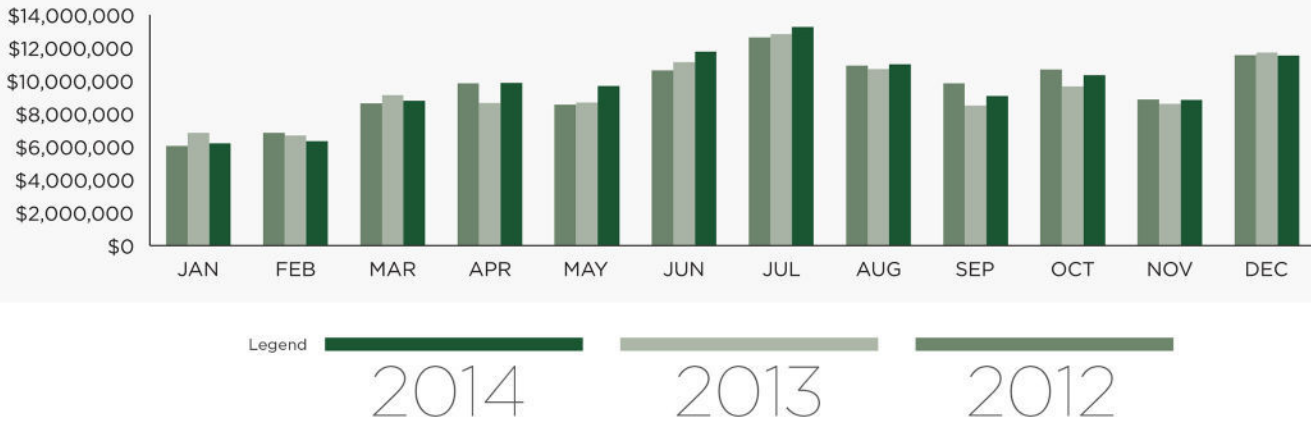




# Gas & Grocery Revenue

In recent years, gas prices have fluctuated dramatically, but 2014 saw a dramatic decrease in the price for gas. On January 1, 2014, that national average price per gallon was \$3.28, gas below \$3 was found in just a handful of states. By the end of the year, the national average price of gas was more than \$1 per gallon lower than where it was at the beginning of the year. This contributed to extra money and larger budgets that visitors were able to use on their trips to Pigeon Forge, and provided more feasibility for them to enjoy more activities while there.



2014		
Month	Gross Business	% Change
JAN	\$ 6,212,886	-9
FEB	\$ 6,334,948	-5
MAR	\$ 8,787,044	-4
APR	\$ 9,859,923	14
MAY	\$ 9,682,174	11
JUN	\$ 11,754,512	6
JUL	\$ 13,256,851	3
AUG	\$ 11,003,294	3
SEP	\$ 9,066,890	7
OCT	\$ 10,354,199	7
NOV	\$ 8,838,838	3
DEC	\$ 11,526,478	-2
TOTAL	\$ 116,678,037	3

2013		
Month	Gross Business	% Change
JAN	\$ 6,827,536	13
FEB	\$ 6,675,014	-2
MAR	\$ 9,129,416	6
APR	\$ 8,647,163	-12
MAY	\$ 8,692,794	2
JUN	\$ 11,141,752	5
JUL	\$ 12,834,907	1
AUG	\$ 10,720,199	-2
SEP	\$ 8,494,049	-14
OCT	\$ 9,660,186	-10
NOV	\$ 8,596,680	-3
DEC	\$ 11,711,090	1
TOTAL	\$ 113,130,786	-2

2012		
Month	Gross Business	% Change
JAN	\$ 6,045,304	7
FEB	\$ 6,828,716	13
MAR	\$ 8,623,214	6
APR	\$ 9,837,170	3
MAY	\$ 8,546,886	-4
JUN	\$ 10,637,533	-1
JUL	\$ 12,646,479	-4
AUG	\$ 10,924,566	2
SEP	\$ 9,835,024	2
OCT	\$ 10,694,273	8
NOV	\$ 8,866,514	1
DEC	\$ 11,552,291	1
TOTAL	\$ 115,037,970	2

PRIOR YEARS		
Year	Gross Business	% Change
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	\$ 76,082,100	13
2006	\$ 613,657,124	9
2007	\$ 88,884,370	8
2008	\$ 100,098,493	13
2009	\$ 91,671,054	-8
2010	\$ 100,895,480	10
2011	\$ 112,686,223	12