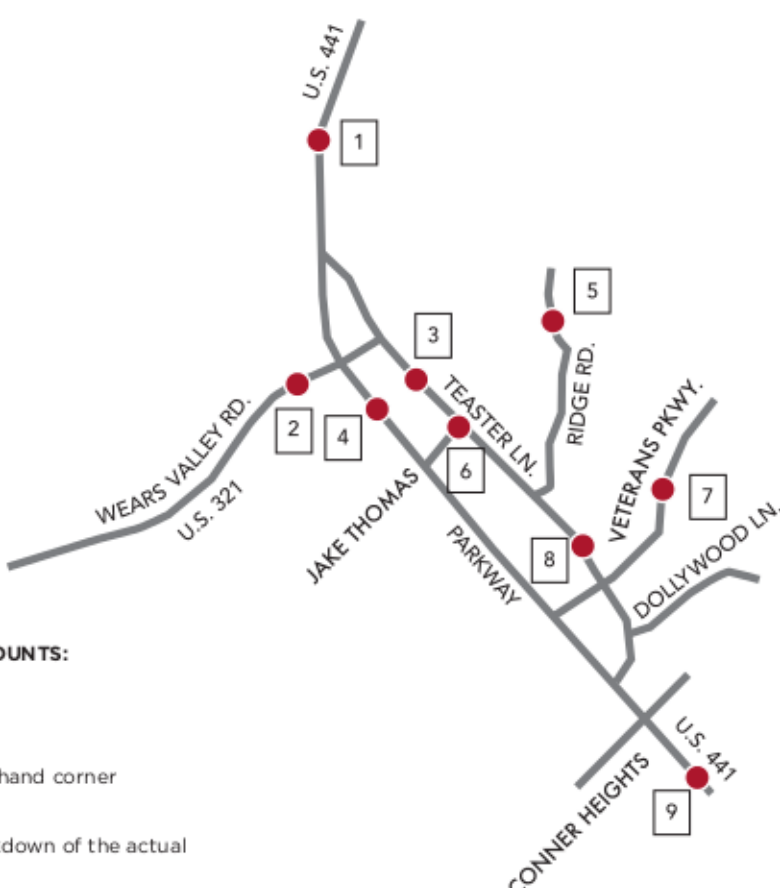
Commercial Building Permits

Year	Building Cost
2013	\$54,456,009
2012	\$101,107,478
2011	\$21,820,202
2010	\$9,499,375
2009	\$22,035,601
2008	\$42,521,338
2007	\$52,741,886
2006	\$72,178,644
2005	\$64,443,478
2004	\$46,413,956
2003	\$29,943,389
2002	\$20,820,974
2001	\$20,687,656
2000	\$40,195,561

TRAFFIC COUNT

Station	2013 ADT*
1	47,108
2	21,384
3	6,674
4	45,468
5	1,988
6	12,893
7	21,055
8	11,213
9	40,344

*vehicles per day
Source: Tennessee Dept. of Transportation



FOR PREVIOUS AND CURRENT TRAFFIC COUNTS:
<http://www.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 breakdown 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

