



Pigeon Forge is a tourism destination located in the foothills of the Great Smoky Mountains of East Tennessee. Due to the beautiful views and the variety of attractions, shows, restaurants, retail and more, the destination attracts millions of travelers from around the country, making the city one of the most popular vacation destinations in America.

Tourism is Pigeon Forge's number one industry and economic driver. The city is located within a day's drive of more than 109 million consumers, or two-thirds of the U.S. population east of the Mississippi River. Every year brings something new and exciting to Pigeon Forge due to consistent private and public investment. This, in addition to the southern charm of the mountain town, is a primary reason that Pigeon Forge consistently achieves high repeat visitation rates.

The Pigeon Forge Department of Tourism handles all tourism-related marketing communications, focusing primarily on leisure and group travel. In 2021, every dollar spent on advertising provided an incredible return of \$123 in tourism spending\*. In addition to celebrating that ROI, the city celebrated its 60th anniversary in 2021.\*

\*Calculation provided by Majority Opinion Research

## Lodging

Pigeon Forge offers a diverse selection of more than 15,000 lodging units, including hotels, motels, cabins, chalets and campgrounds.

## Attractions

In addition to an assortment of approximately 100 attractions located along or near its main Parkway, Pigeon Forge also is home to Dollywood, Tennessee's number one ticketed attraction.

## Theaters

Pigeon Forge features more than a dozen variety shows and dinner theaters, offering a wide selection of music, variety, comedy and magic shows.

## Retail

Pigeon Forge boasts more than 300 shopping venues, including outlet, craft and antique stores, as well as specialty boutiques.

## Dining

There are dozens of restaurants in Pigeon Forge, allowing visitors to choose from a wide variety of menus with everything from traditional Southern comfort food to tasty treats with an international flavor.

## Meeting Space

Pigeon Forge features a variety of meeting spaces throughout the destination for groups of all sizes, up to 12,000. Included in the selection of venues is LeConte Center at Pigeon Forge. The multipurpose facility is designed to host large groups, assemblies, trade shows and competitive events. Positioned along the city's Riverwalk, the facility features a mountain-lodge ambiance reflective of the city's setting near the Great Smoky Mountains.

## Traveling Sports Competitions

The destination features a number of venues and facilities available for sporting and competitive events. Those venues include a 118-acre multi-use park with baseball and football fields, The LeConte Center with 100,500 square feet of column-free space that makes it an ideal location for cheer, gymnastic and basketball competitions, and Ripken Experience Pigeon Forge, a youth baseball complex that features six lighted fields with synthetic turf and other great amenities.



## POPULATION GROWTH\*

AREA	1980 POP.	1990 POP.	2000 POP.	2010 POP.	2020 POP.
PIGEON FORGE	1,822	3,027	5,083	5,884	6,343
GATLINBURG	3,500	3,417	3,382	3,968	3,577
SEVIERVILLE	5,444	7,178	11,757	14,834	17,889
SEVIER COUNTY	41,418	51,043	71,170	90,146	98,380
TENNESSEE	4,591,120	4,877,185	5,689,283	6,346,105	6,910,840

\*Source: US Census Bureau

## HISTORICAL DASHBOARD\*

YEAR	MARKETING BUDGET	VISITOR COUNT*	GROSS REVENUE
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
2015	\$ 9,752,100	3,557,991	\$ 1,148,756,766
2016	\$ 10,974,588	3,733,722	\$ 1,263,491,633
2017**	\$ 10,574,488	3,686,597	\$ 1,298,208,750
2018	\$ 10,837,488	4,168,236	\$ 1,402,485,088
2019	\$ 10,837,488	4,391,766	\$ 1,526,229,016
2020***	\$ 11,840,088	3,342,397	\$ 1,347,763,297
2021	\$ 11,840,088	4,707,438	\$ 2,173,803,467
TOTAL	\$ 242,490,632	91,255,069	\$ 27,074,819,143

\* Overnight Visitation Estimate Methodology Changed in 2008

\*\* The Great Smoky Mountains experienced historic fires in November 2016 that impacted visitation in Pigeon Forge and the surrounding areas in 2017

\*\*\* The COVID-19 pandemic impacted visitation and tourism spending in Pigeon Forge in 2020



