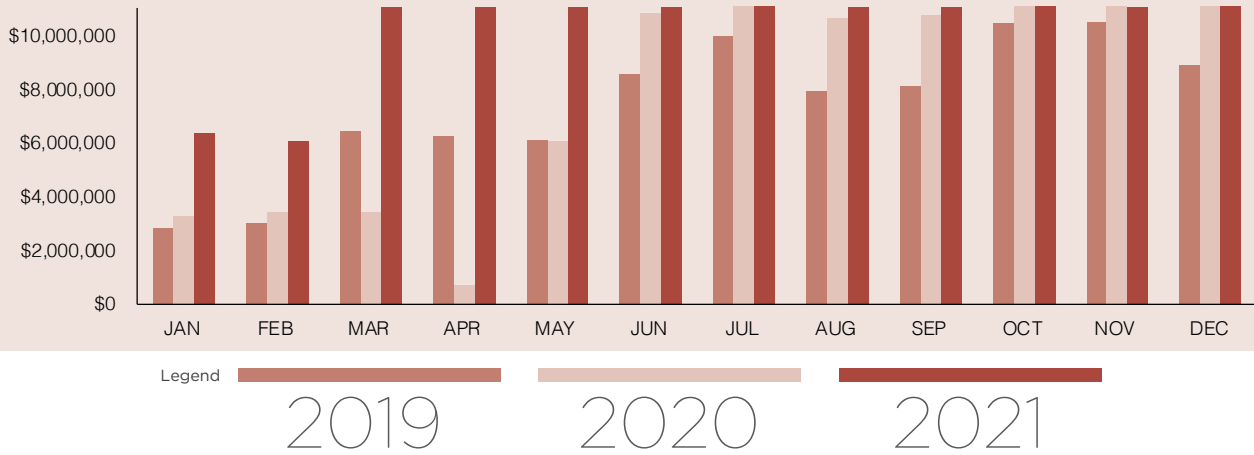Many visitors to the area are looking for a unique shopping experience, which Pigeon Forge delivers on. A variety of retail stores in the area specialize in producing and selling products that celebrate the craftsmanship and heritage of the Smokies, which provide visitors the opportunity to take home products that they won't find elsewhere. The success of this sector often parallels the retail and outlet sectors historically.

Legend — 2019 2020 2021

2021*

Month	Gross Business	% Change
JAN	$ 6,339,681	93
FEB	$ 6,021,470	78
MAR	$ 12,832,705	275
APR	$ 12,808,768	1,693
MAY	$ 12,886,304	112
JUN	$ 16,485,283	53
JUL	$ 17,943,216	48
AUG	$ 13,771,996	30
SEP	$ 12,663,447	18
OCT	$ 17,198,131	14
NOV	$ 16,860,933	21
DEC	$ 17,130,018	26
TOTAL	$ 162,941,952	57

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

PRIOR YEARS*

Year	Gross Business	% Change
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
2018	$ 76,721,398	13

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