

GAS & GROCERY REVENUE

While higher gas prices in 2008 meant visitors spent more to fill up when in town, this trend could have had a negative impact on other business sectors. Many Pigeon Forge visitors have pre-determined budgets, meaning more money is used for gas and less is available for other activities. In addition to higher gas prices, many visitors chose to buy groceries rather than eat out for every meal. High gas prices and more people eating in resulted in a 15 percent increase in business receipts for this sector.



2008 GAS & GROCERY REVENUE

Month	Gross Business	% of Change
January	\$5,396,387	2
February	\$5,394,863	10
March	\$7,264,704	17
April	\$7,389,067	6
May	\$8,006,419	17
June	\$10,397,663	17
July	\$11,903,502	18
August	\$9,599,040	14
September	\$10,010,287	40
October	\$8,449,030	18
November	\$7,129,472	-2
December	\$9,158,059	-4
Total	\$100,098,493	13

2006 GAS & GROCERY REVENUE

Month	Gross Business	% of Change
January	\$4,550,933	16
February	\$4,921,285	12
March	\$5,904,018	6
April	\$6,742,440	16
May	\$5,805,721	1
June	\$8,393,821	16
July	\$9,855,097	6
August	\$7,839,030	11
September	\$6,638,148	4
October	\$6,822,185	-1
November	\$6,349,944	8
December	\$8,713,700	10
Total	\$82,536,322	8

2007 GAS & GROCERY REVENUE

Month	Gross Business	% of Change
January	\$5,306,546	17
February	\$4,899,272	0
March	\$6,207,673	5
April	\$6,981,396	4
May	\$6,858,932	18
June	\$8,893,226	6
July	\$10,117,571	3
August	\$8,405,796	7
September	\$7,154,998	8
October	\$7,188,532	5
November	\$7,286,077	13
December	\$9,584,351	10
Total	\$88,884,370	8

PRIOR YEARS' GAS & GROCERY REVENUE

Month	Gross Business	% of Change
1995	\$34,213,741	N/A
1996	\$40,055,951	17
1997	\$41,533,340	4
1998	\$47,858,700	15
1999	\$54,594,236	14
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	\$87,258,299	20