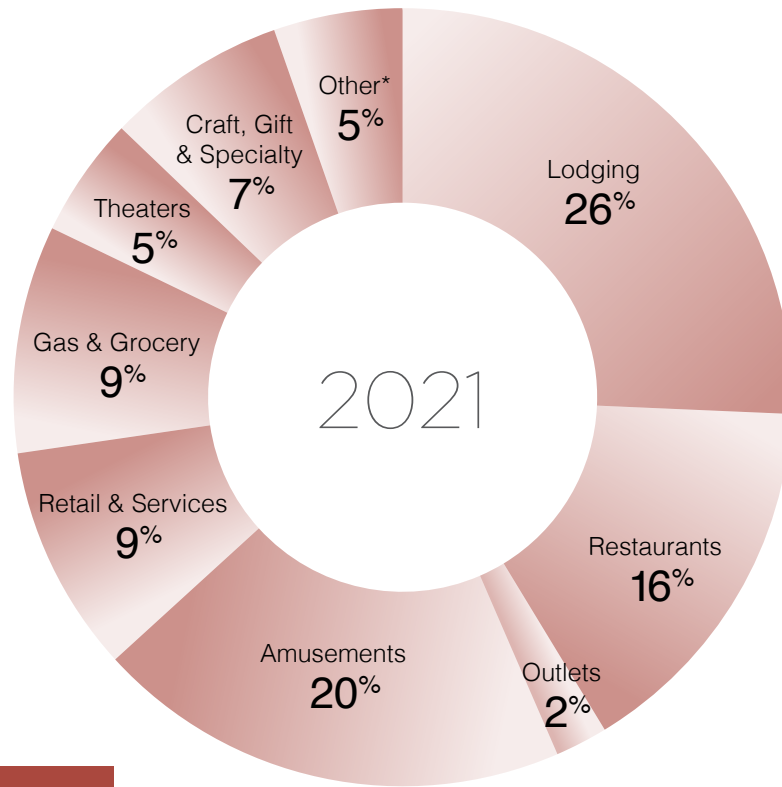




Each month, the City of Pigeon Forge collects a one-percent gross receipts tax from all businesses in Pigeon Forge. This tax is then tracked and reported by industry sector, providing the opportunity to monitor upward and downward trends.

Provided the thriving mixture of tourism attractions, lodging properties, restaurants, retail services, and other businesses, Pigeon Forge is not overly dependent on any single sector. This is showcased in the revenue reported by the city as it tracks what is generated by each business sector.

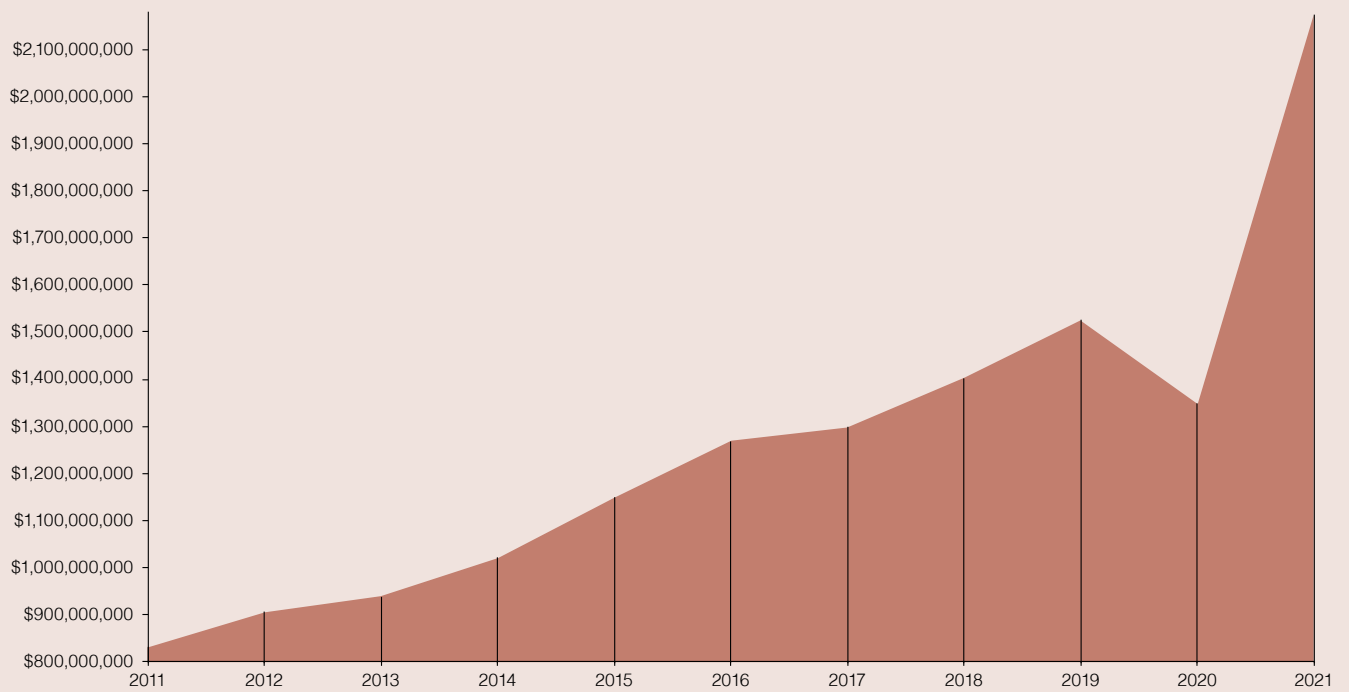
In 2021, Pigeon Forge experienced a 61% increase in gross revenue, which can partially be attributed to the COVID-19 pandemic and subsequent “Stay-at-home” orders issued in Tennessee during the Spring of 2020. However, 2021 gross revenue was also 42% higher than 2019, which was a record year at the time and highlights that millions of consumers felt safe visiting Pigeon Forge and the many businesses in the destination.



