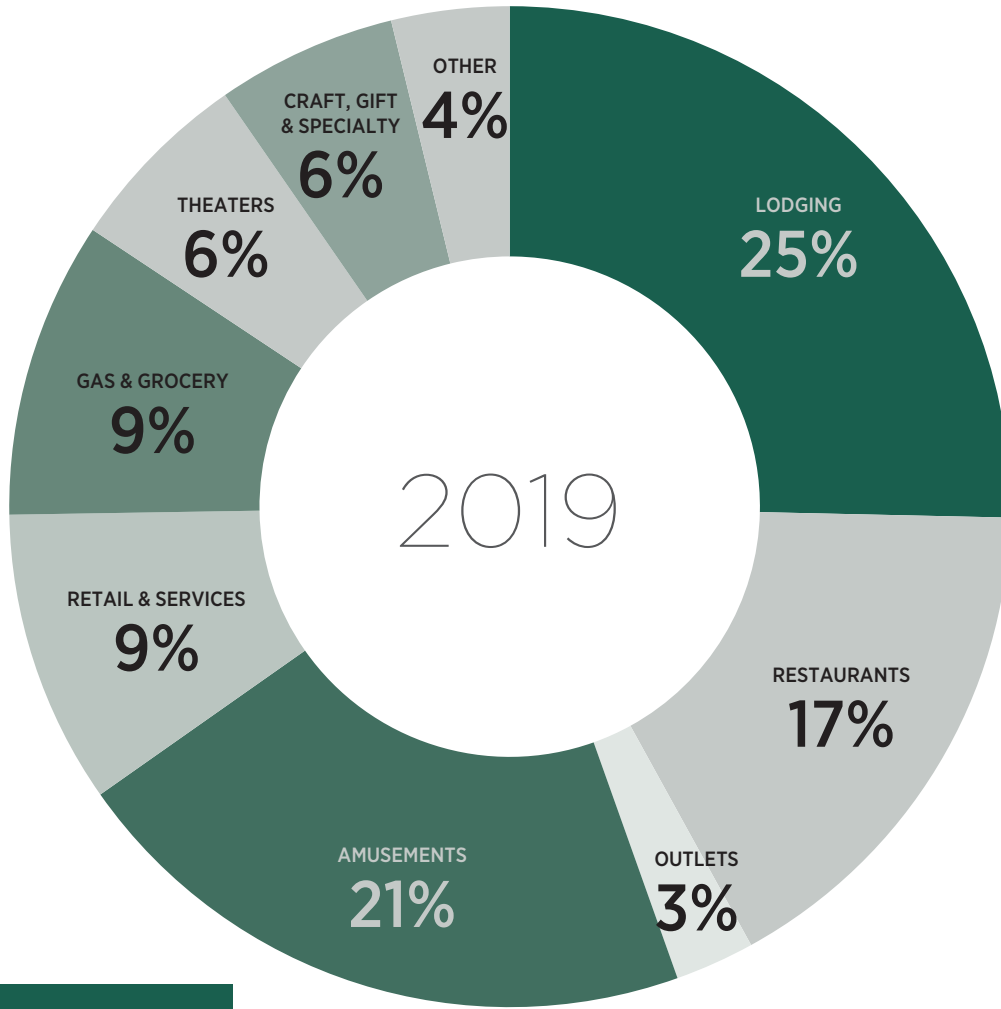




As a destination that focuses so heavily on tourism, one of its key strengths is that it is not overly dependent on any single business sector because of the strong product mix, helping it continue to be successful. This is showcased in the revenue reported by the city as it tracks what is generated by each business sector.

