

This booklet serves as a recap of the economic impact of tourism in Pigeon Forge and profile of our visitor for 2009.

City Profile

During the past few years, the tourism industry has been hit hard by the economic downturn. As with most destinations, Pigeon Forge businesses experienced an overall decline in the receipts collected for 2009. However, Pigeon Forge did have a better year than many other destinations nationwide.

Pigeon Forge is optimistic that the industry bottomed out in 2009 and will begin a slow rebound in 2010. Projections are for

flat or slight growth in 2010. The lodging industry will struggle more than other categories due in part to having to overcome heavy discounting that many consumers now rely on and expect.

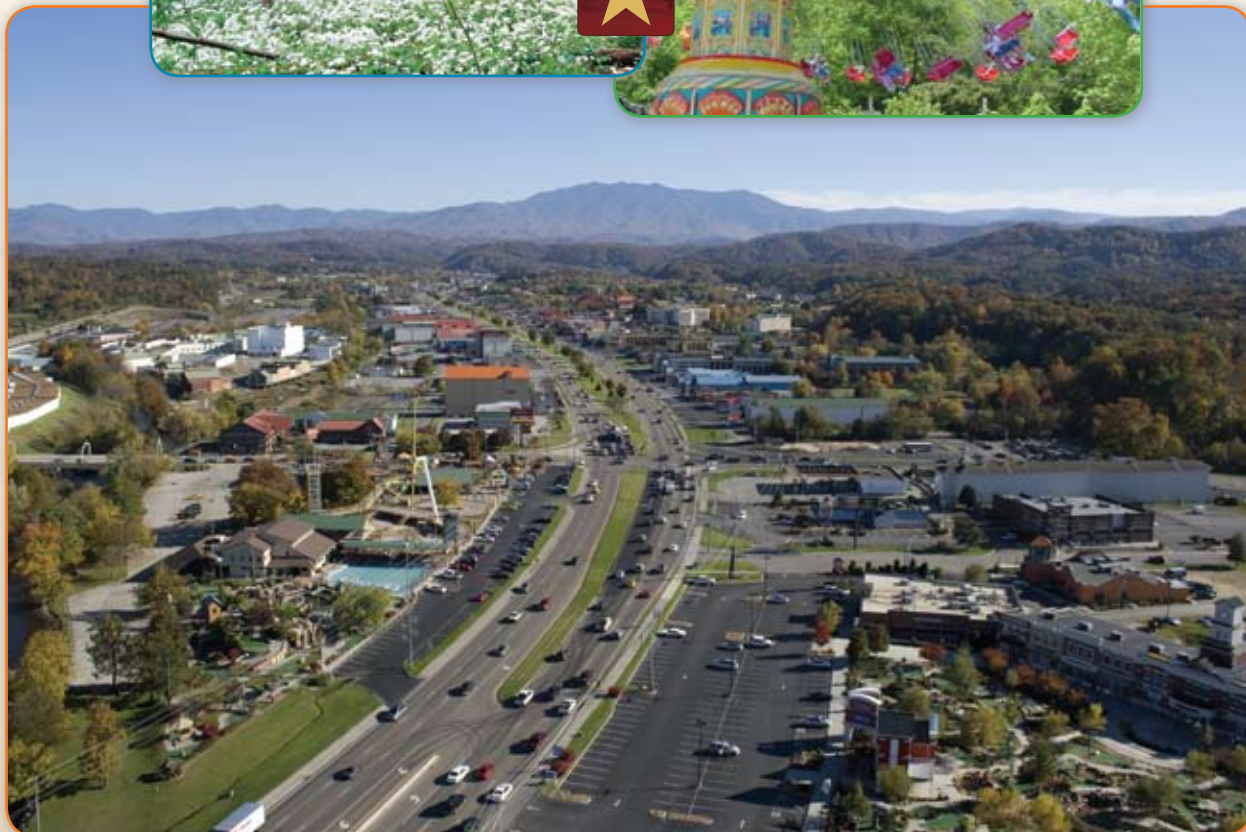
In Pigeon Forge, the peak visitor season is during the summer months. In 2009, more than 35% of the visitor spending was generated June through August. Pigeon Forge also had many visitors during the fall to experience the foliage. This year, Pigeon Forge celebrated its 20th Winterfest season. Winterfest begins in November and runs through the end of February, making Pigeon Forge a year-round destination.

The majority of the city's marketing dollars are allocated to target summer visitors. Overall in 2009, for every dollar spent on advertising, the city generated \$50 in tourism spending.

POPULATION GROWTH

| Area | 1980 Population | 1990 Population | 2000 Population | 2009 Estimate |
|---------------|-----------------|-----------------|-----------------|---------------|
| Pigeon Forge | 1,822 | 3,027 | 5,083 | 6,204 |
| Gatlinburg | 3,500 | 3,417 | 3,382 | 5,555 |
| Sevierville | 5,444 | 7,178 | 11,757 | 16,846 |
| Sevier County | 41,418 | 51,043 | 71,170 | 84,835 |
| Tennessee | 4,591,120 | 4,877,185 | 5,689,283 | 6,214,888 |

Source: U.S. Bureau of the Census



Sevier County Unemployment Rates

In 2009, the unemployment rates across the nation were high. With fewer visitors to Pigeon Forge, unemployment rates were higher. Tourism is not only important to Pigeon Forge because it generates tax dollars, but it also provides jobs to the local residents.

