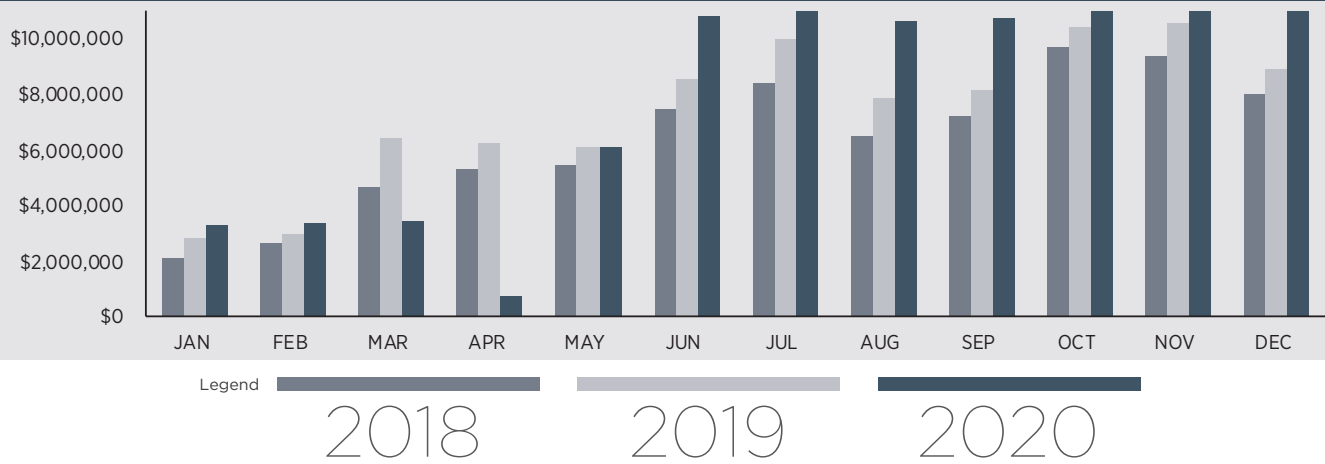




Many of the area's retail stores specialize in products celebrating the craftsmanship and heritage of the Smokies as visitors to the area seek a unique shopping experience. The success of this sector often parallels the retail and outlet sectors historically.



2020*		
Month	Gross Business	% Change
JAN	\$ 3,288,242	17
FEB	\$ 3,382,709	13
MAR	\$ 3,425,824	-47
APR	\$ 714,272	-89
MAY	\$ 6,071,490	0
JUN	\$ 10,783,702	26
JUL	\$ 12,123,655	22
AUG	\$ 10,611,101	35
SEP	\$ 10,725,389	32
OCT	\$ 15,119,072	45
NOV	\$ 13,933,355	32
DEC	\$ 13,608,888	53
TOTAL	\$ 103,787,699	17

2019*		
Month	Gross Business	% Change
JAN	\$ 2,803,994	34
FEB	\$ 2,983,318	14
MAR	\$ 6,404,951	37
APR	\$ 6,215,459	17
MAY	\$ 6,093,358	12
JUN	\$ 8,525,676	14
JUL	\$ 9,974,773	19
AUG	\$ 7,888,792	21
SEP	\$ 8,100,123	12
OCT	\$ 10,444,488	8
NOV	\$ 10,518,865	12
DEC	\$ 8,900,438	11
TOTAL	\$ 88,854,235	16

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

PRIOR YEARS*		
Year	Gross Business	% Change
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
2016	\$ 67,828,089	26
2017	\$ 68,160,871	4

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