

PIGEON FORGE

T E N N E S S E E

Department of Tourism

COVID-19 Response

LOCAL BUSINESS RESOURCE GUIDE

MAY 2020

A photograph of a man and a woman embracing on a mountain overlook. The woman is on the left, wearing a blue denim vest over a grey hoodie and white shorts. The man is on the right, wearing a grey t-shirt and khaki shorts. They are both looking out over a vast, hazy mountain range under a clear blue sky. The image is partially obscured by a white diagonal shape on the left side of the slide.

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- Ways the DOT is working to help you
- 2020 Summer Media Update



Current Situation

SITUATION ANALYSIS

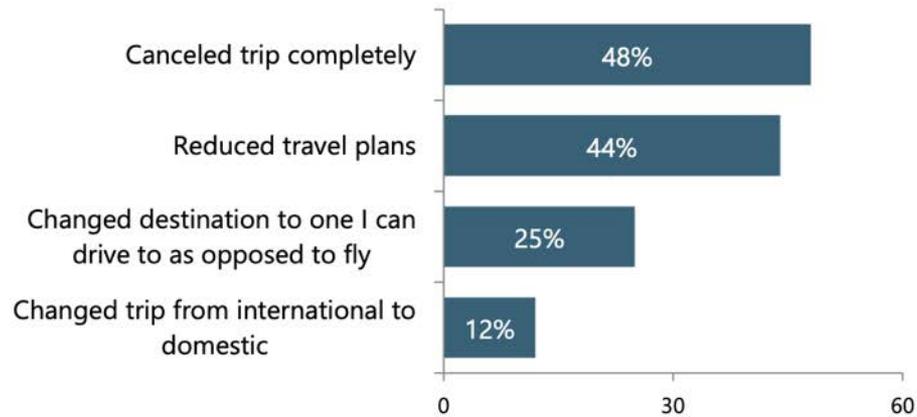
- This deck is intended to be a toolkit that your business may utilize to help you address hesitations that visitors may have before deciding to visit our beautiful city of Pigeon Forge.
- Research done during the COVID-19 period has identified the impact on the tourism industry, the potential for future travel, and that safety and cleanliness are primary concerns for potential travelers.
- Travelers want to know that the lodging properties, restaurants, theaters and attractions that they visit are clean and safe. To help address those needs, we have organized resources, suggestions and optional marketing communications that you may use in your marketing channels.
- Our goal with this information is to help reduce concerns among potential Pigeon Forge visitors. In order to reinforce that, we do ask for your help by ensuring that the information you share is honest and accurate.

CONSUMER RESEARCH IN TRAVEL

A large percentage of consumers have altered, cancelled, reduced or postponed their travel plans due to COVID-19. While this is no surprise, other research provides insights into opportunities that destinations like Pigeon Forge may be able to take advantage of as consumers begin to feel it is safe to travel again.



79%
of travelers planning to travel in the next six months will change their travel plans due to coronavirus



