



Pigeon Forge, Tennessee, with a permanent population of over 6,000 people, is located within a day's drive of two-thirds of the U.S. population east of the Mississippi River. Due to that convenience, the town welcomes millions of visitors from around the country every year, making it one of the most popular vacation destinations in America. Pigeon Forge is primarily a drive destination, with the majority of visitors coming from within 500 miles of the city.

Tourism is Sevier County's number one industry and economic driver for the area. The Pigeon Forge Department of Tourism handles all tourism-related marketing communications, focusing primarily on leisure and group travel. In 2015, for every dollar spent on advertising, the city generated a record \$65 in tourism spending\*.

\*Calculation provided by Majority Opinion Research

## Lodging

Pigeon Forge offers a selection of approximately 15,000 lodging units, including hotels, motels, cabins, chalets and campgrounds.

## Retail

Pigeon Forge boasts more than 300 shopping venues, including outlet, craft and antique stores, as well as specialty boutiques.

## Attractions

In addition to an assortment of more than 80 attractions located along or near its main Parkway, Pigeon Forge also is home to Dollywood, Tennessee's number one ticketed attraction.

## Dining

There are more than 90 restaurants in Pigeon Forge. Visitors can choose from a wide variety of menus with everything from traditional Southern comfort food to tasty treats with an international flavor.

## Theaters

Pigeon Forge features more than a dozen variety shows and dinner theaters, offering a wide selection of music, variety, comedy and magic shows.

## Meeting Space

In October 2013, the city opened the LeConte Center at Pigeon Forge. The multipurpose facility is designed to host large assemblies, trade shows and competitive events. Positioned along the city's Riverwalk, the facility features a mountain-lodge ambiance reflective of the city's setting near the Great Smoky Mountains.



## POPULATION GROWTH\*

AREA	2000 POPULATION	2010 POPULATION	2014 POPULATION	2015 POPULATION
PIGEON FORGE	5,083	5,884	6,036	6,132
GATLINBURG	3,382	3,968	4,097	4,387
SEVIERVILLE	11,757	14,834	16,011	16,355
SEVIER COUNTY	71,170	90,146	95,110	95,946
TENNESSEE	5,689,283	6,346,105	6,497,269	6,585,731

\*U.S. Census Bureau and citydata.com

## HISTORICAL DASHBOARD

YEAR	MARKETING BUDGET	VISITOR COUNT*	GROSS REVENUE
1990	\$ 1,089,915	1,711,425	\$ 338,968,868
1991	\$ 1,291,992	1,858,507	\$ 379,591,349
1992	\$ 1,619,344	1,835,890	\$ 416,775,030
1993	\$ 2,146,550	2,071,189	\$ 444,476,600
1994	\$ 2,470,886	2,100,022	\$ 485,207,146
1995	\$ 3,364,467	2,296,382	\$ 529,302,594
1996	\$ 5,085,012	2,338,461	\$ 545,003,939
1997	\$ 6,376,059	2,396,507	\$ 577,160,607
1998	\$ 6,659,850	2,523,972	\$ 615,553,460
1999	\$ 7,336,032	2,573,915	\$ 632,445,587
2000	\$ 7,932,432	2,431,150	\$ 634,257,297
2001	\$ 8,096,507	2,762,394	\$ 655,548,446
2002	\$ 8,096,300	2,776,277	\$ 670,157,344
2003	\$ 8,177,200	2,661,698	\$ 669,854,551
2004	\$ 8,139,200	2,848,695	\$ 713,947,775
2005	\$ 8,371,200	2,892,640	\$ 777,583,220
2006	\$ 8,402,186	3,034,840	\$ 844,975,471
2007	\$ 8,392,186	3,259,029	\$ 872,465,749
2008	\$ 8,392,186	2,573,446	\$ 836,467,928
2009	\$ 8,583,000	2,746,411	\$ 772,576,870
2010	\$ 8,626,000	2,682,924	\$ 806,026,590
2011	\$ 9,126,000	2,444,510	\$ 830,302,841
2012	\$ 9,237,600	2,856,682	\$ 905,878,531
2013	\$ 9,237,600	2,929,494	\$ 937,986,229
2014	\$ 9,584,600	3,060,462	\$ 1,021,567,104
2015	\$ 9,752,100	3,557,991	\$ 1,148,756,766
<b>TOTAL</b>	<b>\$175,586,404</b>	<b>\$ 67,224,913</b>	<b>\$18,062,837,892</b>

