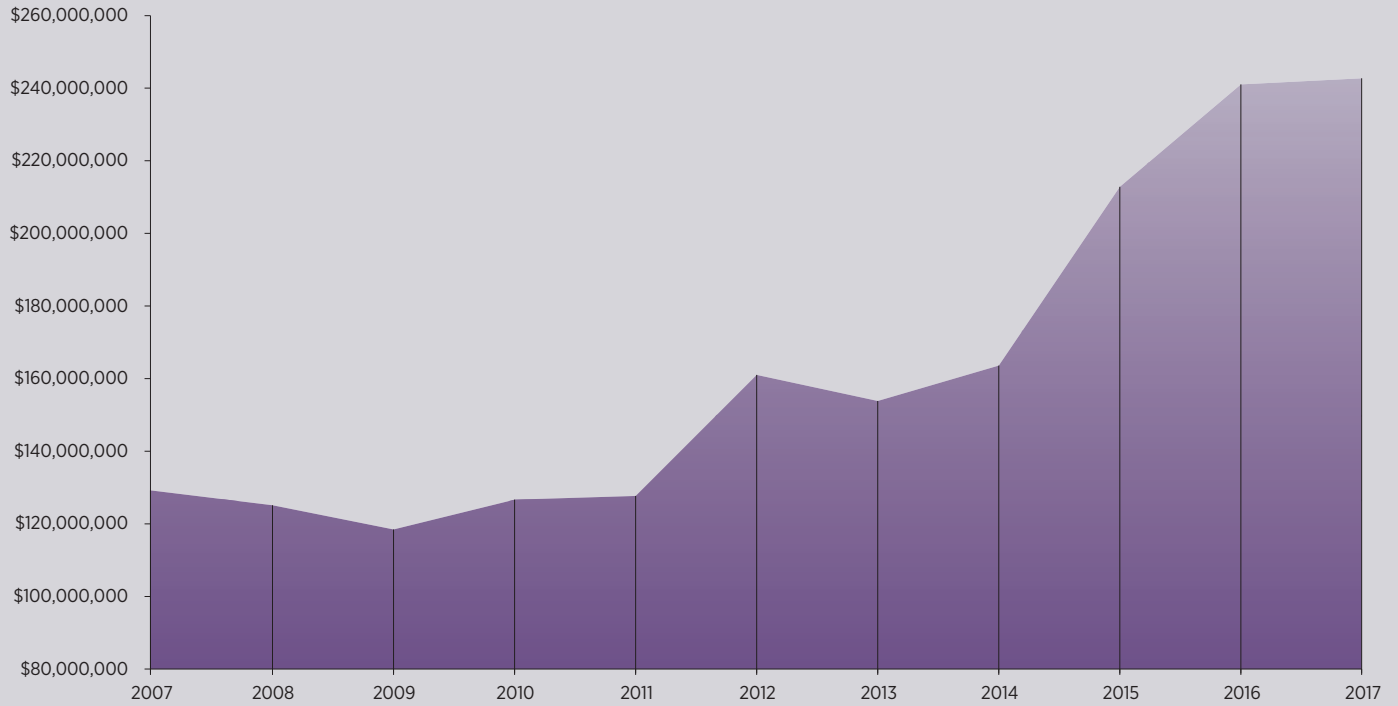




The amusement sector is one of the largest industries in Pigeon Forge, and is made up of a variety of businesses and attractions, including Dollywood Theme Park, a 200' tall all-glass gondola wheel, a Titanic-themed museum, bungee jumps, and much more. Pigeon Forge continues to evolve by identifying and recruiting new attraction developments that are reflective of the city's brand to the area each year.

Amusement Revenue



Historic Revenue

2017*

Month	Gross Business	% Change
JAN	\$ 3,173,412	-50
FEB	\$ 4,597,893	-19
MAR	\$ 20,812,704	-17
APR	\$ 23,222,954	19
MAY	\$ 20,677,452	-9
JUN	\$ 31,907,885	-6
JUL	\$ 39,354,866	0
AUG	\$ 20,844,645	12
SEP	\$ 13,117,200	10
OCT	\$ 20,892,843	20
NOV	\$ 21,573,657	11
DEC	\$ 22,575,676	7
TOTAL	\$ 242,751,187	1

2016*

Month	Gross Business	% Change
JAN	\$ 6,371,816	22
FEB	\$ 5,659,278	44
MAR	\$ 24,977,657	49
APR	\$ 19,447,436	-3
MAY	\$ 22,707,779	7
JUN	\$ 33,974,043	16
JUL	\$ 39,404,825	12
AUG	\$ 18,669,274	-9
SEP	\$ 11,907,758	13
OCT	\$ 17,404,284	20
NOV	\$ 19,362,086	22
DEC	\$ 21,001,211	6
TOTAL	\$ 240,887,447	13

2015*

Month	Gross Business	% Change
JAN	\$ 5,243,766	82
FEB	\$ 3,917,163	-34
MAR	\$ 16,766,402	31
APR	\$ 20,080,327	2
MAY	\$ 21,266,325	7
JUN	\$ 29,329,282	6
JUL	\$ 35,295,528	5
AUG	\$ 20,607,439	9
SEP	\$ 10,545,569	22
OCT	\$ 14,491,258	15
NOV	\$ 15,815,028	39
DEC	\$ 19,725,801	45
TOTAL	\$ 213,083,888	14

PRIOR YEARS*

Year	Gross Business	% Change
1981	\$ 7,643,302	15
1982	\$ 8,054,023	5
1983	\$ 9,378,321	16
1984	\$ 10,628,916	13
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

Year	Gross Business	% Change
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
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	\$ 187,718,261	12

*For the years 1983 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