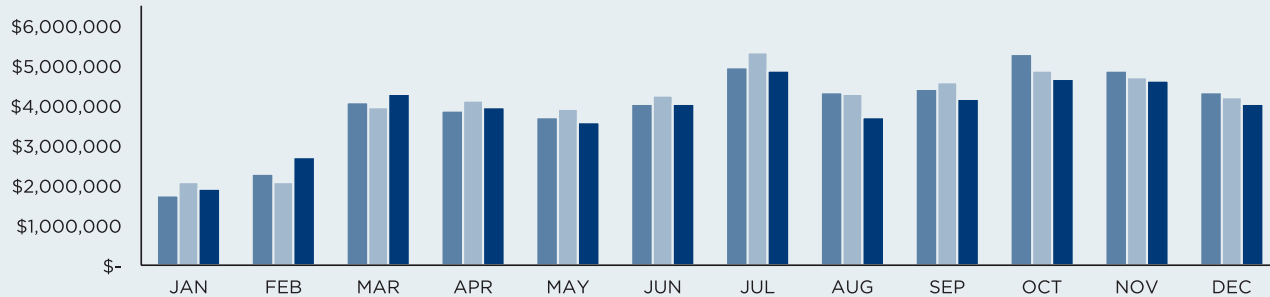


One of the most popular leisure and group travel activities is outlet shopping. Pigeon Forge is home to several outlet malls that have been a staple in the city for many years. In 1998, a notable outlet center moved locations to a sister city due to land availability, which contributes to the fierce competition for outlet retailers within Sevier County to this day. The centers in Pigeon Forge continually looks to add popular stores in an effort to increase offerings for the millions of city visitors.



Outlet Revenue



Legend

2014

2015

2016

2016*

Month	Gross Business	% Change
JAN	\$ 1,917,736	-7
FEB	\$ 2,703,301	29
MAR	\$ 4,303,473	9
APR	\$ 3,936,694	-5
MAY	\$ 3,568,539	-9
JUN	\$ 4,037,921	-5
JUL	\$ 4,882,014	-9
AUG	\$ 3,710,428	-13
SEP	\$ 4,184,890	-9
OCT	\$ 4,677,275	-4
NOV	\$ 4,636,029	-2
DEC	\$ 4,021,277	-4
TOTAL	\$ 46,579,577	-4

2015*

Month	Gross Business	% Change
JAN	\$ 2,064,785	18
FEB	\$ 2,087,672	-9
MAR	\$ 3,938,251	-4
APR	\$ 4,126,220	6
MAY	\$ 3,935,565	6
JUN	\$ 4,243,493	5
JUL	\$ 5,341,703	8
AUG	\$ 4,281,361	-2
SEP	\$ 4,580,081	3
OCT	\$ 4,879,490	-8
NOV	\$ 4,727,146	-3
DEC	\$ 4,198,569	-3
TOTAL	\$ 48,404,336	1

2014*

Month	Gross Business	% Change
JAN	\$ 1,744,284	-13
FEB	\$ 2,290,847	-12
MAR	\$ 4,083,651	0
APR	\$ 3,879,193	-10
MAY	\$ 3,698,801	-2
JUN	\$ 4,047,651	-10
JUL	\$ 4,967,557	-3
AUG	\$ 4,347,493	-1
SEP	\$ 4,427,057	-6
OCT	\$ 5,288,806	-5
NOV	\$ 4,888,425	0
DEC	\$ 4,314,314	0
TOTAL	\$ 47,978,079	-5

PRIOR YEARS*

Year	Gross Business	% Change
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
2010	\$ 54,860,881	-12
2011	\$ 51,140,881	-7
2012	\$ 52,047,372	2
2013	\$ 50,302,873	-4

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