GROSS REVENUE*

BUSINESS SECTOR	2021	2020**	% TOTAL	% CHANGE
LODGING	\$ 558,341,006	\$ 357,076,417	26	56
RESTAURANTS	\$ 339,564,562	\$ 243,727,320	16	39
OUTLETS	\$ 47,414,591	\$ 32,686,211	2	45
AMUSEMENTS	\$ 429,148,953	\$ 197,168,574	20	118
RETAIL & SERVICES	\$ 205,744,080	\$ 151,712,838	9	36
GAS & GROCERY	\$ 205,571,921	\$ 162,768,462	9	26
THEATERS	\$ 108,649,159	\$ 53,508,379	5	103
CRAFT, GIFT & SPECIALTY	\$ 162,941,952	\$ 103,787,699	7	57
OTHER	\$ 116,427,243	\$ 45,327,397	5	157
TOTAL	\$ 2,173,803,467	\$ 1,347,763,297	100	61

*Data is based on gross receipts taxed at 1%
 **2020 revenue impacted by the COVID-19 pandemic.



Historic Revenue

2021

Month	Gross Business	% Change
JAN	\$ 102,837,483	47
FEB	\$ 93,955,033	55
MAR	\$ 161,334,866	181
APR	\$ 175,962,659	612
MAY	\$ 175,608,418	134
JUN	\$ 244,138,673	69
JUL	\$ 269,058,178	54
AUG	\$ 184,326,435	31
SEP	\$ 163,602,065	23
OCT	\$ 202,435,199	17
NOV	\$ 189,103,633	42
DEC	\$ 211,440,825	31
TOTAL	\$ 2,173,803,467	61

2020

Month	Gross Business	% Change
JAN	\$ 69,916,458	10
FEB	\$ 60,466,426	5
MAR	\$ 57,515,240	-53
APR	\$ 24,728,841	-79
MAY	\$ 74,994,474	-35
JUN	\$ 144,842,988	-12
JUL	\$ 174,280,506	-9
AUG	\$ 140,381,930	3
SEP	\$ 132,862,390	11
OCT	\$ 173,131,528	16
NOV	\$ 132,837,700	-5
DEC	\$ 161,804,816	12
TOTAL	\$ 1,347,763,297	-12

2019

Month	Gross Business	% Change
JAN	\$ 63,595,480	20
FEB	\$ 57,744,184	5
MAR	\$ 123,616,492	13
APR	\$ 117,287,837	10
MAY	\$ 115,679,838	7
JUN	\$ 165,510,347	7
JUL	\$ 191,476,270	7
AUG	\$ 136,744,303	11
SEP	\$ 119,695,523	7
OCT	\$ 149,719,534	1
NOV	\$ 140,336,271	11
DEC	\$ 144,822,937	13
TOTAL	\$ 1,526,229,016	9

PRIOR YEARS

Year	Gross Business	% Change
2006	\$ 844,975,471	9
2007	\$ 872,465,749	3
2008	\$ 836,467,928	-4
2009	\$ 772,574,861	-8
2010	\$ 806,026,590	5
2011	\$ 830,302,841	3
2012	\$ 905,878,531	9
2013	\$ 937,986,229	4
2014	\$ 1,021,567,104	9
2015	\$ 1,148,756,766	12
2016	\$ 1,268,491,633	10
2017	\$ 1,298,208,750	3
2018	\$ 1,402,485,088	8