Base: Coronavirus Changed Travel Plans

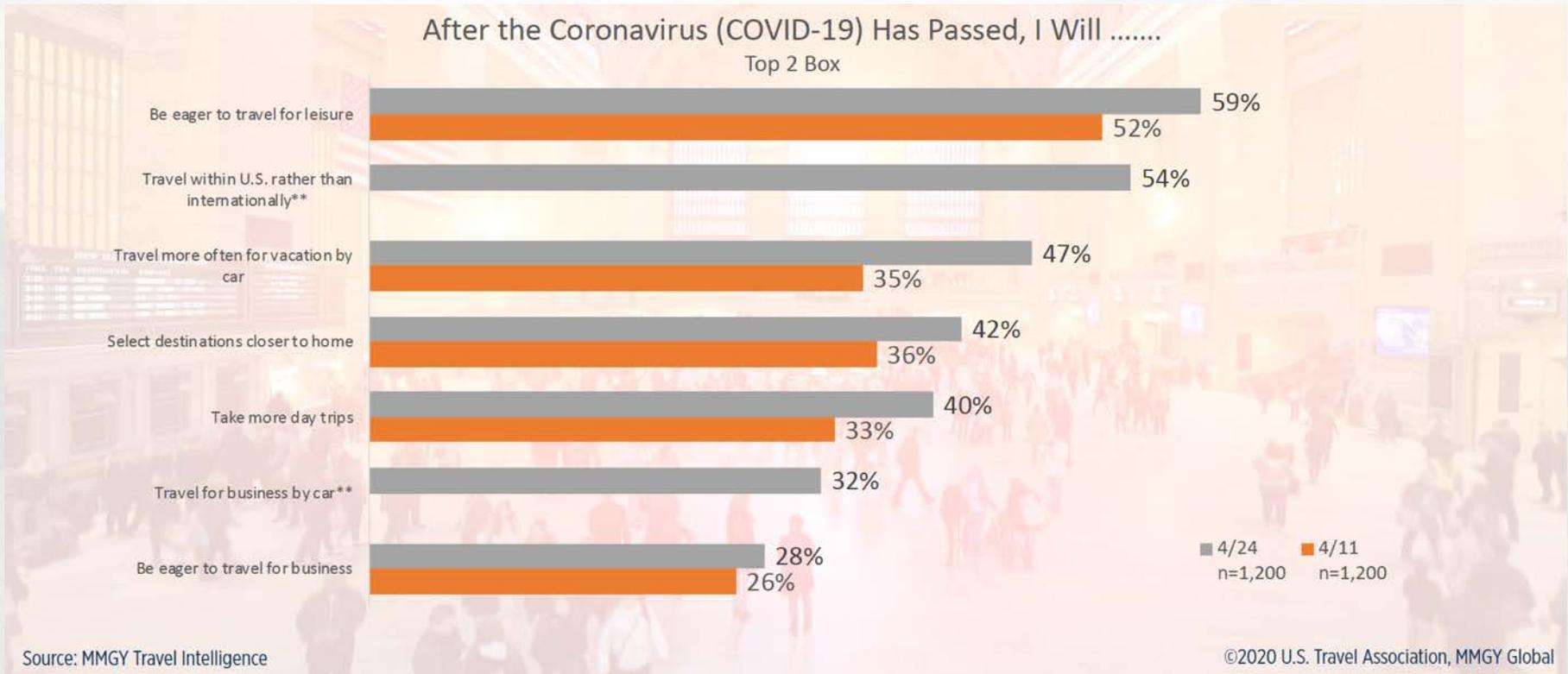
Travel Sentiment Study Wave 8

Longwoods INTERNATIONAL | miles PARTNERSHIP

Source: Longwoods International - Travel Sentiment Study: Wave 8

CONSUMER RESEARCH IN TRAVEL

- A recent study by MMGY found that once the COVID-19 pandemic passes, many consumers will be eager to travel again.
- Based on respondent feedback, 1 in 3 are likely to take a vacation closer to home than they were before COVID-19.

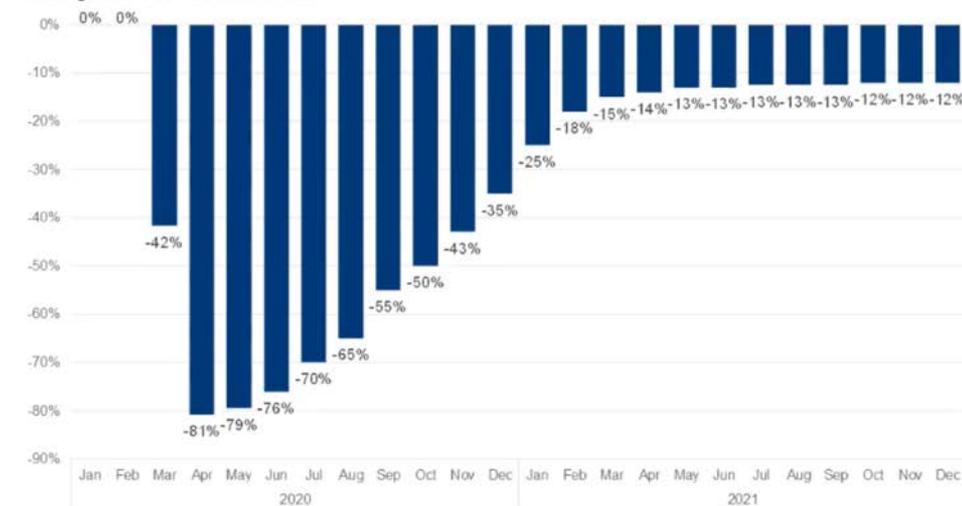


CONSUMER RESEARCH IN TRAVEL

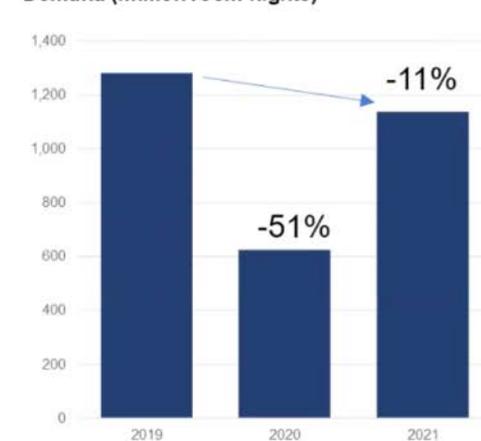
- Projected revenue declines in the tourism industry are projected to gradually decline in the summer as travel restrictions are loosened. However, losses will continue in 2020 and potentially 2021.
- Note, this study factors in both International and Domestic travel.
- Destinations that are able to act quickly once travel restrictions have lessened will be best positioned to mitigate those losses.

