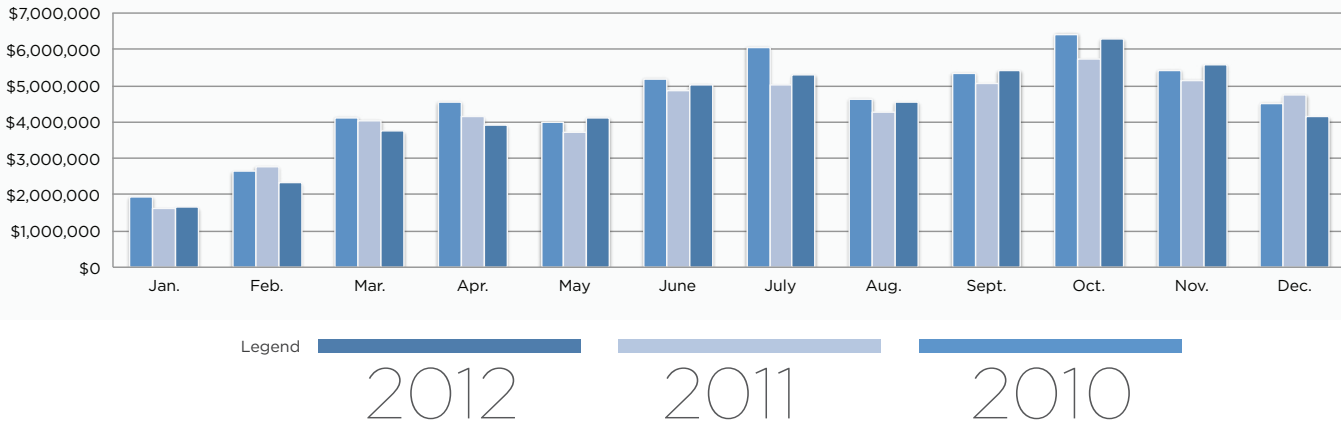




One of the most popular leisure and group travel activities is outlet shopping. Pigeon Forge is home to several outlet malls that have been in existence for many years. With fierce competition in Sevier County for outlet retailers, these outlet centers in Pigeon Forge continually look to add popular stores in an effort to increase offerings for the city's visitors.

# Outlet Revenue



## 2012

Month	Gross Business	% Change
Jan.	\$1,649,585	1
Feb.	\$2,320,160	-17
Mar.	\$3,736,585	-8
Apr.	\$3,906,105	-5
May	\$4,126,499	11
June	\$5,037,102	4
July	\$5,299,078	6
Aug.	\$4,551,529	7
Sept.	\$5,418,359	7
Oct.	\$6,288,661	10
Nov.	\$5,576,734	8
Dec.	\$4,136,975	-13
<b>Total</b>	<b>\$52,047,372</b>	<b>2</b>

## 2011

Month	Gross Business	% Change
Jan.	\$1,634,148	-16
Feb.	\$2,779,021	5
Mar.	\$4,050,269	-2
Apr.	\$4,133,080	-9
May	\$3,716,443	-7
June	\$4,859,236	-6
July	\$5,013,923	-17
Aug.	\$4,257,815	-8
Sept.	\$5,060,641	-5
Oct.	\$5,724,942	-11
Nov.	\$5,159,229	-5
Dec.	\$4,752,134	5
<b>Total</b>	<b>\$51,140,881</b>	<b>-7</b>

## 2010

Month	Gross Business	% Change
Jan.	\$1,942,409	-36
Feb.	\$2,639,084	-22
Mar.	\$4,129,518	-18
Apr.	\$4,553,860	-10
May	\$4,001,021	-15
June	\$5,192,111	-11
July	\$6,053,354	0
Aug.	\$4,637,846	-10
Sept.	\$5,342,505	-7
Oct.	\$6,423,278	-6
Nov.	\$5,423,408	-15
Dec.	\$4,522,487	-16
<b>Total</b>	<b>\$54,860,881</b>	<b>-12</b>

## PRIOR YEARS

Year	Gross Business	% Change
1995	\$156,712,084	2
1996	\$157,358,503	0
1997	\$165,020,325	5
1998	\$161,975,449	-2
1999	\$153,586,288	-5
2000	\$141,679,069	-8
2001	\$129,343,147	-9
2002	\$121,262,335	-6
2003	\$109,342,382	-10
2004	\$103,181,207	-6
2005	\$101,729,652	-6
2006	\$95,998,865	-1
2007	\$93,989,692	-2
2008	\$80,141,969	-15
2009	\$62,608,163	-22