



## POPULATION GROWTH\*

AREA	1990 POPULATION	2000 POPULATION	2010 POPULATION	2014 POPULATION
PIGEON FORGE	3,027	5,083	5,884	6,036
GATLINBURG	3,417	3,382	3,968	4,097
SEVIERVILLE	7,178	11,757	14,834	16,011
SEVIER COUNTY	51,043	71,170	90,146	95,110
TENNESSEE	4,877,185	5,689,283	6,346,105	6,497,269

\*U.S. Bureau of the Census and citydata.com

## HISTORICAL DASHBOARD

YEAR	MARKETING BUDGET	VISITOR COUNT*	GROSS REVENUE
1989	\$ 943,341	1,661,541	\$ 290,269,620
1990	\$ 1,089,915	1,711,425	\$ 338,968,868
1991	\$ 1,291,992	1,858,507	\$ 379,591,349
1992	\$ 1,619,344	1,835,890	\$ 416,775,030
1993	\$ 2,146,550	2,071,189	\$ 444,476,600
1994	\$ 2,470,886	2,100,022	\$ 485,207,146
1995	\$ 3,364,467	2,296,382	\$ 529,302,594
1996	\$ 5,085,012	2,338,461	\$ 545,003,939
1997	\$ 6,376,059	2,396,507	\$ 577,160,607
1998	\$ 6,659,850	2,523,972	\$ 615,553,460
1999	\$ 7,336,032	2,573,915	\$ 632,445,587
2000	\$ 7,932,432	2,431,150	\$ 634,257,297
2001	\$ 8,096,507	2,762,394	\$ 655,548,446
2002	\$ 8,096,300	2,776,277	\$ 670,157,344
2003	\$ 8,177,200	2,661,698	\$ 669,854,551
2004	\$ 8,139,200	2,848,695	\$ 713,947,775
2005	\$ 8,371,200	2,892,640	\$ 777,583,220
2006	\$ 8,402,186	3,034,840	\$ 844,975,471
2007	\$ 8,392,186	3,259,029	\$ 872,465,749
2008	\$ 8,392,186	2,573,446	\$ 836,467,928
2009	\$ 8,583,000	2,746,411	\$ 772,576,870
2010	\$ 8,626,000	2,682,924	\$ 806,026,590
2011	\$ 9,126,000	2,444,510	\$ 830,302,841
2012	\$ 9,237,600	2,856,682	\$ 905,878,531
2013	\$ 9,237,600	2,929,494	\$ 937,986,229
2014	\$ 9,584,600	3,060,462	\$ 1,021,567,104
<b>TOTAL</b>	<b>\$166,777,645</b>	<b>65,328,463</b>	<b>\$17,204,350,746</b>

\*Overnight Visitation Estimate Methodology Changed in 2008



### SEVIER COUNTY UNEMPLOYMENT HISTORY

Month	2014	2013	2012	2011	2010	2009
JAN	10.4%	11.5%	12.2%	14.1%	14.7%	13.3%
FEB	11.0%	11.9%	12.4%	14.7%	15.4%	15.1%
MAR	9.0%	10.1%	10.7%	13.1%	13.9%	14.3%
APR	6.2%	9.2%	8.2%	9.7%	10.4%	10.4%
MAY	6.2%	8.0%	8.2%	9.2%	9.5%	9.8%
JUN	6.8%	8.2%	8.4%	8.7%	9.0%	9.8%
JUL	6.9%	7.7%	8.4%	8.6%	8.2%	9.2%
AUG	6.7%	7.5%	7.9%	8.6%	8.4%	9.3%
SEP	6.1%	7.4%	7.3%	8.5%	8.6%	9.4%
OCT	5.9%	7.5%	7.4%	8.0%	8.7%	9.5%
NOV	6.3%	7.2%	6.9%	8.2%	9.4%	9.7%
DEC	6.9%	7.4%	8.1%	8.7%	9.4%	10.6%
<b>AVG</b>	<b>7.3%</b>	<b>8.6%</b>	<b>8.8%</b>	<b>10.0%</b>	<b>10.3%</b>	<b>10.9%</b>

### Commercial Building Permits

Year	Building Cost
2014	\$ 55,441,403
2013	\$ 54,456,009
2012	\$101,107,478
2011	\$ 21,820,202
2010	\$ 9,499,375
2009	\$ 22,035,601
2008	\$ 42,521,338
2007	\$ 52,741,886
2006	\$ 72,178,644
2005	\$ 64,443,478
2004	\$ 46,413,956
2003	\$ 29,943,389
2002	\$ 20,820,974
2001	\$ 20,687,656
2000	\$ 40,195,561

### TRAFFIC COUNT

Station	2013 ADT*
1	47,108
2	21,384
3	45,468
4	12,893
5	1,998
6	11,213
7	21,055
8	8,115
9	40,344

\*vehicles per day  
Source: Tennessee Dept. of Transportation



FOR PREVIOUS AND CURRENT TRAFFIC COUNTS:  
<http://www.tdot.state.tn.us/traffichistory/>

1. Select SEVIER County
2. Select the zoom in button in the top right-hand corner
3. Click on Pigeon Forge
4. Click on Pigeon Forge again to see a breakdown of the actual streets/roads, etc.
5. Select the identify button in the top right-hand corner
6. Any street/road showing a green triangle can be viewed