Covid-19 scenario losses: Demand

Percentage difference from counterfactual



Demand (million room nights)



Source: Smith Travel Research – Tourism Economics

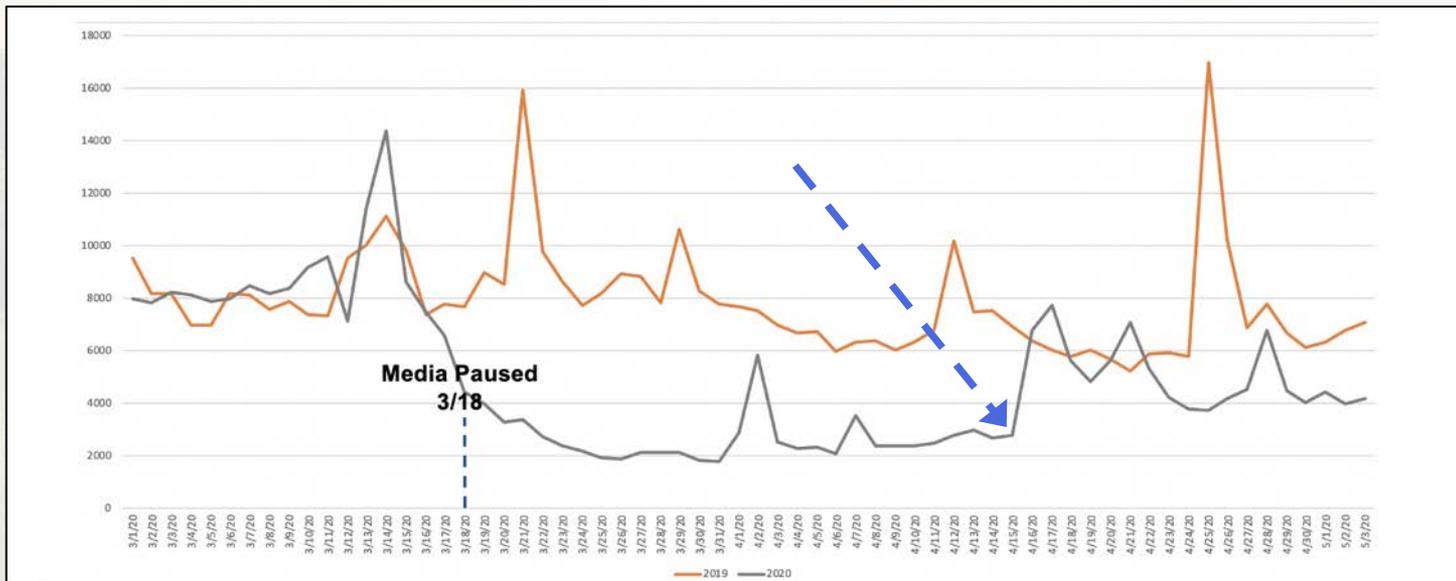
CONSUMER RESEARCH IN TRAVEL

The way people travel and travel party size will likely cause a longer lag time for group travel market to recover. Those willing to travel appear to be more hesitant to travel by bus or as part of a formalized group tour.



PIGEON FORGE WEBSITE TRAFFIC

- On average, most DMOs have lost 60% - 70% of daily site traffic since states and municipalities began instituting “safe at home” orders in response to the COVID-19 pandemic. Pigeon Forge has seen a similar decrease.
- Worth noting, in response to the “safe at home” orders in place, the vast majority of paid advertising for Pigeon Forge tourism was paused on or before March 18.
- During the past two weeks, the overall site traffic has seen significant increase, based on a combination of renewed interest in potential travel and engagement with Pigeon Forge’s current communication strategy.



CURRENT TOURISM INDICATORS

1. **Early indicators are that travel consideration and planning will begin to increase in the coming weeks.** As the State and City have begun to roll out re-opening plans, activity continues to increase
2. **Pigeon Forge must continue to be top of mind for consumers as we near potential eases in travel restrictions.** Current sentiments online have been positive, indicating we should continue with this strategy for the immediate future.
3. **Destinations will rely heavily on family, friends and influencers to understand real-time travel dynamics post-covid.** Consumers have been very engaged with our User Generated Content (UGC), amplifying Pigeon Forge brand engagement to their extended networks
4. **There is a lack of clarity for consumers on what the facts are around travel, and it is increasingly convoluted as federal and state officials offer differing views.** It's critical Pigeon Forge and its businesses keep safety as our number 1 priority, and remain transparent and a reliable source as visitors begin to return

Visitor Safety Tips



WHAT POTENTIAL VISITORS WANT TO KNOW

Knowing that safety is a top priority for potential visitors, your business should reinforce the additional steps and precautions that are being taken by you.

