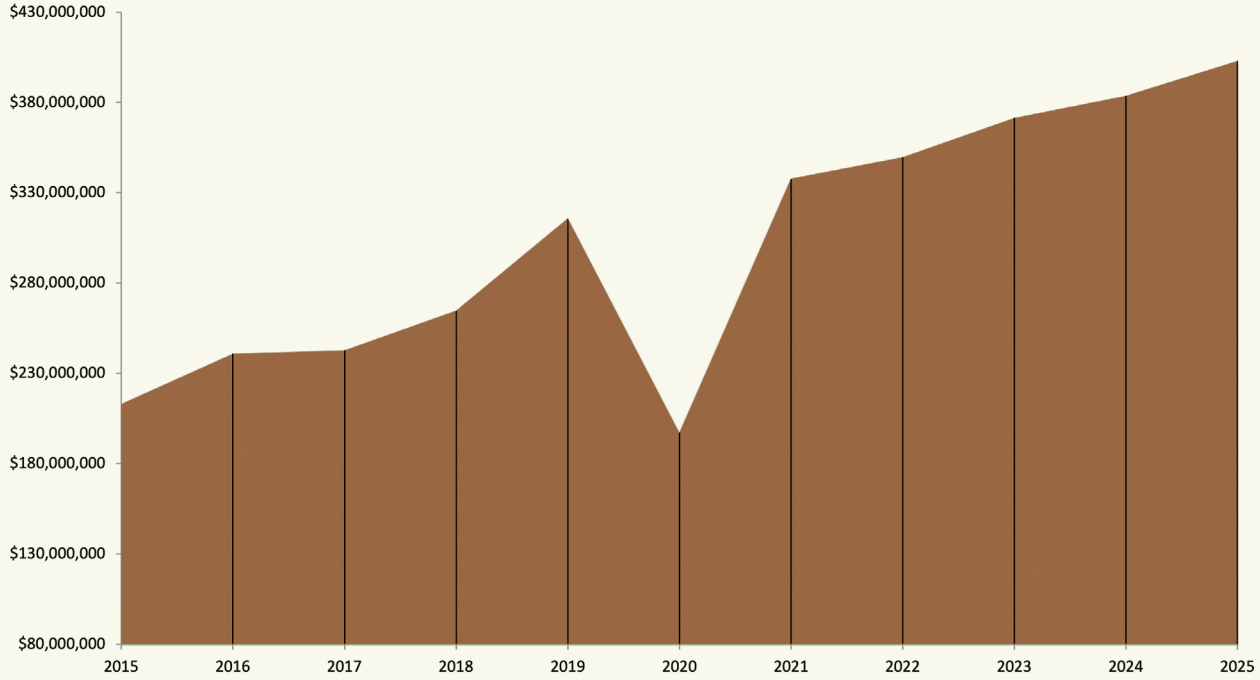


Pigeon Forge’s amusement and entertainment sector features a dynamic mix of theme parks, family attractions and immersive experiences. Anchored by Dollywood, the destination also offers large-scale retail and entertainment centers, 200-foot-tall thrill rides with panoramic Smoky Mountain views, a Titanic-themed museum experience, go-kart tracks and a wide variety of interactive attractions.

City leadership continues to strategically recruit and support new developments that align with Pigeon Forge’s brand, ensuring the attraction portfolio evolves alongside visitor expectations.



Amusement Revenue



Historical Revenue

2025*

Month	Gross Business	% Change
JAN	\$ 11,548,050	12%
FEB	\$ 10,400,900	-18%
MAR	\$ 35,951,189	-11%
APR	\$ 34,300,672	22%
MAY	\$ 31,781,808	6%
JUN	\$ 46,517,258	0%
JUL	\$ 47,755,705	1%
AUG	\$ 32,497,506	2%
SEP	\$ 26,710,348	28%
OCT	\$ 50,122,618	11%
NOV	\$ 36,524,014	4%
DEC	\$ 38,999,005	1%
TOTAL	\$ 403,109,073	4%

*Data is based on gross receipts taxed at 1%



Amusement Revenue

2024*

Month	Gross Business	% Change
JAN	\$ 10,318,574	-2%
FEB	\$ 12,758,297	6%
MAR	\$ 40,448,500	22%
APR	\$ 28,050,448	-12%
MAY	\$ 29,951,752	12%
JUN	\$ 46,310,258	7%
JUL	\$ 47,314,186	-6%
AUG	\$ 31,977,920	19%
SEP	\$ 20,835,086	-8%
OCT	\$ 45,283,376	6%
NOV	\$ 35,067,236	3%
DEC	\$ 38,560,266	3%
TOTAL	\$ 386,875,899	4%

2023*

Month	Gross Business	% Change
JAN	\$ 10,519,787	5%
FEB	\$ 12,060,761	13%
MAR	\$ 33,101,381	5%
APR	\$ 31,737,884	6%
MAY	\$ 26,854,667	0%
JUN	\$ 43,291,500	9%
JUL	\$ 50,221,208	13%
AUG	\$ 26,925,857	-6%
SEP	\$ 22,602,598	8%
OCT	\$ 42,796,241	11%
NOV	\$ 34,169,549	7%
DEC	\$ 37,275,814	2%
TOTAL	\$ 371,557,247	6%

PRIOR YEARS*

Year	Gross Business	% Change
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%
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%

Year	Gross Business	% Change
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	\$ 163,840,200	6%
2015	\$ 213,083,888	14%
2016	\$ 240,887,447	13%
2017	\$ 242,751,187	1%
2018	\$ 264,669,250	9%
2019	\$ 315,761,208	19%
2020	\$ 197,168,574	-38%
2021	\$ 337,822,401	42%
2022	\$ 349,716,859	3%

*For the years 198 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

***2020 revenue impacted by the COVID-19 pandemic

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