### SEVIER COUNTY UNEMPLOYMENT HISTORY

Month	2021	2020	2019	2018	2017	2016
JAN	7.2%	6.3%	5.8%	6.2%	9.6%	7.5%
FEB	6.6%	6.1%	5.5%	6.3%	8.6%	7.1%
MAR	5.0%	3.5%	3.6%	3.8%	5.9%	5.3%
APR	4.0%	29.1%	2.5%	2.6%	3.7%	3.8%
MAY	3.7%	17.7%	2.5%	2.5%	2.6%	3.4%
JUN	4.3%	12.4%	3.1%	3.3%	3.5%	4.2%
JUL	3.4%	10.6%	3.3%	3.1%	3.3%	4.0%
AUG	3.1%	8.4%	2.5%	3.0%	2.9%	4.2%
SEP	2.6%	6.1%	2.3%	3.0%	2.4%	4.4%
OCT	2.6%	5.5%	2.3%	3.0%	2.5%	4.2%
NOV	2.4%	3.8%	2.5%	2.8%	2.9%	4.2%
DEC	2.8%	5.3%	2.6%	2.8%	2.9%	5.7%
AVG	4.0%	9.6%	3.2%	3.5%	4.0%	5.0%

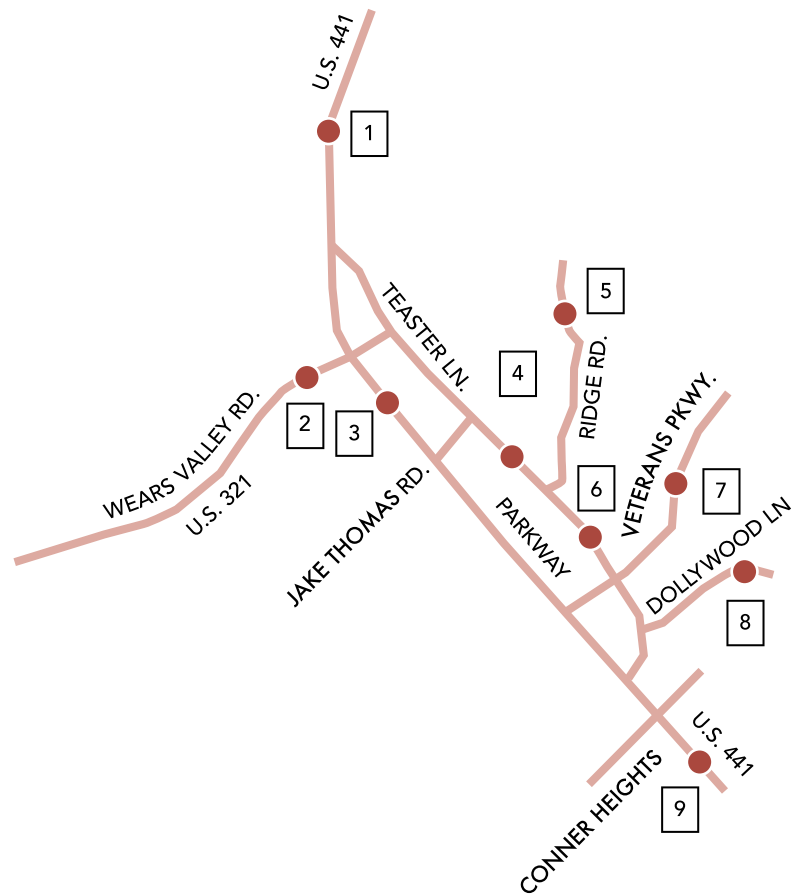
### COMMERCIAL BUILDING GROWTH

Year	Building Cost
2009	\$ 22,035,601
2010	\$ 9,499,375
2011	\$ 21,820,202
2012	\$ 101,107,478
2013	\$ 54,456,009
2014	\$ 55,441,403
2015	\$ 62,571,601
2016	\$ 26,791,055
2017	\$ 77,664,321
2018	\$ 12,747,816
2019	\$ 60,627,951
2020	\$ 83,378,608
2021	\$ 156,923,866

### TRAFFIC COUNTS

Station	2018 ADT*
1	50,291
2	31,195
3	47,938
4	22,784
5	2,820
6	21,045
7	21,502
8	9,539
9	38,486

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



#### FOR PREVIOUS AND CURRENT TRAFFIC COUNTS:

<https://tdot.public.ms2soft.com/tcds/tsearch.asp?loc=Tdot&mod=TCDS>

1. On the Quick Search tab, select Pigeon Forge for Community
2. Select the zoom-in button in the top left-hand corner
3. Select any of the traffic count locations in Pigeon Forge for a breakdown of that station by year, signified by a blue square
4. Any street/road showing a blue square can be viewed

\*Traffic history reflects the average daily traffic count along specific locations on Tennessee's road network.