- Reinforce that Your Top Priority is the Safety of Your Guests and Employees.
- Provide access to the following information on your website and property:
 - Policies related to cleanliness and social distancing
 - Cancellation or reschedule policies
 - Steps you are taking to support your employees or team members
 - What you may be doing to help your community
- Provide info regarding enhancements/changes made related to cleaning procedures
- Have written guidelines posted on your website and throughout your property

WHAT POTENTIAL VISITORS WANT TO KNOW

- Examples of points to consider communicating, as relevant to your business:
 - How you are supporting your employees that interact w/ your guests;
 - Are you encouraging good hand hygiene?
 - Are you doing more regular cleaning, or increasing frequency of cleaning?
 - Have you provided any additional training or equipment (masks, gloves)?
 - Are you doing employee temperature checks before shifts begin?
 - What you are providing for your guests;
 - Is hand sanitizer readily available to guests?
 - Are bathrooms more frequently checked to ensure they're clean?
 - Are your bathrooms stocked with soap and paper towels?
 - Are you reducing personal contact (eliminating paper tickets/offering contactless check-in)?
 - If a restaurant, have you moved to disposable menus, or minimized items that remain on tables, such as marketing materials, condiments or tableware?

WHAT POTENTIAL VISITORS WANT TO KNOW

- Steps to encourage social distancing at your business
 - Are you seating people further apart?
 - How you are encouraging employees to minimize close contact.
 - For lines, are you taking steps to enforce everyone is 6 feet apart?
 - Are you reducing guest capacity at your business?
 - Are you encouraging guests to come in at staggered timeslots?
- Steps taken if a guest appears to be ill, coughing or sneezing.

Reopening Guidelines



STATE OF TENNESSEE REOPENING GUIDELINES

The "Tennessee Pledge" is a plan to help Tennesseans return to work in a safe environment, restore their livelihoods and reboot our state's economy. The full document can be found [here](#).

- The Tennessee Pledge states that restaurants are currently allowed to be open on at 50 percent capacity but must adhere to the guidelines specified [here](#). Please note that bar areas are to remain closed, and no live music is to be permitted.
- Lodging & Accommodations properties are advised to following the following operating guidelines [here](#).
- Retail establishments are allowed to be open on at 50 percent capacity but must also adhere to the guidelines specified [here](#).
- Exercise facilities are currently allowed open with guidelines for operating are outlined [here](#).
- Small-group recreational businesses, such as bowling alleys and mini golf courses, can open using operating guidelines outlined [here](#).
- On Wednesday, May 6, barbershops salons and other close contact businesses outlined in [Executive Order 30](#) may open based on safety guidelines provided [here](#).
- City/county leaders along with input from Sevier County business partners recommend the following guidelines specified [here](#) for our community and were not included in the State's Tennessee Pledge.

STATE OF TENNESSEE REOPENING GUIDELINES

Universal Guidelines For All Businesses

For Employers

- **Screen all employees reporting to work for COVID-19 symptoms** with the following questions:
 - Have you been in close contact with a confirmed case of COVID-19?
 - Are you experiencing a cough, shortness of breath, or sore throat?
 - Have you had a fever in the last 48 hours?
 - Have you had new loss of taste or smell?
 - Have you had vomiting or diarrhea in the last 24 hours?
- **Temperature screening employees:**
 - Best practice: employers to take temperatures on site with a no-touch thermometer each day upon arrival at work.
 - Minimum: Temperatures can be taken before arriving. Normal temperature should not exceed 100.4 degrees Fahrenheit.
 - **Medical-quality non-contact infrared forehead thermometers** are available for purchase [here](#). There is a limit of 10 per business, and orders will only ship to Tennessee-based businesses.

STATE OF TENNESSEE REOPENING GUIDELINES

Universal Guidelines For All Businesses

For Employers (Cont.)

