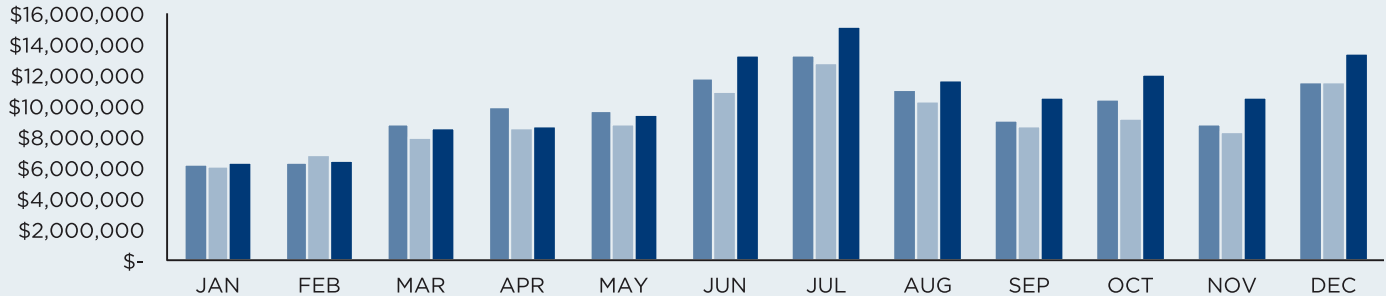




2016 was another great year of low gas prices for drivers, largely in line with 2015. In 2016, the average retail price for regular unleaded was \$2.14 per gallon, 12% less than in 2015 and the lowest annual average price since 2004. With lower fuel costs for consumers, they were able to allocate extra money to vacations and travel. And with Pigeon Forge being largely a drive-market, this was, and will continue to be, important to the destination's visitors.

# Gas & Grocery Revenue



Legend █ 2014 █ 2015 █ 2016

2016*		
Month	Gross Business	% Change
JAN	\$ 6,328,471	5
FEB	\$ 6,429,294	-6
MAR	\$ 8,529,997	7
APR	\$ 8,691,491	1
MAY	\$ 9,407,164	8
JUN	\$ 13,258,682	22
JUL	\$ 15,133,470	18
AUG	\$ 11,646,217	13
SEP	\$ 10,494,139	20
OCT	\$ 12,044,750	31
NOV	\$ 10,529,526	27
DEC	\$ 13,423,923	16
TOTAL	\$ 125,917,124	15

2015*		
Month	Gross Business	% Change
JAN	\$ 6,040,482	-3
FEB	\$ 6,856,127	8
MAR	\$ 7,940,040	-10
APR	\$ 8,581,390	-13
MAY	\$ 8,745,125	-10
JUN	\$ 10,909,688	-7
JUL	\$ 12,803,568	-3
AUG	\$ 10,299,553	-6
SEP	\$ 8,717,996	-4
OCT	\$ 9,161,755	-12
NOV	\$ 8,293,044	-6
DEC	\$ 11,581,192	0
TOTAL	\$ 109,929,960	-6

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

PRIOR YEARS*		
Year	Gross Business	% Change
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
2012	\$ 115,037,970	2
2013	\$ 113,130,786	2

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