

*This booklet serves as a recap of the economic impact of tourism in Pigeon Forge and profile of our visitor for 2011.*

## City Profile

Located in close proximity to the nation's most visited national park, Great Smoky Mountains National Park, Pigeon Forge, Tennessee, is one of the premier travel destinations in the Southeast. Each year, the resort city welcomes millions of visitors, most of which originate from within a one-day drive. The tourism industry is the driving economic force in Pigeon Forge, and the city has evolved to become a year-round destination.

During the past several years, the tourism industry has felt the impact of the recession, just as many other industries have.

Pigeon Forge weathered the storm very well compared to many other destinations, and in 2010 and continuing in 2011, the city rebounded after experiencing years of a decrease in business receipts collected in 2008 and 2009.

While Pigeon Forge is a popular spring break destination, the peak visitor season is during the summer. In 2011, more than 34 percent of the visitor spending was generated in June through August. Pigeon Forge also has many visitors during the fall to experience the foliage. This year, Pigeon Forge celebrated its 22nd Winterfest season. Winterfest begins in November and runs through the end of February.

The city's Department of Tourism handles all tourism-related marketing and advertising efforts, focusing on both leisure and group markets. In 2011, for every dollar spent on advertising, the city generated \$51 in tourism spending.

## POPULATION GROWTH

Area	2011 Estimate	2000 Population	1990 Population	1980 Population
Pigeon Forge	5,875	5,083	3,027	1,822
Gatlinburg	3,944	3,382	3,417	3,500
Sevierville	14,807	11,757	7,178	5,444
Sevier County	89,889	71,170	51,043	41,418
Tennessee	6,403,353	5,689,283	4,877,185	4,591,120

Source: U.S. Bureau of the Census





# Sevier County Unemployment Rates

As the top industry in Pigeon Forge and Sevier County, tourism is responsible for the employment of many local residents.

## SEVIER COUNTY UNEMPLOYMENT RATES

Month	*2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000
January	14.7%	14.7%	13.3%	9.9%	8.7%	9.3%	10.8%	11.0%	10.4%	11.1%	9.6%	9.6%
February	15.2%	15.4%	15.1%	9.8%	8.9%	9.0%	10.7%	9.7%	9.6%	10.1%	9.1%	9.7%
March	13.1%	13.9%	14.3%	8.4%	7.3%	7.4%	9.0%	8.9%	8.1%	8.6%	8.0%	7.7%
April	9.7%	10.4%	10.4%	5.7%	4.1%	5.3%	5.6%	5.5%	5.4%	5.3%	5.2%	4.4%
May	9.2%	9.5%	9.8%	5.6%	3.8%	4.6%	4.9%	4.7%	4.5%	4.4%	3.8%	3.6%
June	9.4%	9.0%	9.8%	5.7%	3.5%	4.9%	4.9%	4.9%	4.9%	4.5%	4.2%	3.7%
July	8.6%	8.2%	9.2%	5.8%	3.1%	4.6%	4.3%	4.7%	4.1%	4.1%	3.9%	3.4%
August	8.6%	8.4%	9.3%	5.7%	3.1%	4.6%	4.3%	4.8%	4.3%	4.1%	4.2%	3.4%
September	8.5%	8.6%	9.4%	5.6%	3.4%	3.5%	4.1%	4.6%	4.3%	3.9%	3.8%	3.1%
October	8.0%	8.7%	9.5%	5.9%	3.6%	3.4%	4.3%	4.6%	4.3%	4.0%	4.1%	3.4%
November	8.2%	9.4%	9.7%	6.8%	4.3%	4.1%	4.9%	5.2%	5.0%	4.8%	4.9%	4.4%
December	8.7%	9.4%	10.6%	8.3%	5.1%	4.5%	5.1%	5.8%	5.3%	5.2%	5.3%	4.9%
Average	10.0%	10.3%	10.9%	6.9%	4.9%	5.4%	6.0%	6.2%	5.8%	5.7%	5.5%	5.0%

\*TN Department of Labor and Workforce Development

## Traffic Count

### AVERAGE DAILY TRAFFIC (ADT)

Station	2011 ADT (vpd*)
1	44,854
2	19,869
3	5,688
4	42,945
5	2,103
6	10,733
7	21,491
8	10,575
9	39,163

\*vehicles per day

Source: Tennessee Department of Transportation



### FOR PREVIOUS AND 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 breakdown 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