



Pigeon Forge, Tennessee is a tourism destination with beautiful views and plenty to do. Located in the foothills of the Great Smoky Mountains of East Tennessee, millions of travelers from around the country visit Pigeon Forge annually to experience hundreds of unique and family-friendly activities. The city is located within a day's drive of more than 109 million consumers, or two-thirds of the U.S. population east of the Mississippi River. Due to the convenience of traveling to Pigeon Forge it has become one of the most popular vacation destinations in America.

Tourism is Pigeon Forge's number one industry and economic driver. The Pigeon Forge Department of Tourism handles all tourism-related marketing communications, focusing primarily on leisure and group travel. In 2020, every dollar spent on advertising provided an incredible return of \$83 in tourism spending\*.

\*Calculation provided by Majority Opinion Research

## Lodging

Pigeon Forge offers a diverse selection of more than 15,000 lodging units, including hotels, motels, cabins, chalets and campgrounds.

## Attractions

In addition to an assortment of approximately 100 attractions located along or near its main Parkway, Pigeon Forge also is home to Dollywood, Tennessee's number one ticketed attraction.

## Theaters

Pigeon Forge features more than a dozen variety shows and dinner theaters, offering a wide selection of music, variety, comedy and magic shows.

## Retail

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

## Dining

There are more than 90 restaurants in Pigeon Forge. Visitors can choose from a wide variety of menus with everything from traditional Southern comfort food to tasty treats with an international flavor.

## Meeting Space

Pigeon Forge features a variety of meeting spaces throughout the destination for groups of all sizes, up to 12,000. Included in the selection of venues is LeConte Center at Pigeon Forge. The multipurpose facility is designed to host large groups, assemblies, 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.

## Traveling Sports Competitions

The destination features a number of venues and facilities available for sporting and competitive events. Those venues include a 118-acre multi-use park with baseball and football fields, The LeConte Center with 100,500 square feet of column-free space that makes it an ideal location for cheer, gymnastic and basketball competitions, and Ripken Experience Pigeon Forge, a youth baseball complex that features six lighted fields with synthetic turf and other great amenities.



## POPULATION GROWTH\*

AREA	1980 POP.	1990 POP.	2000 POP.	2010 POP.	2020 EST.
PIGEON FORGE	1,822	3,027	5,083	5,884	6,266
GATLINBURG	3,500	3,417	3,382	3,968	3,860
SEVIERVILLE	5,444	7,178	11,757	14,834	17,117
SEVIER COUNTY	41,418	51,043	71,170	90,146	98,250
TENNESSEE	4,591,120	4,877,185	5,689,283	6,346,105	6,829,174

\*Source: US Census Bureau

## HISTORICAL DASHBOARD\*

YEAR	MARKETING BUDGET	VISITOR COUNT*	GROSS REVENUE
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
2017**	\$ 10,574,488	3,686,597	\$ 1,298,208,750
2018	\$ 10,837,488	4,168,236	\$ 1,402,485,088
2019	\$ 10,837,488	4,391,766	\$ 1,526,229,016
2020***	\$ 11,840,088	3,342,397	\$ 1,347,763,297
TOTAL	\$ 230,650,544	86,547,631	\$ 24,901,015,676

\*Overnight Visitation Estimate Methodology Changed in 2008

\*\* The Great Smoky Mountains experienced historic fires in November 2016 that impacted visitation in Pigeon Forge and the surrounding areas in 2017

\*\*\*The COVID-19 pandemic impacted visitation and tourism spending in Pigeon Forge in 2020



