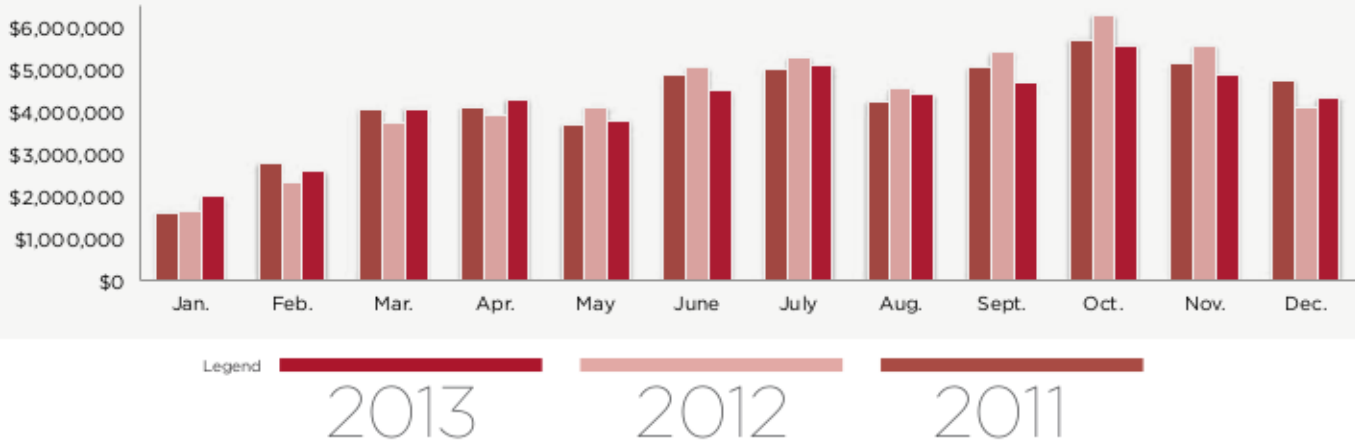




One of the most popular leisure and group travel activities is outlet shopping. Pigeon Forge is home to several outlet malls that have been a staple in the city for many years. With fierce competition in Sevier County for outlet retailers, these outlet centers in Pigeon Forge continually look to add popular stores in an effort to increase offerings for the city's visitors.

Outlet Revenue



2013		
Month	Gross Business	% Change
Jan.	\$1,995,708	21
Feb.	\$2,604,960	12
Mar.	\$4,096,809	10
Apr.	\$4,297,555	10
May	\$3,792,959	-8
June	\$4,487,375	-11
July	\$5,109,576	-4
Aug.	\$4,398,932	-3
Sept.	\$4,698,901	-13
Oct.	\$5,592,903	-11
Nov.	\$4,893,594	-12
Dec.	\$4,333,601	5
Total	\$50,302,873	-4

2012		
Month	Gross Business	% Change
Jan.	\$1,649,585	1
Feb.	\$2,320,160	-17
Mar.	\$3,736,585	-8
Apr.	\$3,906,105	-5
May	\$4,126,499	11
June	\$5,037,102	4
July	\$5,299,078	6
Aug.	\$4,551,529	7
Sept.	\$5,418,359	7
Oct.	\$6,288,661	10
Nov.	\$5,576,734	8
Dec.	\$4,136,975	-13
Total	\$52,047,372	2

2011		
Month	Gross Business	% Change
Jan.	\$1,634,148	-16
Feb.	\$2,779,021	5
Mar.	\$4,050,269	-2
Apr.	\$4,133,080	-9
May	\$3,716,443	-7
June	\$4,859,236	-6
July	\$5,013,923	-17
Aug.	\$4,257,815	-8
Sept.	\$5,060,641	-5
Oct.	\$5,724,942	-11
Nov.	\$5,159,229	-5
Dec.	\$4,752,134	5
Total	\$51,140,881	-7

PRIOR YEARS		
Year	Gross Business	% Change
1996	\$157,358,503	0
1997	\$165,020,325	5
1998	\$161,975,449	-2
1999	\$153,586,288	-5
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