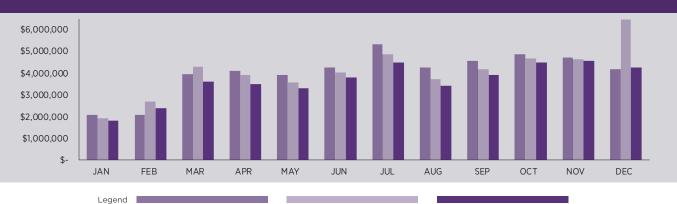
One of the most popular leisure and group travel activities is outlet shopping. That certainly holds true in Pigeon Forge where outlet shopping has been a staple in the city for many years. During the last 18 years, the mix of shopping venues in Pigeon Forge has shifted somewhat from outlets to other types of retail offerings. However, outlets are still a very popular activity for Pigeon Forge visitors as reflected in the monthly and annual revenue figures below.





2015

2016

2017

2017*			
2017*			
Month	Gro	ss Business	% Change
JAN	\$	1,812,339	-5
FEB	\$	2,387,919	-12
MAR	\$	3,598,894	-16
APR	\$	3,510,736	-11
MAY	\$	3,317,304	-7
JUN	\$	3,788,401	-6
JUL	\$	4,501,503	-8
AUG	\$	3,423,130	-8
SEP	\$	3,934,867	-6
OCT	\$	4,493,053	-4
NOV	\$	4,558,095	-2
DEC	\$	4,247,136	6
TOTAL	\$	43,573,377	-6

2016*		
Month	Gross Busines	s % Change
JAN	\$ 1,917,730	ô - 7
FEB	\$ 2,703,30	1 29
MAR	\$ 4,303,473	3 9
APR	\$ 3,936,694	4 -5
MAY	\$ 3,568,539	9 -9
JUN	\$ 4,037,92	1 -5
JUL	\$ 4,882,01	4 -9
AUG	\$ 3,710,428	3 -13
SEP	\$ 4,184,890	O -9
OCT	\$ 4,677,27	5 -4
NOV	\$ 4,636,029	9 -2
DEC	\$ 4,021,27	7 -4
TOTAL	\$ 46,579,57	7 -4

2015*			
Month	Gro	ss Business	% Change
JAN	\$	2,064,785	18
FEB	\$	2,087,672	-9
MAR	\$	3,938,251	-4
APR	\$	4,126,220	6
MAY	\$	3,935,565	6
JUN	\$	4,243,493	5
JUL	\$	5,341,703	8
AUG	\$	4,281,361	-2
SEP	\$	4,580,081	3
OCT	\$	4,879,490	-8
NOV	\$	4,727,146	-3
DEC	\$	4,198,569	-3
TOTAL	\$	48,404,336	1

PRIOR YEARS*			
Year	Gross Bus	siness	% Change
2000	\$ 141,67	9,069	-8
2001	\$ 129,34	3,147	-9
2002	\$ 121,26	2,335	-6
2003	\$ 109,34	2,382	-10
2004	\$ 103,18	31,207	-6
2005	\$ 101,72	9,652	-6
2006	\$ 95,99	8,865	-1
2007	\$ 93,98	9,692	-2
2008	\$ 80,14	1,969	-15
2009	\$ 62,60	8,163	-22
2010	\$ 54,86	0,881	-12
2011	\$ 51,14	0,881	-7
2012	\$ 52,04	7,372	2
2013	\$ 50,30	2,873	-4
2014	\$ 47,97	8,079	-5

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