



## POPULATION GROWTH\*

AREA	1980 POP.	1990 POP.	2000 POP.	2010 POP.	2015 EST.
PIGEON FORGE	1,822	3,027	5,083	5,884	6,171
GATLINBURG	3,500	3,417	3,382	3,968	4,387
SEVIERVILLE	5,444	7,178	11,757	14,834	16,490
SEVIER COUNTY	41,418	51,043	71,170	90,146	95,946
TENNESSEE	4,591,120	4,877,185	5,689,283	6,346,105	6,699,299

\*U.S. Census Bureau

## HISTORICAL DASHBOARD

YEAR	MARKETING BUDGET	VISITOR COUNT*	GROSS REVENUE
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
2014	\$ 9,584,600	3,060,462	\$ 1,021,567,104
2015	\$ 9,752,100	3,557,991	\$ 1,148,756,766
2016	\$ 10,974,588	3,733,722	\$ 1,263,491,633
<b>TOTAL</b>	<b>\$186,560,992</b>	<b>\$ 70,958,635</b>	<b>\$19,326,329,525</b>

\*Overnight Visitation Estimate Methodology Changed in 2008



### SEVIER COUNTY UNEMPLOYMENT HISTORY

Month	2016	2015	2014	2013	2012	2011
JAN	7.5%	10.1%	10.4%	11.5%	12.2%	14.1%
FEB	7.1%	9.5%	11.0%	11.9%	12.4%	14.7%
MAR	5.3%	7.5%	9.0%	10.1%	10.7%	13.1%
APR	3.8%	5.5%	6.2%	9.2%	8.2%	9.7%
MAY	3.4%	5.5%	6.2%	8.0%	8.2%	9.2%
JUN	4.2%	5.6%	6.8%	8.2%	8.4%	8.7%
JUL	4.0%	5.3%	6.9%	7.7%	8.4%	8.6%
AUG	4.2%	4.9%	6.7%	7.5%	7.9%	8.6%
SEP	4.4%	5.0%	6.1%	7.4%	7.3%	8.5%
OCT	4.2%	4.3%	5.9%	7.5%	7.4%	8.0%
NOV	4.2%	5.1%	6.3%	7.2%	6.9%	8.2%
DEC	5.7%	5.5%	6.9%	7.4%	8.1%	8.7%
AVG	5.0%	6.1%	7.3%	8.6%	8.8%	10.0%

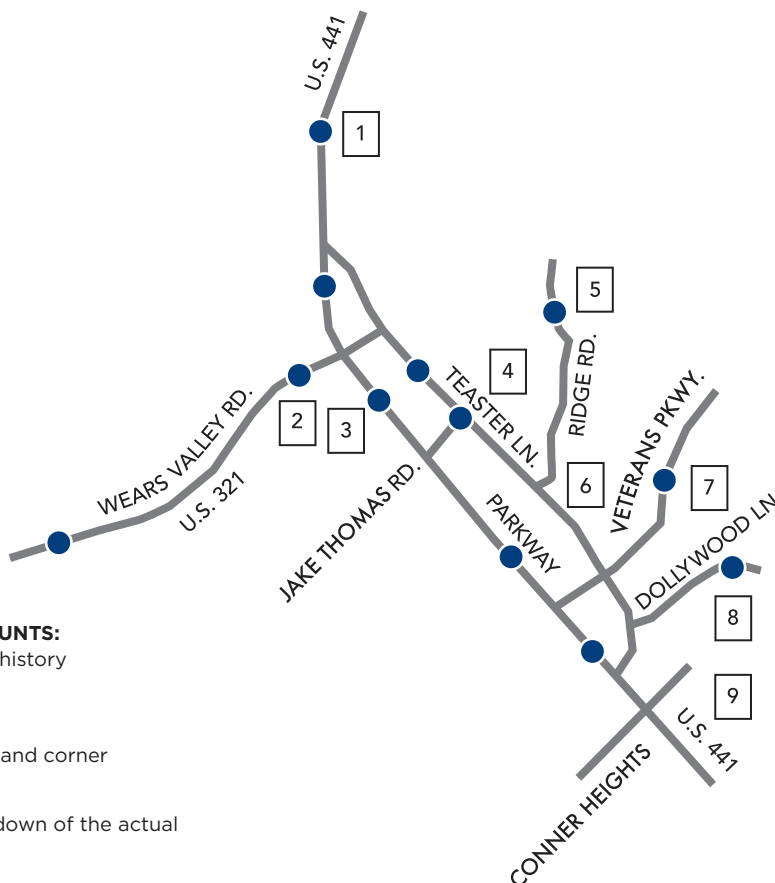
### COMMERCIAL BUILDING GROWTH

Year	Building Cost
2000	\$ 40,195,561
2001	\$ 20,687,656
2002	\$ 20,820,974
2003	\$ 29,943,389
2004	\$ 46,413,956
2005	\$ 64,443,478
2006	\$ 72,178,644
2007	\$ 52,741,886
2008	\$ 42,521,338
2009	\$ 22,035,601
2010	\$ 9,499,375
2011	\$ 21,820,202
2012	\$101,107,478
2013	\$ 54,456,009
2014	\$ 55,441,403
2015	\$ 62,571,601
2016	\$ 26,791,055

### TRAFFIC COUNTS

Station	2015 ADT*
1	46,786
2	22,223
3	44,473
4	16,250
5	2,138
6	13,474
7	27,324
8	8,301
9	43,554

\*vehicles per day  
Source: Tennessee Dept. of Transportation



**FOR PREVIOUS AND CURRENT TRAFFIC COUNTS:**  
<http://www.tdot.tn.gov/APPLICATIONS/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

\*Traffic history reflects the average daily traffic count along specific locations on Tennessee's road network.