

Located in the foothills of the Great Smoky Mountains in East Tennessee, Pigeon Forge is one of America's premier leisure destinations. Scenic mountain views combined with an impressive collection of attractions, live entertainment, dining, retail and lodging options draw millions of visitors each year from across the country.

Tourism serves as the city's primary industry and economic engine. Positioned within a day's drive of more than 140 million consumers, nearly two-thirds of the U.S. population east of the Mississippi River, Pigeon Forge benefits from exceptional accessibility. Ongoing public and private investment ensures that each year brings new experiences and enhancements, reinforcing the destination's strong repeat visitation and long-standing reputation for authentic Southern hospitality.

The Pigeon Forge Department of Tourism leads all destination marketing efforts, with strategic emphasis on leisure, group travel and meetings. In 2025, advertising initiatives generated a return of \$101 in visitor spending for every \$1 invested.*

*Calculation provided by Majority Opinion Research

Lodging

Pigeon Forge offers more than 16,000 lodging units across a diverse mix of hotels, resorts, cabins, chalets, campgrounds and vacation rentals, providing options for every travel style and budget.

Attractions

More than 100 attractions line or sit just off the city's iconic Parkway. The destination is also home to Dollywood, Tennessee's most visited ticketed attraction, anchoring a robust and continually expanding entertainment landscape.

Theaters

Visitors can choose from more than a dozen live shows and dinner theaters featuring music, comedy, magic, variety performances and family-friendly entertainment year-round.

Retail

With over 300 shopping venues, including outlet centers, artisan and craft shops, antique stores and specialty boutiques, Pigeon Forge offers an expansive and varied retail experience.

Dining

Dozens of restaurants serve everything from Southern comfort classics to international cuisine. Whether casual or upscale, quick-service or full dining experience, visitors enjoy broad culinary variety at every price point.

Meeting Space

Pigeon Forge accommodates meetings and events of all sizes, hosting groups up to 12,000 attendees. A cornerstone venue is the LeConte Center at Pigeon Forge, a multipurpose facility offering 100,500 square feet of column-free space. Located along the city's Riverwalk, the center features a mountain-lodge aesthetic that reflects its Smoky Mountain setting and is designed for conventions, trade shows, assemblies and competitive events.

Traveling Sports Competitions

Traveling Sports Competitions

The destination is well-equipped for sports tourism, with multiple venues supporting tournaments and competitive events. Facilities include a 118-acre multi-use park with football fields, the LeConte Center for cheer, gymnastics and basketball competitions, and Ripken Experience Pigeon Forge, a premier youth baseball complex featuring 10 lighted synthetic turf fields and first-class 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	DAY VISITOR COUNT*	OVERNIGHT VISITOR COUNT**	GROSS REVENUE
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	5,702,303	3,686,597	\$ 1,298,208,750
2018	\$ 10,837,488	6,388,298	4,168,236	\$ 1,402,485,088
2019	\$ 10,837,488	7,228,672	4,391,766	\$ 1,526,229,016
2020**	\$ 11,840,088	5,741,255	3,342,397	\$ 1,347,763,297
2021	\$ 11,840,088	8,673,660	4,707,438	\$ 2,173,803,467
2022	\$ 11,890,088	8,103,729	4,466,241	\$ 2,198,157,898
2023	\$ 12,491,539	8,108,727	4,637,191	\$ 2,265,258,865
2024	\$ 13,723,122	6,883,645	4,222,547	\$ 2,259,796,103
2025	\$ 13,723,122	5,463,863	3,554,095	\$ 2,288,406,200
TOTAL ***	\$ 285,699,816	62,294,152	98,558,110	\$ 34,005,019,286

* Overnight Visitation Estimate Methodology Changed in 2008

** 2020 impacted by the COVID-19 pandemic

*** Gross revenue dated back to 1987

SEVIER COUNTY UNEMPLOYMENT HISTORY

Month	2025	2024	2023	2022	2021
JAN	5.2%	4.6%	5.8%	5.0%	7.2%
FEB	4.9%	3.9%	5.4%	4.4%	6.6%
MAR	3.4%	2.5%	3.0%	2.8%	5.0%
APR	2.4%	2.1%	2.2%	2.6%	4.0%
MAY	2.7%	2.1%	2.6%	2.8%	3.7%
JUN	3.2%	2.7%	2.9%	3.3%	4.3%
JUL	3.3%	2.4%	2.7%	2.9%	3.4%
AUG	2.7%	2.5%	2.5%	2.6%	3.1%
SEP	2.8%	2.7%	2.6%	2.3%	2.6%
OCT		2.6%	2.7%	2.5%	2.6%
NOV	3.0%	2.6%	2.6%	2.7%	2.4%
DEC	2.7%	2.7%	2.4%	2.5%	2.8%
AVG	3.0%	2.8%	3.1%	3.0%	4.0%

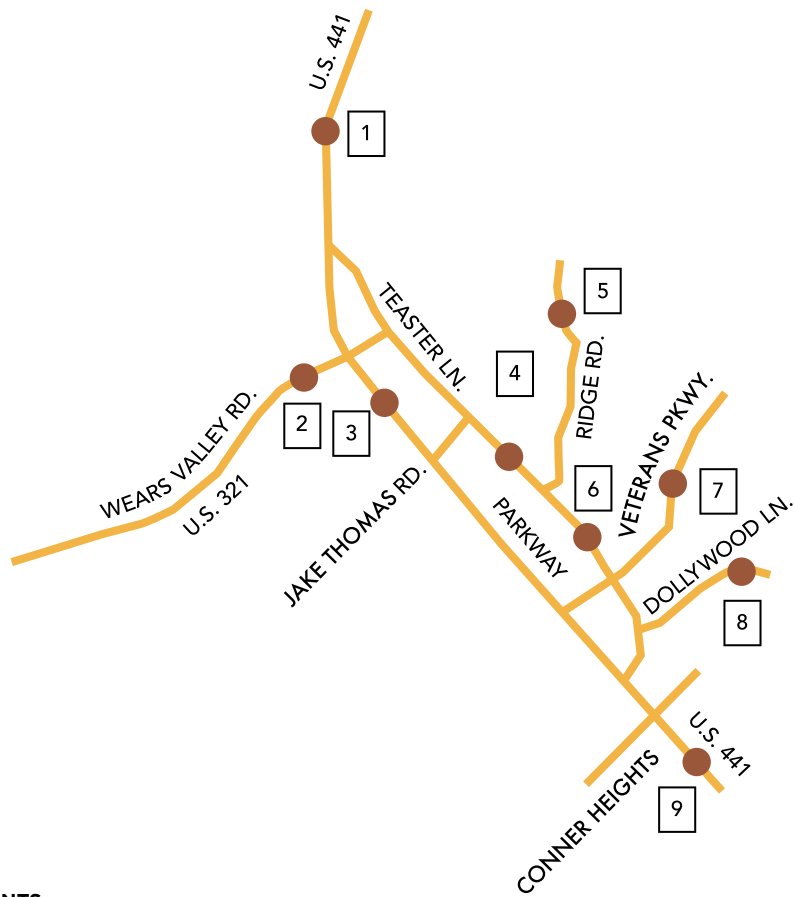
COMMERCIAL BUILDING GROWTH

Year	Building Cost
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	\$ 22,035,601
2022	\$ 166,218,302
2023	\$ 205,220,877
2024	\$ 78,522,787
2025	\$ 123,448,041

TRAFFIC COUNTS

Station	2025 ADT*
1	52,284
2	27,762
3	49,166
4	10,855
5	1,152
6	16,092
7	26,358
8	9,363
9	37,379

*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.