- **Direct any employee who exhibits COVID-19 symptoms** (i.e., answers yes to any of the screening questions or who is running a fever) to leave the premises immediately and seek medical care and/or COVID-19 testing, per CDC guidelines. Employers should maintain the confidentiality of employee health information.
- **Implement workplace cleaning and disinfection** practices, according to CDC guidelines, with regular sanitization of high-touch surfaces at least every two hours
- **Mitigate exposure in the workplace** by implementing social distancing guidelines and modify scheduling
- **Allow employees to work from home as much as possible**
- **Plan for potential COVID-19 cases**, and work with local health department officials when needed (e.g., monitor and trace COVID-19 cases, deep clean facilities)
- **Covered employers and employees should be aware of the provisions of the federal Families First Coronavirus Response Act**, which allows for paid sick leave or expanded family and medical leave for specified reasons, such as for self-quarantining or seeking a medical diagnosis for COVID-19 symptoms

STATE OF TENNESSEE REOPENING GUIDELINES

Universal Guidelines For All Businesses

For Employers (Cont.)

- **Update the Employee Illness Policy** to include the symptoms of “COVID-19” or create a COVID-19 specific policy. All staff should sign the policy, and the policy should be posted for confirmation
- **Limit self-service options** (customer samples, communal packaging, food/beverages, etc.)
- **Post extensive signage on health policies**, including the following documents in the workplace to help educate building occupants on COVID-19 best practices:
 - [CDC guidance to stop the spread of germs](#)
 - [CDC guidance on COVID-19 symptoms](#)
- Best practices on Community Guidance can be found [here](#).

STATE OF TENNESSEE REOPENING GUIDELINES

Tennessee Pledge Toolkit

A toolkit has been developed by the State for use by businesses/organizations including:

- Social media graphics along with sample social media copy and a request that businesses post photos of how they are implementing the TN Pledge guidelines
- Variations of two posters – one for customer-facing front of house use and another for employee-facing back of house use. There is room at the bottom of white 8.5x11 and all 11x17 versions to add association and individual business logos.
- TN Pledge logos for various uses
- PSA copy and talking points with request for business owners and industry leaders to record videos and post photos

Businesses and organizations in the state are asked to support the Tennessee Pledge Program by displaying posters and posting to social media

To download the Tennessee Pledge Toolkit:

[CLICK HERE](#)

ADDITIONAL GOV'T RESOURCES

Below are additional resources and guidelines that you may use for your business. Some of these are specific for all businesses and others are more specific for different industries

- [U.S. Travel Association: COVID-19 Resources](#)
- [American Hotel & Lodging Association: COVID-19 Resources](#)
- [National Restaurant Association: COVID-19 Resources](#)
- [U.S. Food & Drug Administration: Best Practices for Best Practices for Retail Food Stores Restaurants, and Food Pick-Up/Delivery Services During the COVID-19 Pandemic](#)
- [U.S. Food & Drug Administration: Food Safety Resources](#)
- [U.S. Food & Drug Administration: Retail Food Protection](#)
- [Center for Disease Control and Prevention \(CDC\): Resources for Businesses & Employers](#)
- [Center for Disease Control and Prevention \(CDC\): Disinfectant Tips for Businesses that House People Overnight,](#)
- [Department of Health & Human Resources \(OSHA\): Preparing Workplaces for COVID-19](#)
- [CDC](#) and [FDA](#) information on PPE (i.e., gloves, face masks/coverings, and protective gear)

ADDITIONAL GOV'T RESOURCES

Below are additional resources and guidelines that you may use for your business. Some of these are specific for all businesses and others are more specific for different industries

- [U.S. Environmental Protection Agency: Disinfectants for Use Against SARS-CoV-2](#)
- Hygiene Resources & Downloads for Businesses:
 - [Coronavirus: What You Can Do Fact Sheet \(English & Spanish\)](#)
 - [Handwashing 101 Poster \(English & Spanish\)](#) and [Youtube Video](#)
 - [Handwashing Infographic](#)
 - [Before You Come To Work Poster](#)
 - [Cleaning vs. Sanitizing Poster \(English & Spanish\)](#)
 - [Clean-up of Vomiting and Diarrheal Event Poster](#)
 - [Food Safety Focus Blog](#)



Local Business Marketing Communication

MARKETING LANGUAGE CONSIDERATIONS

Communicating to Your Audience:

- Deliver a Customer-First Message: Provide Re-assurance that your business is committed to their safety and the safety of your employees
- Outline the steps you are taking to address all possible concerns
- Clearly articulate all dining options available including any in-restaurant guidelines, online ordering, curbside pickup and any delivery options
- Thank your customers for their ongoing support and loyalty

Be Consistent & Frequent:

- Determine a regular cadence to communicate with your customers (could be more than once per week)
- Ensure it's the same message across all points of consumer contact including your employees, building exterior, text, website, email and social media

Reflect your Brand Voice:

- Keeping consistent brand tone is critical
- You can build trust by being transparent and authentic

MARKETING LANGUAGE CONSIDERATIONS

Communicate at the Right Time Across Communication Channels:

- For general communication use every channel available, including email, text, push notification, and social so your message is cast broadly. For targeted communications, send messages over your customers' preferred channels.

