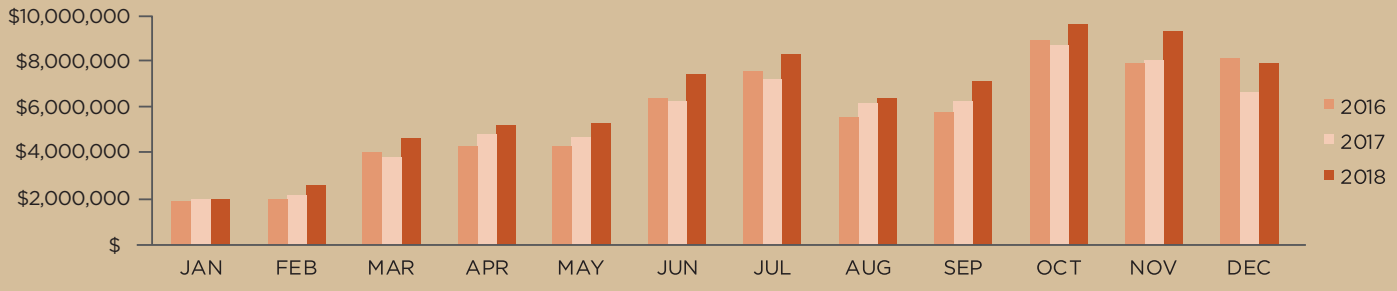




Many visitors to the area are looking for a unique shopping experience, so many of the area's retail stores specialize in products celebrating the craftsmanship and heritage of the Smokies. History demonstrates the success of this sector often parallels the retail and outlet sectors.



2018*		
Month	Gross Business	% Change
JAN	\$ 2,085,821	-1
FEB	\$ 2,621,625	16
MAR	\$ 4,690,282	19
APR	\$ 5,291,168	7
MAY	\$ 5,421,726	13
JUN	\$ 7,500,808	17
JUL	\$ 8,373,350	15
AUG	\$ 6,494,830	4
SEP	\$ 7,204,017	13
OCT	\$ 9,669,868	9
NOV	\$ 9,356,670	15
DEC	\$ 8,011,233	18
TOTAL	\$ 76,721,398	13

2017*		
Month	Gross Business	% Change
JAN	\$ 2,108,789	5
FEB	\$ 2,264,605	8
MAR	\$ 3,957,002	-5
APR	\$ 4,927,199	13
MAY	\$ 4,799,591	9
JUN	\$ 6,395,641	-1
JUL	\$ 7,303,633	-5
AUG	\$ 6,252,043	10
SEP	\$ 6,383,136	8
OCT	\$ 8,839,108	-2
NOV	\$ 8,150,126	2
DEC	\$ 6,779,998	18
TOTAL	\$ 68,160,871	4

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

PRIOR YEARS*		
Year	Gross Business	% Change
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
2014	\$ 44,499,458	12
2015	\$ 51,832,966	16

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