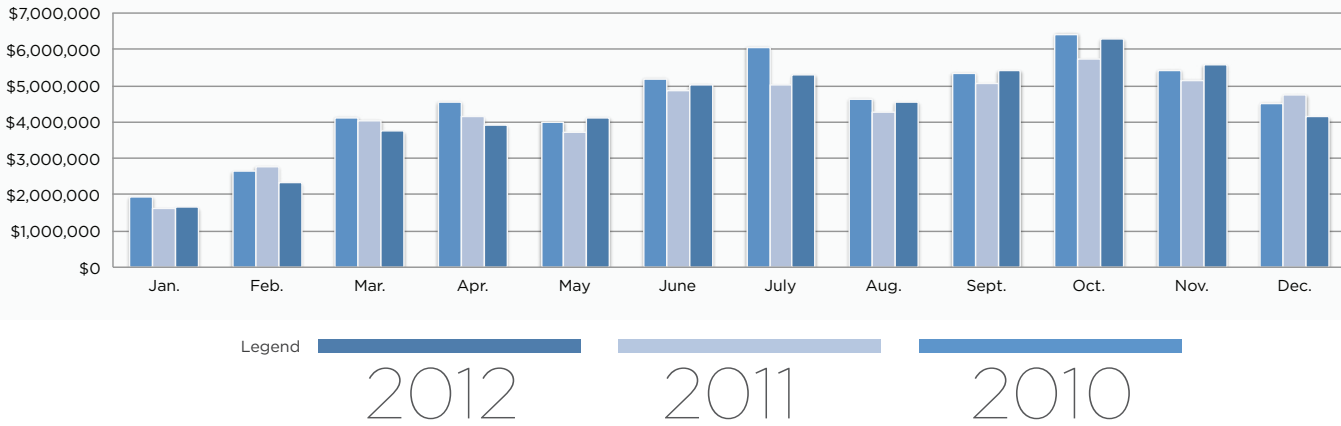




One of the most popular leisure and group travel activities is outlet shopping. Pigeon Forge is home to several outlet malls that have been in existence for many years. With fierce competition in Sevier County for outlet retailers, these outlet centers in Pigeon Forge continually look to add popular stores in an effort to increase offerings for the city's visitors.

# Outlet Revenue



Month	Gross Business	% Change
Jan.	\$1,649,585	1
Feb.	\$2,320,160	-17
Mar.	\$3,736,585	-8
Apr.	\$3,906,105	-5
May	\$4,126,499	11
June	\$5,037,102	4
July	\$5,299,078	6
Aug.	\$4,551,529	7
Sept.	\$5,418,359	7
Oct.	\$6,288,661	10
Nov.	\$5,576,734	8
Dec.	\$4,136,975	-13
<b>Total</b>	<b>\$52,047,372</b>	<b>2</b>

Month	Gross Business	% Change
Jan.	\$1,634,148	-16
Feb.	\$2,779,021	5
Mar.	\$4,050,269	-2
Apr.	\$4,133,080	-9
May	\$3,716,443	-7
June	\$4,859,236	-6
July	\$5,013,923	-17
Aug.	\$4,257,815	-8
Sept.	\$5,060,641	-5
Oct.	\$5,724,942	-11
Nov.	\$5,159,229	-5
Dec.	\$4,752,134	5
<b>Total</b>	<b>\$51,140,881</b>	<b>-7</b>

Month	Gross Business	% Change
Jan.	\$1,942,409	-36
Feb.	\$2,639,084	-22
Mar.	\$4,129,518	-18
Apr.	\$4,553,860	-10
May	\$4,001,021	-15
June	\$5,192,111	-11
July	\$6,053,354	0
Aug.	\$4,637,846	-10
Sept.	\$5,342,505	-7
Oct.	\$6,423,278	-6
Nov.	\$5,423,408	-15
Dec.	\$4,522,487	-16
<b>Total</b>	<b>\$54,860,881</b>	<b>-12</b>

Year	Gross Business	% Change
1995	\$156,712,084	2
1996	\$157,358,503	0
1997	\$165,020,325	5
1998	\$161,975,449	-2
1999	\$153,586,288	-5
2000	\$141,679,069	-8
2001	\$129,343,147	-9
2002	\$121,262,335	-6
2003	\$109,342,382	-10
2004	\$103,181,207	-6
2005	\$101,729,652	-6
2006	\$95,998,865	-1
2007	\$93,989,692	-2
2008	\$80,141,969	-15
2009	\$62,608,163	-22