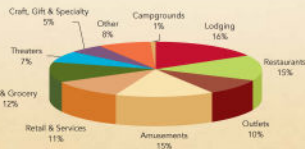


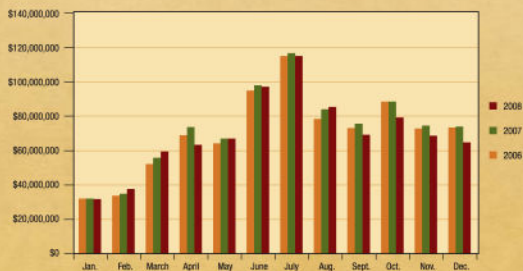
GROSS RECEIPTS

With much of the city's budget supported by the tourism industry, the successes of all business sectors are monitored closely. Each month the city tracks revenue generated and identifies trends by sector. If one area trends downward over a period of time, the city identifies potential ways to reverse the trend. While each area is important, Pigeon Forge is not overly dependent on any single business sector.



GROSS RECEIPTS BY SECTOR

Business Sector	Revenue for 2008	Revenue for 2007	% of Total Business in 2008	% of Change
Lodging	\$138,164,536	\$148,156,932	16%	-7%
Restaurants	\$126,301,521	\$125,976,608	15%	0%
Outlets	\$80,141,969	\$93,989,692	10%	-15%
Amusements	\$125,024,993	\$129,448,718	15%	-3%
Retail & Services	\$92,490,640	\$102,107,922	11%	-9%
Gas & Grocery	\$100,098,493	\$88,884,370	12%	13%
Theaters	\$55,765,465	\$59,267,869	7%	-6%
Craft, Gift & Specialty	\$42,758,856	\$48,888,033	5%	-13%
Other	\$69,302,754	\$68,690,523	8%	1%
Campgrounds	\$6,418,901	\$7,055,072	1%	-9%
Total	\$836,467,928	\$872,465,749	100%	-4%



2008 GROSS RECEIPTS

Month	Tax Collected at 1%	Gross Business	% of Change
January	\$317,975	\$31,543,676	-1
February	\$375,210	\$37,511,445	8
March	\$594,355	\$59,286,006	7
April	\$632,203	\$63,116,325	-14
May	\$663,391	\$66,828,389	1
June	\$968,399	\$96,998,245	-1
July	\$1,157,928	\$114,915,173	-1
August	\$852,493	\$85,114,582	2
September	\$668,384	\$69,056,114	-8
October	\$789,012	\$79,189,444	-10
November	\$695,173	\$68,343,998	-8
December	\$645,864	\$64,563,731	-13
Total	\$8,360,387	\$836,467,928	-4

2007 GROSS RECEIPTS

Month	Tax Collected at 1%	Gross Business	% of Change
January	\$317,425	\$31,787,875	0
February	\$354,857	\$34,718,863	4
March	\$557,490	\$55,593,243	7
April	\$738,140	\$73,367,062	7
May	\$668,818	\$66,760,572	4
June	\$990,123	\$97,930,505	3
July	\$1,166,547	\$116,564,683	2
August	\$838,799	\$83,834,275	7
September	\$755,274	\$75,367,340	4
October	\$885,805	\$88,320,051	0
November	\$746,178	\$74,362,305	2
December	\$742,232	\$73,858,975	1
Total	\$8,752,378	\$872,465,749	3

2006 GROSS RECEIPTS

Month	Tax Collected at 1%	Gross Business	% of Change
January	\$322,038	\$31,895,264	16
February	\$383,916	\$38,510,372	4
March	\$521,853	\$52,104,790	3
April	\$692,027	\$68,708,297	19
May	\$643,656	\$64,129,152	4
June	\$951,834	\$94,843,871	12
July	\$1,144,879	\$114,751,591	8
August	\$793,112	\$78,139,771	6
September	\$730,894	\$72,818,583	12
October	\$862,242	\$88,310,398	8
November	\$726,954	\$72,530,568	4
December	\$733,314	\$73,232,814	10
Total	\$8,478,168	\$844,975,471	9

PRIOR YEARS' GROSS RECEIPTS

Year	Tax Collected at 1%	Gross Business	% of Change
1980	\$254,149	\$50,829,810	
1981	\$312,121	\$62,424,220	23
1982*	\$363,462	\$72,692,468	16
1983	\$387,350	\$77,469,922	7
1984**	\$497,136	\$99,427,156	28
1985	\$571,995	\$114,399,048	15
1986***	\$840,994	\$168,198,800	47
1987	\$2,022,531	\$202,253,111	20
1988	\$2,411,506	\$241,150,600	19
1989	\$2,856,524	\$290,269,620	18
1990	\$3,332,716	\$338,968,868	17
1991	\$3,760,096	\$379,591,349	12
1992	\$4,092,094	\$416,775,030	10
1993	\$4,364,778	\$444,476,600	7
1994	\$4,764,157	\$485,207,146	9
1995	\$5,192,999	\$529,302,594	9
1996	\$5,348,104	\$545,003,939	3
1997	\$5,676,925	\$577,160,607	6
1998	\$6,046,490	\$615,553,460	7
1999	\$6,223,120	\$632,445,587	3
2000	\$6,229,004	\$634,257,297	0
2001	\$6,454,476	\$655,548,446	3
2002	\$6,572,615	\$670,157,344	2
2003	\$6,670,503	\$669,854,551	0
2004	\$7,158,632	\$713,947,775	7
2005	\$7,802,605	\$777,583,220	9

Pigeon Forge is not accustomed to revenue declines, but 2008's gross receipts decline of 4 percent was not a shock. The entire U.S. economy struggled in 2008. Despite the decline, Pigeon Forge fared better than many other tourism destinations.

Like many destinations, the summer season is when tourism is at its peak in Pigeon Forge. In 2008, more than 35 percent of the city's annual receipts were collected in June through August. The majority of the city's current marketing is allocated to support this season. Overall in 2008, for every dollar spent on advertising, the city generated \$56 in tourism spending.

Winterfest

February 2009 marked the conclusion of the 19th Annual Winterfest. Originally, this four-month event was designed to spark visitation during the notoriously slow months of November, December, January and February. While this year's Winterfest final figures have not yet been tallied, the previous Winterfest season saw a 2.5 percent revenue increase, accounting for more than \$217 million in business receipts.



*World's Fair in Knoxville
 **City of Campaign Begins
 ***Year of Dollywood Opening