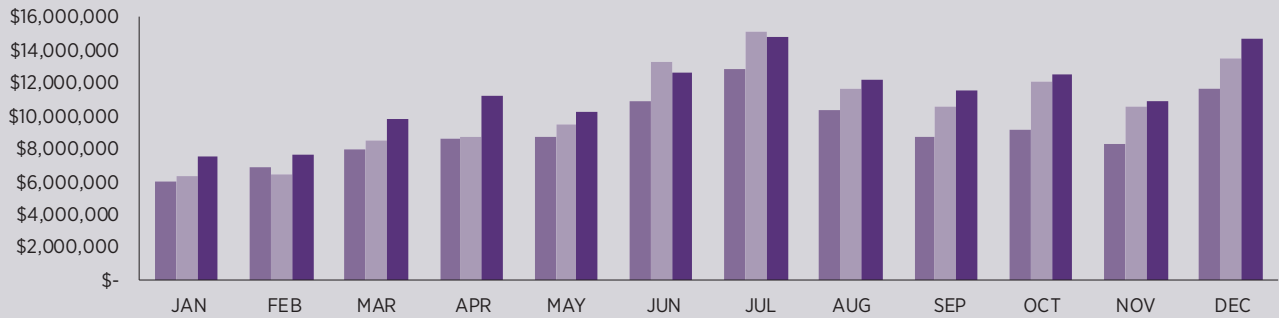




2017 was another great year of low gas prices for drivers, which is important to a drive-tourism market like Pigeon Forge. According to AAA, the price of regular unleaded gasoline in 2017 was \$2.42, about \$0.25 more expensive than 2016. With lower fuel costs, consumers are able to allocate extra money for vacations and travel.



Legend

2015

2016

2017

2017*

| Month | Gross Business | % Change |
|-------|----------------|----------|
| JAN | \$ 7,537,336 | 19 |
| FEB | \$ 7,657,106 | 19 |
| MAR | \$ 9,733,706 | 14 |
| APR | \$ 11,160,967 | 28 |
| MAY | \$ 10,182,462 | 8 |
| JUN | \$ 12,595,760 | -5 |
| JUL | \$ 14,810,494 | -2 |
| AUG | \$ 12,208,596 | 5 |
| SEP | \$ 11,513,963 | 10 |
| OCT | \$ 12,462,311 | 3 |
| NOV | \$ 10,895,659 | 3 |
| DEC | \$ 14,669,003 | 9 |
| TOTAL | \$ 135,427,363 | 8 |

2016*

| Month | Gross Business | % Change |
|-------|----------------|----------|
| JAN | \$ 6,328,471 | 5 |
| FEB | \$ 6,429,294 | -6 |
| MAR | \$ 8,529,997 | 7 |
| APR | \$ 8,691,491 | 1 |
| MAY | \$ 9,407,164 | 8 |
| JUN | \$ 13,258,682 | 22 |
| JUL | \$ 15,133,470 | 18 |
| AUG | \$ 11,646,217 | 13 |
| SEP | \$ 10,494,139 | 20 |
| OCT | \$ 12,044,750 | 31 |
| NOV | \$ 10,529,526 | 27 |
| DEC | \$ 13,423,923 | 16 |
| TOTAL | \$ 125,917,124 | 15 |

2015*

| Month | Gross Business | % Change |
|-------|----------------|----------|
| JAN | \$ 6,040,482 | -3 |
| FEB | \$ 6,856,127 | 8 |
| MAR | \$ 7,940,040 | -10 |
| APR | \$ 8,581,390 | -13 |
| MAY | \$ 8,745,125 | -10 |
| JUN | \$ 10,909,688 | -7 |
| JUL | \$ 12,803,568 | -3 |
| AUG | \$ 10,299,553 | -6 |
| SEP | \$ 8,717,996 | -4 |
| OCT | \$ 9,161,755 | -12 |
| NOV | \$ 8,293,044 | -6 |
| DEC | \$ 11,581,192 | 0 |
| TOTAL | \$ 109,929,960 | -6 |

PRIOR YEARS*

| Year | Gross Business | % Change |
|------|----------------|----------|
| 2000 | \$ 62,040,964 | 14 |
| 2001 | \$ 65,007,834 | 5 |
| 2002 | \$ 60,670,662 | -7 |
| 2003 | \$ 61,764,206 | 2 |
| 2004 | \$ 69,835,390 | 13 |
| 2005 | \$ 76,082,100 | 13 |
| 2006 | \$ 613,657,124 | 9 |
| 2007 | \$ 88,884,370 | 8 |
| 2008 | \$ 100,098,493 | 13 |
| 2009 | \$ 91,671,054 | -8 |
| 2010 | \$ 100,895,480 | 10 |
| 2011 | \$ 112,686,223 | 12 |
| 2012 | \$ 115,037,970 | 2 |
| 2013 | \$ 113,130,786 | 2 |
| 2014 | \$ 116,678,037 | 3 |

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