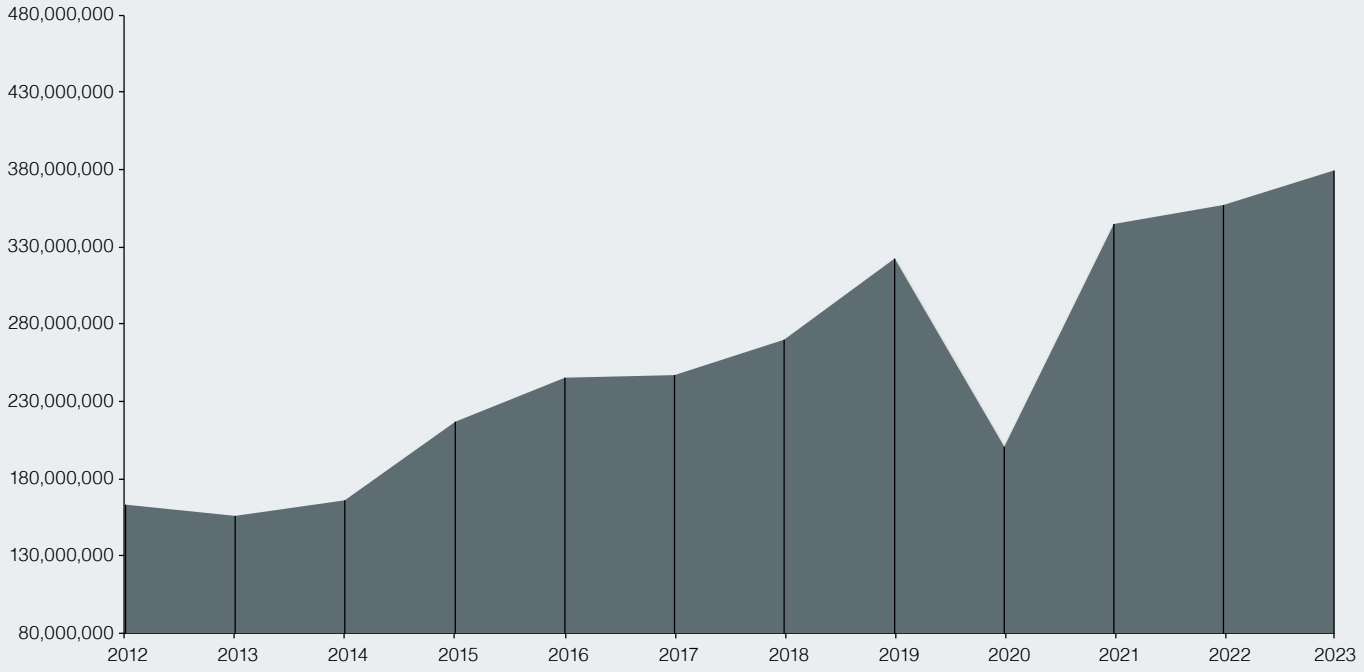




The amusement sector of Pigeon Forge is made up of a variety of businesses and attractions, including Dollywood Theme Park, entertainment and retail centers that feature 200' tall rides that provide wonderful views of the Smoky Mountains, a Titanic-themed museum, go-cart tracks, and much more. Each year,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



Historical Revenue

2023*

Month	Gross Business	% Change
JAN	\$ 10,519,787	5%
FEB	\$ 12,060,761	13%
MAR	\$ 33,101,381	5%
APR	\$ 31,737,884	6%
MAY	\$ 26,854,667	0%
JUN	\$ 43,291,500	9%
JUL	\$ 50,221,208	13%
AUG	\$ 26,925,857	-6%
SEP	\$ 22,602,598	8%
OCT	\$ 42,796,241	11%
NOV	\$ 34,169,549	7%
DEC	\$ 37,275,814	2%
TOTAL	\$ 371,557,247	6%

*Data is based on gross receipts taxed at 1%



2022*

Month	Gross Business	% Change
JAN	\$ 10,016,375	-34%
FEB	\$ 10,676,651	16%
MAR	\$ 31,537,164	15%
APR	\$ 29,990,592	15%
MAY	\$ 26,794,199	-5%
JUN	\$ 39,658,555	-8%
JUL	\$ 44,486,280	-7%
AUG	\$ 28,687,553	5%
SEP	\$ 20,836,624	11%
OCT	\$ 38,618,231	20%
NOV	\$ 32,008,146	7%
DEC	\$ 36,406,489	12%
TOTAL	\$ 349,716,859	4%

2021*

Month	Gross Business	% Change
JAN	\$ 15,138,853	48%
FEB	\$ 9,207,960	39%
MAR	\$ 27,535,051	265%
APR	\$ 26,122,446	31318%
MAY	\$ 28,306,748	419%
JUN	\$ 42,995,861	94%
JUL	\$ 47,775,185	68%
AUG	\$ 27,290,363	44%
SEP	\$ 18,708,299	15%
OCT	\$ 32,297,065	4%
NOV	\$ 29,940,371	12%
DEC	\$ 32,504,199	37%
TOTAL	\$ 337,822,401	71%

PRIOR YEARS*

Year	Gross Business	% Change
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%
2001	\$ 80,843,173	7%
2002	\$ 85,366,733	6%

Year	Gross Business	% Change
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%
2018	\$ 264,669,250	9%
2019	\$ 315,761,208	19%
2020	\$ 197,168,574	-38%

*For the years 1985 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

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