Listen & Respond to your Customers:

- Gather, act on, and measure customer feedback to keep a pulse of customer sentiment and expectations
- If negative customer feedback is provided, respond quickly on the same channel showing appreciation and how you will take action—not defensiveness
- Experiment with new approaches and tactics and make sure to respond in a timely manner

SAMPLE MARKETING LANGUAGE

- Following are guidelines and examples of communication that are fairly general in nature to ensure it is language that you can easily pick up and use.
- These examples may be placed on your business website, delivered in an e-newsletter, or on your social pages.
- Please feel free to add any other specifics about additional steps or protocols your business has enacted to work to ensure the safety of your guests and employees. For examples, are you screening your employees before a shift, are your team members wearing face masks and/or gloves, have you installed plexiglass shields to provide a safety barrier between team members and customers?

SAMPLE MARKETING LANGUAGE

COVID-19 Update / Travel Information Example:

Travel Information: The wellbeing of our guests and associates is of paramount importance. We are closely monitoring the Centers for Disease Control and Prevention and World Health Organization's statements regarding the novel coronavirus (COVID-19) cases and following guidelines from these agencies and the local health departments.

SAMPLE MARKETING LANGUAGE

Example 2:

What we're doing to prioritize your safety:

- We are implementing increased health and safety measures with our team members in response to the COVID-19 pandemic to ensure they can safely serve you and your family.
- We ask you to remember **6-20-100**: Keep social distance of at least six feet, wash your hands for 20 seconds, stay home if you have a fever of 100 degrees or more.
- We have implemented social distance guidelines of at least six feet at all public locations, including our front desks, counters and lobbies. We are also taking additional measures to help ensure those same social distancing guidelines are kept throughout our business.
- Be patient: We're all in this together and we know that your time with us here in Pigeon Forge will be better remembered if we all support each other.

SAMPLE MARKETING LANGUAGE

Additional Examples:

- Pigeon Forge is all of us. Together we are forging ahead to bring home our family and friends again.
- Your home away from home misses you! Now is the perfect time to begin thinking about a future trip to Pigeon Forge.
- It's time to think about that next great Pigeon Forge adventure. Because when it happens, we'll be ready, and it will be incredible

Usable Imagery:

The following link will direct you to imagery that may be used with any of your social posting or e-newsletters as you continue to communicate with your fans and followers.

[My Pigeon Forge Mountain & Family Imagery](#)

Discount Messaging:

Some businesses may consider additional discounting to attract visitors, it's strongly encouraged to position any reduced rates as an enhanced 'value' versus the term 'discount'

NATIONAL TRAVEL & TOURISM WEEK

On May 5, the travel industry is taking to Twitter for the first-ever #VirtualRoadTrip across the U.S. to highlight destinations, businesses, experiences and attractions across all 50 states to celebrate National Travel and Tourism Week

This is a great opportunity to engage with your database. How to participate:

- Join the conversation on Twitter using the hashtag #VirtualRoadTrip
- Tennessee tourism experiences will be highlighted at 2:30 EST on Tuesday, May 4
- Download the graphic template to add the #VirtualRoadTrip border to images of your destination, attraction or business
- Post what makes your experience unique using the graphic template and use the hashtag
- #VirtualRoadTrip

Sample Tweets:

- For everyone on the #VirtualRoadTrip, when visiting STATE, you have to stop by RESTAURANT. Our signature MENU ITEM is a favorite among locals. #nttw20
- No trip to STATE is complete without visiting EXPERIENCE / ATTRACTION / PARK. It's the only place on the #VirtualRoadTrip you can find UNIQUE STAT / OFFERING. #nttw20

For more details, click [HERE](#)

SAFETY SIGNAGE

The following sign that encourages safety standards during this time may be downloaded and printed for use at your business.

Included in this link is an 8" x 5" sign, as well as a 22" x 28" poster size sign:

<https://mypigeonforge.canto.com/b/RKH87>



A photograph of a young man and woman standing on a stone ledge, embracing each other from behind. They are looking out over a vast, hazy mountain range under a clear blue sky. The woman is wearing a denim vest over a grey hoodie and white shorts. The man is wearing a grey t-shirt and khaki shorts. The image is split diagonally from the top-left corner, with the white background containing the text.