\*Overnight Visitation Estimate Methodology Changed in 2008



### SEVIER COUNTY UNEMPLOYMENT HISTORY

Month	2015	2014	2013	2012	2011	2010
JAN	10.1%	10.4%	11.5%	12.2%	14.1%	14.7%
FEB	9.5%	11.0%	11.9%	12.4%	14.7%	15.4%
MAR	7.5%	9.0%	10.1%	10.7%	13.1%	13.9%
APR	5.5%	6.2%	9.2%	8.2%	9.7%	10.4%
MAY	5.5%	6.2%	8.0%	8.2%	9.2%	9.5%
JUN	5.6%	6.8%	8.2%	8.4%	8.7%	9.0%
JUL	5.3%	6.9%	7.7%	8.4%	8.6%	8.2%
AUG	4.9%	6.7%	7.5%	7.9%	8.6%	8.4%
SEP	5.0%	6.1%	7.4%	7.3%	8.5%	8.6%
OCT	4.3%	5.9%	7.5%	7.4%	8.0%	8.7%
NOV	5.1%	6.3%	7.2%	6.9%	8.2%	9.4%
DEC	5.5%	6.9%	7.4%	8.1%	8.7%	9.4%
AVG	6.1%	7.3%	8.6%	8.8%	10.0%	10.3%

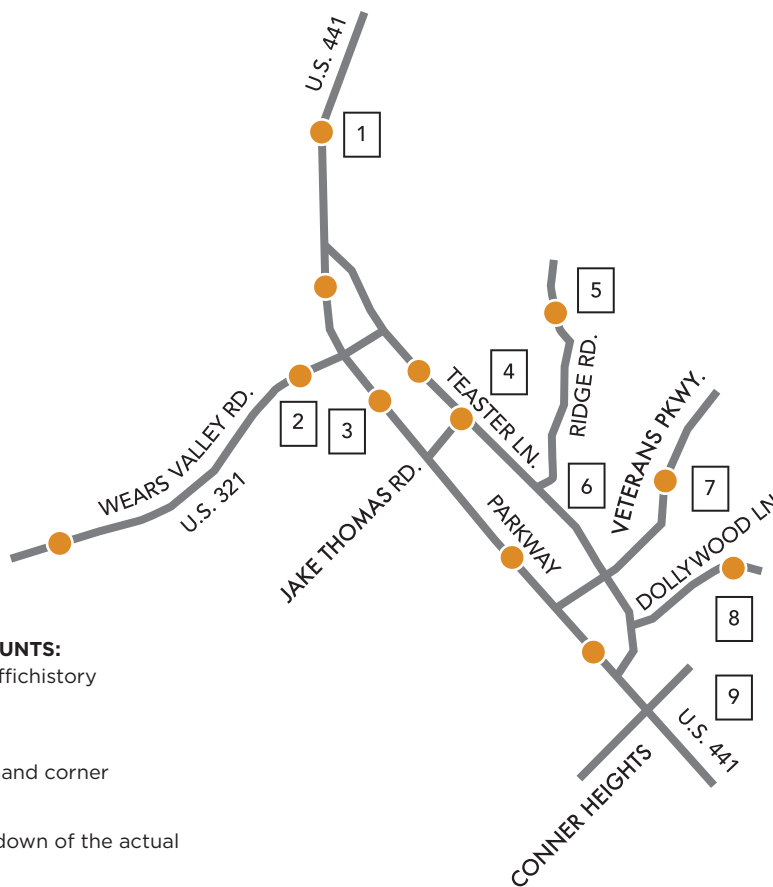
### COMMERCIAL BUILDING GROWTH

Year	Building Cost
2015	\$ 62,571,601
2014	\$ 55,441,403
2013	\$ 54,456,009
2012	\$101,107,478
2011	\$ 21,820,202
2010	\$ 9,499,375
2009	\$ 22,035,601
2008	\$ 42,521,338
2007	\$ 52,741,886
2006	\$ 72,178,644
2005	\$ 64,443,478
2004	\$ 46,413,956
2003	\$ 29,943,389
2002	\$ 20,820,974
2001	\$ 20,687,656

### TRAFFIC COUNT

Station	2014 ADT*
1	50,230
2	22,299
3	45,035
4	15,182
5	2,117
6	12,917
7	22,586
8	7,727
9	42,665

\*vehicles per day  
 Source: Tennessee Dept. of Transportation



**FOR PREVIOUS AND CURRENT TRAFFIC COUNTS:**  
<http://www.tdot.state.gov/APPLICATIONS/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

\*Traffic history reflects the average daily traffic count along specific locations on Tennessee's road network.