SEVIER COUNTY UNEMPLOYMENT RATES

| Month | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 | 2002 | 2001 | 2000 | 1999 |
|-----------|-------|------|------|------|-------|-------|-------|-------|------|------|-------|
| January | 12.5% | 9.9% | 8.7% | 9.3% | 10.8% | 11.0% | 10.4% | 11.1% | 9.6% | 9.6% | 15.5% |
| February | 14.1% | 9.8% | 8.9% | 9.0% | 10.7% | 9.7% | 9.6% | 10.1% | 9.1% | 9.7% | 13.9% |
| March | 13.3% | 8.4% | 7.3% | 7.4% | 9.0% | 8.9% | 8.1% | 8.6% | 8.0% | 7.7% | 12.6% |
| April | 10.2% | 5.7% | 4.1% | 5.3% | 5.6% | 5.5% | 5.4% | 5.3% | 5.2% | 4.4% | 6.8% |
| May | 9.7% | 5.6% | 3.8% | 4.6% | 4.9% | 4.7% | 4.5% | 4.4% | 3.8% | 3.6% | 4.0% |
| June | 9.7% | 5.7% | 3.5% | 4.9% | 4.9% | 4.9% | 4.9% | 4.5% | 4.2% | 3.7% | 3.5% |
| July | 9.1% | 5.8% | 3.1% | 4.6% | 4.3% | 4.7% | 4.1% | 4.1% | 3.9% | 3.4% | 2.8% |
| August | 9.3% | 5.7% | 3.1% | 4.6% | 4.3% | 4.8% | 4.3% | 4.1% | 4.2% | 3.4% | 3.0% |
| September | 9.2% | 5.6% | 3.4% | 3.5% | 4.1% | 4.6% | 4.3% | 3.9% | 3.8% | 3.1% | 2.8% |
| October | 9.3% | 5.9% | 3.6% | 3.4% | 4.3% | 4.6% | 4.3% | 4.0% | 4.1% | 3.4% | 3.5% |
| November | 9.5% | 6.8% | 4.3% | 4.1% | 4.9% | 5.2% | 5.0% | 4.8% | 4.9% | 4.4% | 5.0% |
| December | 10.7% | 8.3% | 5.1% | 4.5% | 5.1% | 5.8% | 5.3% | 5.2% | 5.3% | 4.9% | 5.6% |
| Average | 10.6% | 6.9% | 4.9% | 5.4% | 6.0% | 6.2% | 5.8% | 5.7% | 5.5% | 5.0% | 6.4% |

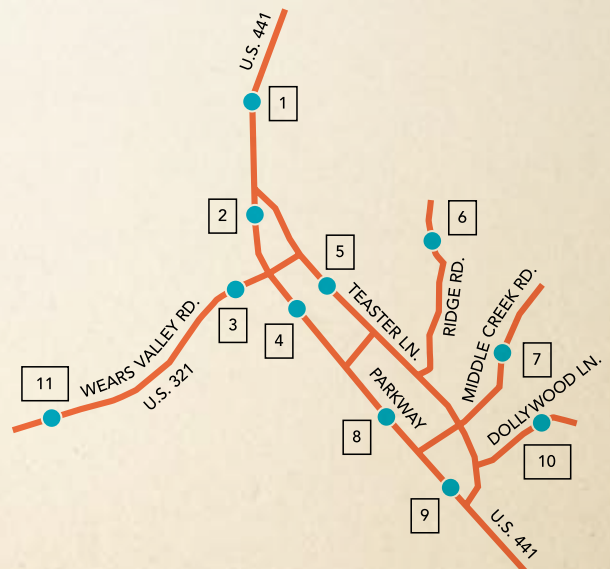
Traffic Count

AVERAGE DAILY TRAFFIC (ADT)

| Station | ADT (vpd*) | Seasonal High | Seasonal Low |
|---------|------------|---------------|--------------|
| 1 | 58,420 | 90,700 | 29,250 |
| 2 | 59,800 | 92,920 | 29,880 |
| 3 | 24,250 | 33,100 | 9,100 |
| 4 | 49,710 | 74,630 | 22,050 |
| 5 | 13,590 | 21,200 | 5,870 |
| 6 | 8,860 | 10,500 | 2,280 |
| 7 | 17,020 | 27,450 | 6,030 |
| 8 | 54,900 | 87,100 | 25,660 |
| 9 | 48,750 | 77,570 | 22,900 |
| 10 | 16,050 | 27,600 | 7,970 |
| 11 | 17,200 | 29,040 | 7,500 |

*vehicles per day

Source: Tennessee Department of Transportation & Wilbur Smith Associates (2006)



FOR CURRENT TRAFFIC COUNTS:

<http://ww3.tdot.state.tn.us/traffichistory/>

1. Select SEVIER County
2. Select the zoom in button in the top right hand corner
3. Click on Pigeon Forge
4. Click on Pigeon Forge again to see a break down of the actual streets/roads, etc.
5. Select the identify button in the top right hand corner
6. Any street/road showing a green triangle can be viewed