### SEVIER COUNTY UNEMPLOYMENT HISTORY

Month	2020	2019	2018	2017	2016	2015
JAN	6.3%	5.8%	6.2%	9.6%	7.5%	10.1%
FEB	6.1%	5.5%	6.3%	8.6%	7.1%	9.5%
MAR	3.5%	3.6%	3.8%	5.9%	5.3%	7.5%
APR	29.1%	2.5%	2.6%	3.7%	3.8%	5.5%
MAY	17.7%	2.5%	2.5%	2.6%	3.4%	5.5%
JUN	12.4%	3.1%	3.3%	3.5%	4.2%	5.6%
JUL	10.6%	3.3%	3.1%	3.3%	4.0%	5.3%
AUG	8.4%	2.5%	3.0%	2.9%	4.2%	4.9%
SEP	6.2%	2.3%	3.0%	2.4%	4.4%	5.0%
OCT	5.5%	2.3%	3.0%	2.5%	4.2%	4.3%
NOV	3.8%	2.5%	2.8%	2.9%	4.2%	5.1%
DEC	5.3%	2.6%	2.8%	2.9%	5.7%	5.5%
AVG	9.6%	3.2%	3.5%	4.0%	5.0%	6.1%

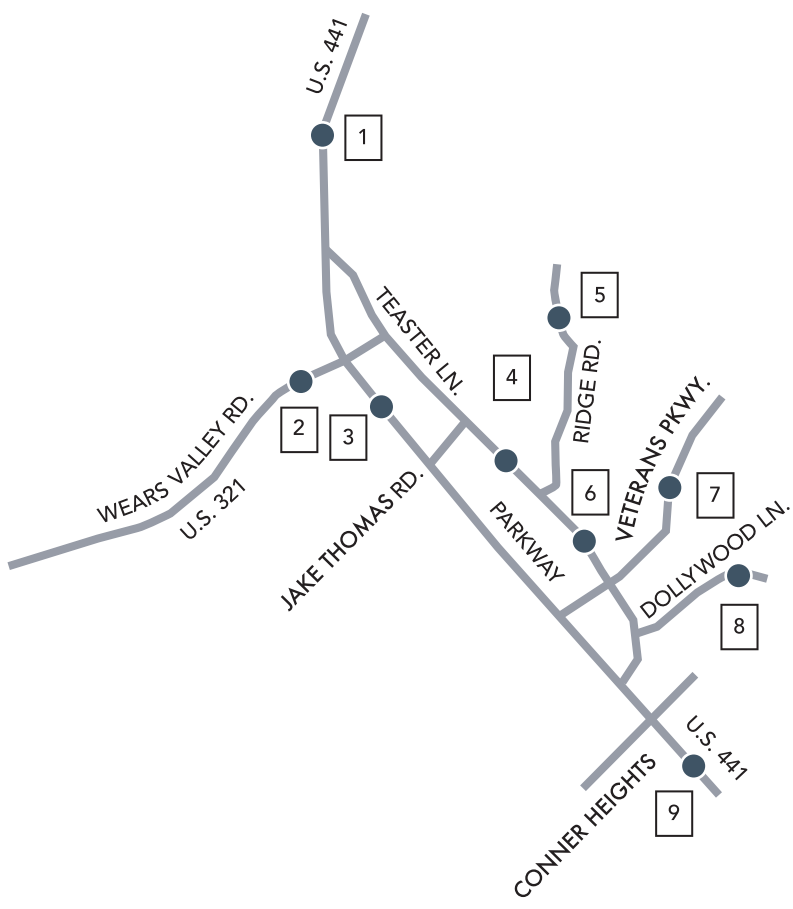
### COMMERCIAL BUILDING GROWTH

Year	Building Cost
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
2017	\$ 77,664,321
2018	\$ 12,747,816
2019	\$ 60,627,951
2020	\$ 83,378,608

### TRAFFIC COUNTS

Station	2018 ADT*
1	52,088
2	29,153
3	50,336
4	18,030
5	2,702
6	17,970
7	26,610
8	8,840
9	48,655

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



**FOR PREVIOUS AND CURRENT TRAFFIC COUNTS:**  
<https://www.arcgis.com/apps/webappviewer/index.html?id=075987cdae37474b88fa400d65681354>

1. Search Pigeon Forge, TN USA
2. Select the zoom in button in the top right-hand corner
3. Select any of the traffic count locations in Pigeon Forge for a breakdown of that station by year, signified by a green circle
4. Any street/road showing a green circle can be viewed

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