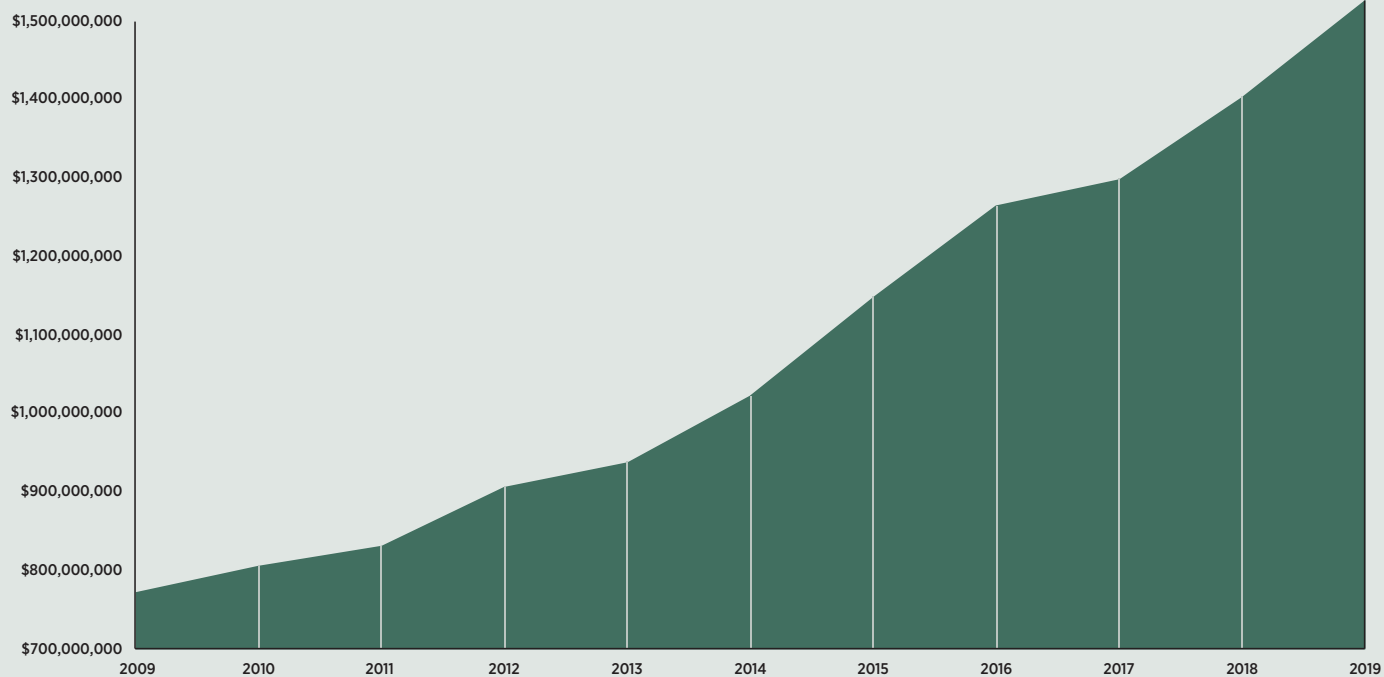
Part of the tracking that the city utilizes is based on a 1 percent gross receipts tax that is collected from all businesses in Pigeon Forge, which also helps to generate revenue for the city budget. This gross receipts tax assists the city to identify if a business category trends downward over a period of time, providing an opportunity to identify reasons and evaluate strategies that may help to reverse the negative trend.



GROSS REVENUE*

BUSINESS SECTOR	2019	2018	% TOTAL	% CHANGE
LODGING	\$ 386,874,367	\$ 368,374,658	25	5
RESTAURANTS	\$ 253,948,902	\$ 238,967,434	17	6
OUTLETS	\$ 39,218,972	\$ 40,008,399	3	-2
AMUSEMENTS	\$ 315,761,208	\$ 264,669,250	21	19
RETAIL & SERVICES	\$ 144,955,836	\$ 136,297,445	9	6
GAS & GROCERY	\$ 146,267,088	\$ 147,565,237	9	-1
THEATERS	\$ 92,191,861	\$ 81,788,189	6	13
CRAFT, GIFT & SPECIALTY	\$ 88,854,235	\$ 76,721,398	6	16
OTHER	\$ 58,156,547	\$ 48,093,078	4	21
TOTAL	\$1,526,229,016	\$1,402,485,088	100	9

*Data is based on gross receipts taxed at 1%



Historic Revenue

2019		
Month	Gross Business	% Change
JAN	\$ 63,595,480	20
FEB	\$ 57,744,184	5
MAR	\$ 123,616,492	13
APR	\$ 117,287,837	10
MAY	\$ 115,679,838	7
JUN	\$ 165,510,347	7
JUL	\$ 191,476,270	7
AUG	\$ 136,744,303	11
SEP	\$ 119,695,523	7
OCT	\$ 149,719,534	1
NOV	\$ 140,336,271	11
DEC	\$ 144,822,937	13
TOTAL	\$ 1,526,229,016	9

2018		
Month	Gross Business	% Change
JAN	\$ 53,057,432	13
FEB	\$ 54,950,833	6
MAR	\$ 109,544,892	15
APR	\$ 106,433,405	1
MAY	\$ 107,903,424	7
JUN	\$ 154,734,663	12
JUL	\$ 178,678,007	9
AUG	\$ 123,148,459	5
SEP	\$ 111,912,049	3
OCT	\$ 147,516,481	13
NOV	\$ 126,040,097	8
DEC	\$ 128,565,346	4
TOTAL	\$ 1,402,485,088	8

2017		
Month	Gross Business	% Change
JAN	\$ 47,098,483	-16
FEB	\$ 51,761,916	-3
MAR	\$ 94,853,530	-5
APR	\$ 105,223,719	8
MAY	\$ 100,965,805	1
JUN	\$ 137,670,691	-1
JUL	\$ 164,236,021	-3
AUG	\$ 117,205,130	9
SEP	\$ 109,044,554	7
OCT	\$ 130,160,751	3
NOV	\$ 116,922,579	6
DEC	\$ 123,065,571	14
TOTAL	\$ 1,298,208,750	3

PRIOR YEARS		
Year	Gross Business	% Change
2002	\$ 670,157,344	2
2003	\$ 669,854,551	0
2004	\$ 713,947,775	7
2005	\$ 777,583,220	9
2006	\$ 844,975,471	9
2007	\$ 872,465,749	3
2008	\$ 836,467,928	-4
2009	\$ 772,574,861	-8
2010	\$ 806,026,590	5
2011	\$ 830,302,841	3
2012	\$ 905,878,531	9
2013	\$ 937,986,229	4
2014	\$ 1,021,567,104	9
2015	\$ 1,148,756,766	12
2016	\$ 1,263,491,633	10