DOT COMMUNICATION

INFORMATION TO PROVIDE TO THE DOT

Send us changes/updates in operating hours to be included on our COVID-19 Resource Webpage

Ensure your business listing is updated on the DOT website, if not, update [HERE](#):
<https://www.mypigeonforge.com/business-portal/submit-details>

Send us any special offers/packages that can be promoted on the packages section of the consumer website

Don't be afraid to ask questions!

Provide updates on any event postponements or cancellations as a result of COVID-19

We'd love to hear about any updates you have regarding group tours. For updates, or if you have questions regarding Group Sales, please contact Joy McNealy at jmcnealy@cityofpigeonforgetn.gov

DOT Marketing Update



COMMUNICATION STRATEGY

On March 18, all paid media was paused with the intent of re-launching a 360° approach when the time was appropriate

The DOT worked with its marketing partners and implemented a 4-phased communication strategy

- Inform/Educate: Intent is to provide up-to-date sources of trusted information
- Community Engagement & Participation: Remain a resource to our audience while travel isn't feasible with relevant, resourceful and engaging content
- Combat & Correct Misinformation: As an extension of Phase 1, provide reliable information as businesses begin to re-open
- Prevent Negative Impact for Travel: Deploy media/messaging campaign in strategic and phased approach in key feeder markets

We have successfully implemented phases 1 & 2 and are ramping up efforts as we begin to move into stages 3 & 4

1. Inform & Educate

2. Community
Engagement &
Participation

3. Combat & Correct
Misinformation

4. Prevent Negative
Impact for Travel

PHASE 1 & 2 COMMUNICATION EXAMPLES

COVID-19 ADVISORY PAGE

The screenshot shows the top navigation bar of the Pigeon Forge Tennessee website with categories like MEETINGS, WEDDINGS, REUNIONS, GROUP TOURS, and LEONORTE EVENTS CENTER. Below the navigation is a 'TRAVEL RESOURCES' section with a sub-header 'A Message from Our Mayor'. It features a letter from Mayor David Wear, dated April 8, 2020, discussing the city's efforts to mitigate the spread of COVID-19 and the impact on the local economy. The letter includes a signature and a download link for the message as a PDF. At the bottom, there are links for 'Local Businesses Update', 'Great Smoky Mountain National Park', 'Events', and 'Additional Resources'.

VIRTUAL RESOURCES

The screenshot displays the 'Fun Virtual Ways to Experience Pigeon Forge At Home' page. It features a main article titled 'Fun Virtual Ways to Experience Pigeon Forge At Home' dated April 17, 2020. Below the article is a video player for 'Titanic Virtual Field Trip Part 1'. To the right, there are several smaller articles and links: 'Experience Pigeon Forge From Home', 'Fun Facts About Pigeon Forge', 'Bring a Taste of Pigeon Forge to Your Kitchen with These Recipes', 'Outdoor Adventures', and 'Family Fun'. A 'Popular Articles' sidebar is also visible on the right side of the page.

This block contains two images. The top image shows a group of people in a dimly lit room, engaged in an escape game. Below it is the text: 'Go on a Field Trip with The Escape Game. The Escape Game Field Trips are free online games designed to take students on engaging and educational journeys through famous museums, to historic landmarks and even back to major moments in time. Much like real-life escape rooms, players progress through virtual field trips by uncovering clues and solving puzzles. To be successful, players must exercise their critical thinking and deductive reasoning! In one of the games, Lost at the Smithsonian, you'll navigate a virtual tour of The Smithsonian to find your lost classmates. Don't get left behind by the bull! Get started on this field trip and other educational journeys.' The bottom image shows a mascot character, Professor Wonder, sitting at a desk with a sign that says 'WOW!'. Below it is the text: 'Do a Science Experiment from Home with Professor Wonder. If you're looking for more ways or ideas to help teach your kids (or students) while they're'.

#STAYHOMEEXPERIENCES

The screenshot shows the '#STAYHOME EXPERIENCES' page. The header reads 'Enjoy the Pigeon Forge, TN fun from the comfort of your home.' Below this are three featured experiences: 'ZOOM BACKGROUNDS' with a photo of two women, 'RECIPE RUNDOWN' with a photo of a bowl of soup, and 'FUN FACTS' with a photo of a town. Each experience has a 'VIEW AND DOWNLOAD', 'VIEW RECIPES', or 'LEARN MORE' button. At the bottom, the text reads 'PIGEON FORGE IS CLOSER THAN YOU THINK. We're just a quick drive away.'

