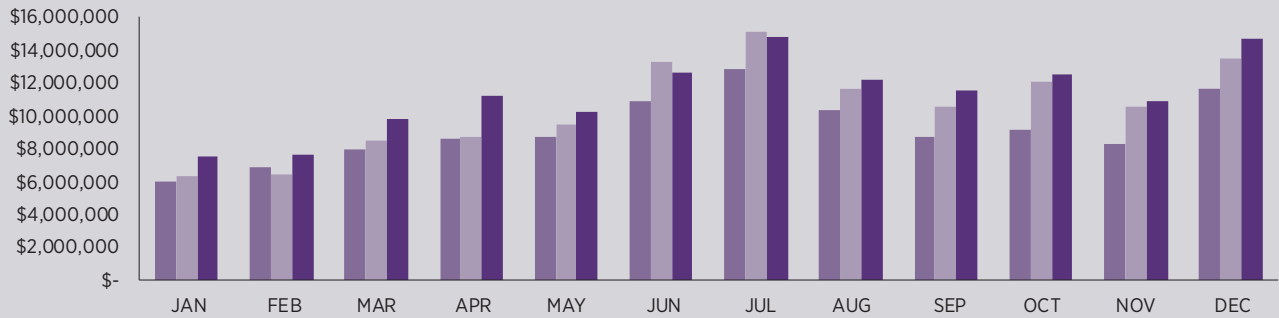




2017 was another great year of low gas prices for drivers, which is important to a drive-tourism market like Pigeon Forge. According to AAA, the price of regular unleaded gasoline in 2017 was \$2.42, about \$0.25 more expensive than 2016. With lower fuel costs, consumers are able to allocate extra money for vacations and travel.



Legend  2015  2016  2017

2017*		
Month	Gross Business	% Change
JAN	\$ 7,537,336	19
FEB	\$ 7,657,106	19
MAR	\$ 9,733,706	14
APR	\$ 11,160,967	28
MAY	\$ 10,182,462	8
JUN	\$ 12,595,760	-5
JUL	\$ 14,810,494	-2
AUG	\$ 12,208,596	5
SEP	\$ 11,513,963	10
OCT	\$ 12,462,311	3
NOV	\$ 10,895,659	3
DEC	\$ 14,669,003	9
TOTAL	\$ 135,427,363	8

2016*		
Month	Gross Business	% Change
JAN	\$ 6,328,471	5
FEB	\$ 6,429,294	-6
MAR	\$ 8,529,997	7
APR	\$ 8,691,491	1
MAY	\$ 9,407,164	8
JUN	\$ 13,258,682	22
JUL	\$ 15,133,470	18
AUG	\$ 11,646,217	13
SEP	\$ 10,494,139	20
OCT	\$ 12,044,750	31
NOV	\$ 10,529,526	27
DEC	\$ 13,423,923	16
TOTAL	\$ 125,917,124	15

2015*		
Month	Gross Business	% Change
JAN	\$ 6,040,482	-3
FEB	\$ 6,856,127	8
MAR	\$ 7,940,040	-10
APR	\$ 8,581,390	-13
MAY	\$ 8,745,125	-10
JUN	\$ 10,909,688	-7
JUL	\$ 12,803,568	-3
AUG	\$ 10,299,553	-6
SEP	\$ 8,717,996	-4
OCT	\$ 9,161,755	-12
NOV	\$ 8,293,044	-6
DEC	\$ 11,581,192	0
TOTAL	\$ 109,929,960	-6

PRIOR YEARS*		
Year	Gross Business	% Change
2000	\$ 62,040,964	14
2001	\$ 65,007,834	5
2002	\$ 60,670,662	-7
2003	\$ 61,764,206	2
2004	\$ 69,835,390	13
2005	\$ 76,082,100	13
2006	\$ 613,657,124	9
2007	\$ 88,884,370	8
2008	\$ 100,098,493	13
2009	\$ 91,671,054	-8
2010	\$ 100,895,480	10
2011	\$ 112,686,223	12
2012	\$ 115,037,970	2
2013	\$ 113,130,786	2
2014	\$ 116,678,037	3

\*Data is based on business receipts taxed at 1% of total gross sales (excluding sales tax)