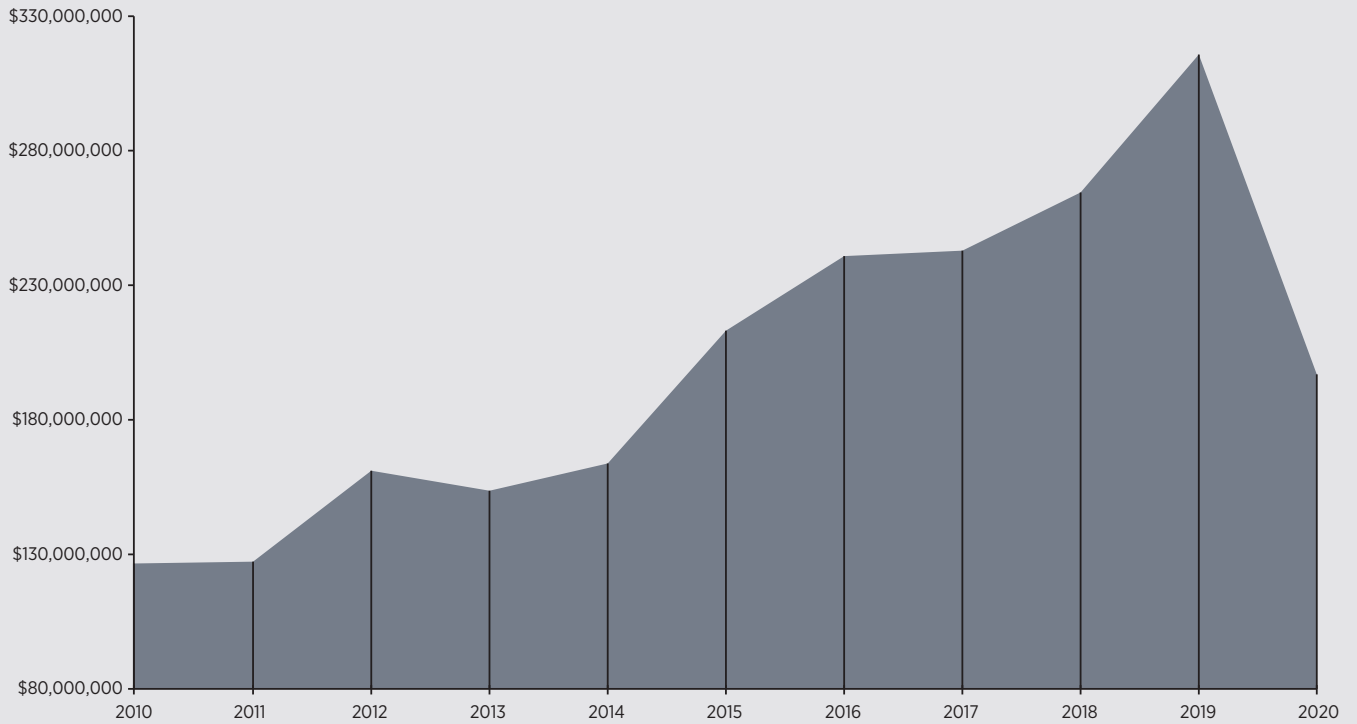




As one of the largest industries in Pigeon Forge, the amusement sector is made up of a variety of businesses and attractions, including Dollywood Theme Park, entertainment and retail centers that feature 200' tall rides that provide wonderful views of the Smoky Mountains, a Titanic-themed museum, go-cart tracks, and much more. Each year, Pigeon Forge continues to evolve by identifying and recruiting new attraction developments that are reflective of the city's brand and appeal.

Amusement Revenue



Historic Revenue

2020*

Month	Gross Business	% Change
JAN	\$ 10,204,393	-10
FEB	\$ 6,608,149	-2
MAR	\$ 7,550,517	-72
APR	\$ 83,145	-100
MAY	\$ 5,457,397	-78
JUN	\$ 22,193,771	-42
JUL	\$ 28,363,739	-39
AUG	\$ 18,988,104	-26
SEP	\$ 16,281,147	2
OCT	\$ 31,045,498	6
NOV	\$ 26,685,003	-15
DEC	\$ 23,707,711	-26
TOTAL	\$ 197,168,574	-38

2019*

Month	Gross Business	% Change
JAN	\$ 11,348,731	133
FEB	\$ 6,743,121	31
MAR	\$ 26,541,721	12
APR	\$ 26,629,599	24
MAY	\$ 25,307,294	19
JUN	\$ 38,540,875	7
JUL	\$ 46,328,271	11
AUG	\$ 25,827,731	16
SEP	\$ 15,906,663	20
OCT	\$ 29,204,693	16
NOV	\$ 31,378,028	25
DEC	\$ 32,004,481	30
TOTAL	\$ 315,761,208	19

2018*

Month	Gross Business	% Change
JAN	\$ 4,874,896	54
FEB	\$ 5,138,953	12
MAR	\$ 23,648,447	14
APR	\$ 21,434,923	-8
MAY	\$ 21,219,748	3
JUN	\$ 36,116,724	13
JUL	\$ 41,876,110	6
AUG	\$ 22,358,246	7
SEP	\$ 13,218,811	1
OCT	\$ 25,079,994	20
NOV	\$ 25,135,574	17
DEC	\$ 24,566,824	9
TOTAL	\$ 264,669,250	9

PRIOR YEARS*

Year	Gross Business	% Change
1984	\$ 10,628,916	13
1985	\$ 12,577,510	18
1986**	\$ 20,541,400	63
1987	\$ 21,773,950	6
1988	\$ 26,391,100	21
1989	\$ 29,273,589	11
1990	\$ 32,171,557	9
1991	\$ 37,220,969	16
1992	\$ 41,951,633	13
1993	\$ 47,474,025	13
1994	\$ 53,135,733	12
1995	\$ 60,515,002	14
1996	\$ 63,197,580	4
1997	\$ 68,488,717	8
1998	\$ 72,935,163	6
1999	\$ 74,699,135	2
2000	\$ 75,393,417	2

Year	Gross Business	% Change
2001	\$ 80,843,173	7
2002	\$ 85,366,733	6
2003	\$ 85,001,731	0
2004	\$ 93,219,883	10
2005	\$ 100,799,589	8
2006	\$ 120,900,285	20
2007	\$ 129,448,718	7
2008	\$ 125,024,793	-3
2009	\$ 118,554,213	-5
2010	\$ 126,627,450	7
2011	\$ 127,441,651	1
2012	\$ 161,060,279	11
2013	\$ 153,917,524	6
2014	\$ 163,840,200	6
2015	\$ 213,083,888	14
2016	\$ 240,887,447	13
2017	\$ 242,751,187	1

*For the years 1983 through 2011, the data is based on an amusement tax of 2.5%, for 2012 and after the data is based on business receipts taxed at 1% of total gross sales (excluding sales tax)

**Year of Dollywood opening