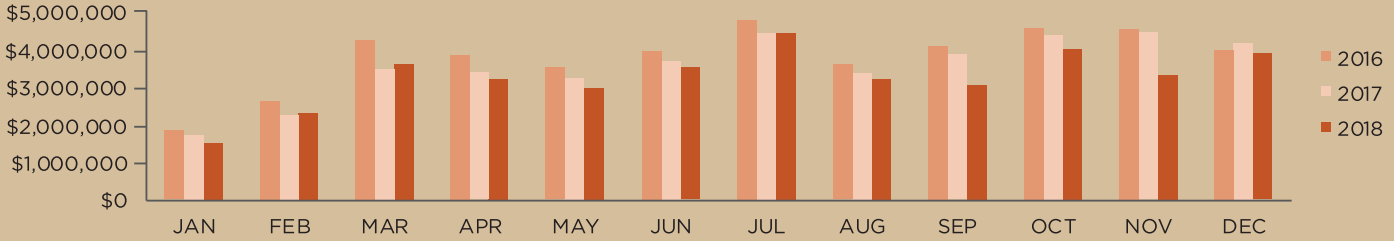




One of the most popular leisure and group travel activities is outlet shopping. Pigeon Forge is home to several outlet malls that have been a staple in the city for many years. In 1998, a notable outlet center moved its location to a sister city due to new land that became available at that time. That move contributed to the fierce competition for outlet retailers within the area that continues to this day. The centers in Pigeon Forge continue to look to add popular stores in an effort to increase offerings for the millions of city visitors.



Legend

2016

2017

2018

2018*

Month	Gross Business	% Change
JAN	\$ 1,589,485	-12
FEB	\$ 2,361,245	-1
MAR	\$ 3,664,124	2
APR	\$ 3,315,178	-6
MAY	\$ 3,051,691	-8
JUN	\$ 3,601,715	-5
JUL	\$ 4,544,379	1
AUG	\$ 3,309,845	-3
SEP	\$ 3,126,632	-21
OCT	\$ 4,075,130	-9
NOV	\$ 3,372,781	-26
DEC	\$ 3,996,194	-6
TOTAL	\$ 40,008,399	-8

2017*

Month	Gross Business	% Change
JAN	\$ 1,812,339	-5
FEB	\$ 2,387,919	-12
MAR	\$ 3,598,894	-16
APR	\$ 3,510,736	-11
MAY	\$ 3,317,304	-7
JUN	\$ 3,788,401	-6
JUL	\$ 4,501,503	-8
AUG	\$ 3,423,130	-8
SEP	\$ 3,934,867	-6
OCT	\$ 4,493,053	-4
NOV	\$ 4,558,095	-2
DEC	\$ 4,247,136	6
TOTAL	\$ 43,573,377	-6

2016*

Month	Gross Business	% Change
JAN	\$ 1,917,736	-7
FEB	\$ 2,703,301	29
MAR	\$ 4,303,473	9
APR	\$ 3,936,694	-5
MAY	\$ 3,568,539	-9
JUN	\$ 4,037,921	-5
JUL	\$ 4,882,014	-9
AUG	\$ 3,710,428	-13
SEP	\$ 4,184,890	-9
OCT	\$ 4,677,275	-4
NOV	\$ 4,636,029	-2
DEC	\$ 4,021,277	-4
TOTAL	\$ 46,579,577	-4

PRIOR YEARS*

Year	Gross Business	% Change
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
2010	\$ 54,860,881	-12
2011	\$ 51,140,881	-7
2012	\$ 52,047,372	2
2013	\$ 50,302,873	-4
2014	\$ 47,978,079	-5
2015	\$ 48,404,336	1

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