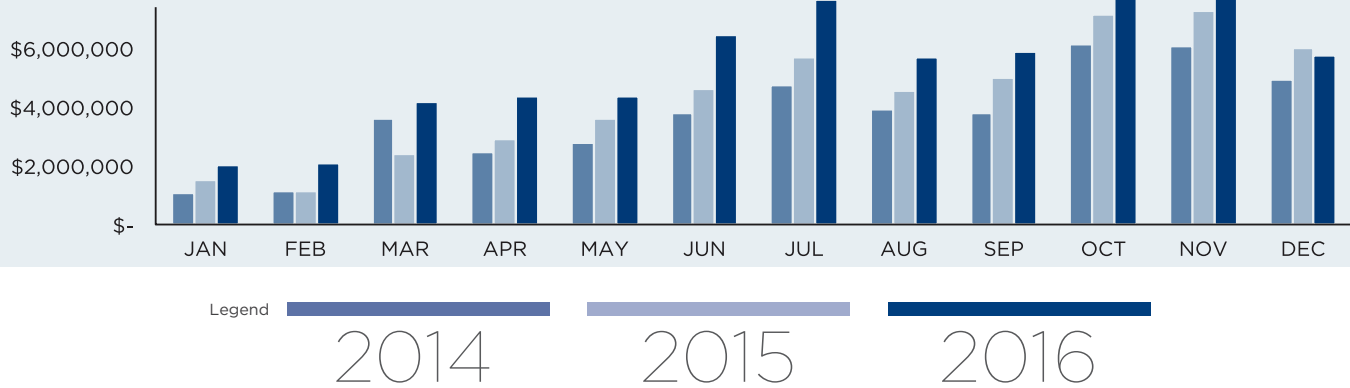




Many visitors to the area are looking for a unique shopping experience, so many of the area's retail stores specialize in products celebrating the craftsmanship and heritage of the Smokies. History demonstrates the success of this sector often parallels the retail and outlet sectors.

Craft, Gift & Specialty Revenue



2016*		
Month	Gross Business	% Change
JAN	\$ 2,015,603	31
FEB	\$ 2,099,259	82
MAR	\$ 4,145,216	74
APR	\$ 4,372,199	49
MAY	\$ 4,387,603	23
JUN	\$ 6,440,671	40
JUL	\$ 7,669,516	35
AUG	\$ 5,676,369	25
SEP	\$ 5,901,886	17
OCT	\$ 8,988,035	26
NOV	\$ 7,964,222	10
DEC	\$ 5,749,850	-4
TOTAL	\$ 65,410,429	26

2015*		
Month	Gross Business	% Change
JAN	\$ 1,536,875	43
FEB	\$ 1,152,730	0
MAR	\$ 2,382,877	-34
APR	\$ 2,931,161	18
MAY	\$ 3,575,640	28
JUN	\$ 4,610,893	22
JUL	\$ 5,697,616	21
AUG	\$ 4,523,802	16
SEP	\$ 5,024,804	32
OCT	\$ 7,123,741	16
NOV	\$ 7,253,655	19
DEC	\$ 6,019,172	23
TOTAL	\$ 51,832,966	16

2014*		
Month	Gross Business	% Change
JAN	\$ 1,076,821	8
FEB	\$ 1,152,962	-5
MAR	\$ 3,607,441	72
APR	\$ 2,493,522	7
MAY	\$ 2,795,117	7
JUN	\$ 3,788,071	6
JUL	\$ 4,721,315	2
AUG	\$ 3,894,979	8
SEP	\$ 3,793,780	3
OCT	\$ 6,164,278	11
NOV	\$ 6,099,755	12
DEC	\$ 4,911,417	20
TOTAL	\$ 44,499,458	12

PRIOR YEARS*		
Year	Gross Business	% Change
2000	\$ 39,031,968	3
2001	\$ 39,034,991	0
2002	\$ 39,531,111	1
2003	\$ 37,789,743	-4
2004	\$ 42,098,387	11
2005	\$ 53,528,936	11
2006	\$ 54,881,007	3
2007	\$ 48,888,033	-11
2008	\$ 42,758,856	-13
2009	\$ 40,302,084	-6
2010	\$ 40,080,523	-1
2011	\$ 39,880,675	-1
2012	\$ 39,213,824	-2
2013	\$ 39,821,478	2

\*Data is based on business receipts taxed at 1% of total gross sales (excluding sales tax)