SUMMER MEDIA UPDATE

- With the plan for Tennessee businesses to re-open as of May 1 and consumers beginning to consider traveling during the summer or later in the year, the DOT is preparing for a summer focused advertising campaign.
- The campaign will begin on May 11 in top tourism feeder markets that are experiencing either declines in COVID-19 cases or have a relatively low number of cases. The campaign is intended to influence travel during the months of June, July and August.
- Initial messaging will be a Pigeon Forge brand message that highlights connections with family and that Pigeon Forge is a drivable, nearby destination to get away to.

PHASE 1 & 2 COMMUNICATION EXAMPLES

USER GENERATED CONTENT

JOIN THE CONVERSATION
#mypigeonforge

HOME / SOCIAL

You have been visiting Pigeon Forge for years and we know you have the photos to show it! Let's take a walk down memory lane and look back at the fun times you've had in the Center of Fun in the Smokies.

1. Post your favorite photos on Facebook, Twitter and Instagram using #mypigeonforge
2. Check back on this page to see if your photos are featured!

My Pigeon Forge
April 21 at 10:29 AM

Your home away from home misses you! Until we meet again, share your Pigeon Forge memories on social media using #mypigeonforge for a chance to be featured on our website: <https://bit.ly/2Rhb9H9>

PIGEON FORGE
TENNESSEE

"We call Pigeon Forge our home away from home."
SHEILA M.

SOCIAL CONTENT

My Pigeon Forge
Posted by Jessica Kaplan
Wednesday at 4:27 PM · 🌐

Buckle up and enjoy this virtual ride through the Center of Fun in the Smokies. #mypigeonforge

WHICH RIDE IS YOUR FAVORITE AT DOLLYWOOD?

BRINGING YOU CLOSER
DRAG YOUR MOUSE TO CLOSER CHANGE YOUR VIEW
MYPIGEONFORGE.COM

👍❤️ 5K 620 Comments 1.5K Shares 532K Views

👍 Like 💬 Comment ➦ Share

My Pigeon Forge
April 24 at 5:40 PM · 🌐

Which Pigeon Forge season is your favorite? #mypigeonforge

👍❤️ 990 465 Comments 51 Shares

👍 Like 💬 Comment ➦ Share

E-NEWSLETTER

PIGEON FORGE
TENNESSEE

THINGS TO DO PLACES TO STAY WHERE TO EAT EVENTS

ALWAYS TOGETHER, EVEN WHEN WE'RE APART

As we all navigate through this unprecedented time, Pigeon Forge will continue bringing the spirit of fun back to you. We encourage you to stay safe and take this time to connect with your loved ones like so many of you do when you visit us. We can't wait to welcome you with open arms once it's safe to do so.

VIRTUAL BACKGROUNDS
As you stay connected in your family moments, add some Pigeon Forge virtual backgrounds to your video chats with the link below.

WIP UP A TASTE OF PIGEON FORGE
Bring a taste of Pigeon Forge to your kitchen with a handful of simple recipes from some of the city's top-rated restaurants.

GREETINGS FROM PIGEON FORGE
Are you missing Pigeon Forge? We miss you too. Now you can share a Pigeon Forge digital postcard with your loved ones who also are missing the Smokies. Use the button below to share with your family and friends.

GOODNIGHT WITH DOLLY
Join Dolly Parton every week as she reads bedtime stories from the Imaginations Library at 7 p.m. EST on Thursday, April 2. Tune in to the Imaginations Library Facebook page each Thursday for the next 6 weeks to hear the stories.

HAPPY PLACE

JOIN THE MY PIGEON FORGE FAMILY
We can't be together, but we can stay connected. Follow us on Facebook and Instagram for your daily dose of Pigeon Forge.

👍🐦📷📌📺

PRIVACY POLICY SUBSCRIPTION CENTER PROFILE CENTER UNSUBSCRIBE

© 2020 Pigeon Forge Department of Tourism
1900 Parkway Pigeon Forge, TN, 37863, USA

MOVING FORWARD TOGETHER

[WE FORGE AHEAD](#)

[CLICK TO VIEW](#)



PIGEON FORGE
T E N N E S S E E

MYPIGEONFORGE.COM

STANDING TOGETHER

All of our thoughts are with those who are affected by COVID-19. We also extend our deepest gratitude to those who continue to provide medical care, essential government functions and life-sustaining services during this time.

The Pigeon Forge Department of Tourism stands in support of the tourism and hospitality communities — both locally and around the globe. The well-being of our residents and visitors is our greatest priority. It is in our nature to look for fun, new adventures. And to do so safely, it is important that we all act and adventure responsibly. As such, we are working on thoughtful ways to promote Pigeon Forge during this situation and position our destination for success now and well into the future.

All of us here in Pigeon Forge are already tough. By supporting one another, we'll come out of this stronger.

Standing Together,
The Pigeon Forge Department of Tourism Team

**THANK
YOU**

