

## OVERVIEW

- **6.36 acres** at one of the premier locations in the tourist destination city of Pigeon Forge, Tennessee.
- Located at the northeast corner of Parkway (US 441) and East Wears Valley Road the property features level topography, excellent highway frontage, access and visibility and scenic river frontage.
- Location of **The Track**, a popular amusement venue, where business owner has a long-term ground lease which expires in 2027.
- Adjacent to **The Riverwalk Greenway** providing a major pedestrian link to The Island and the LeConte Convention Center, a thriving destination attraction.
- **50,356** average daily traffic count (T.D.O.T)



# Premier Tourism Property

2575 Parkway | Pigeon Forge, TN



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## FOR SALE OR LEASE

The property is located in the heart of the Pigeon Forge tourist district, a major tourist destination that attracts over 15 million annual visitors. The majority of visitors live within 500 miles of the area.

- Lot Size 6.36 Acres
- Zoning C-2 General Commercial

The property features the new **Riverwalk Greenway** providing a **major pedestrian link** to **The Island** and the **LeConte Convention Center**, thriving destination attractions.

The Mountain Monster

LeConte Center

The Island

Subject Property

50,356 (AADT)

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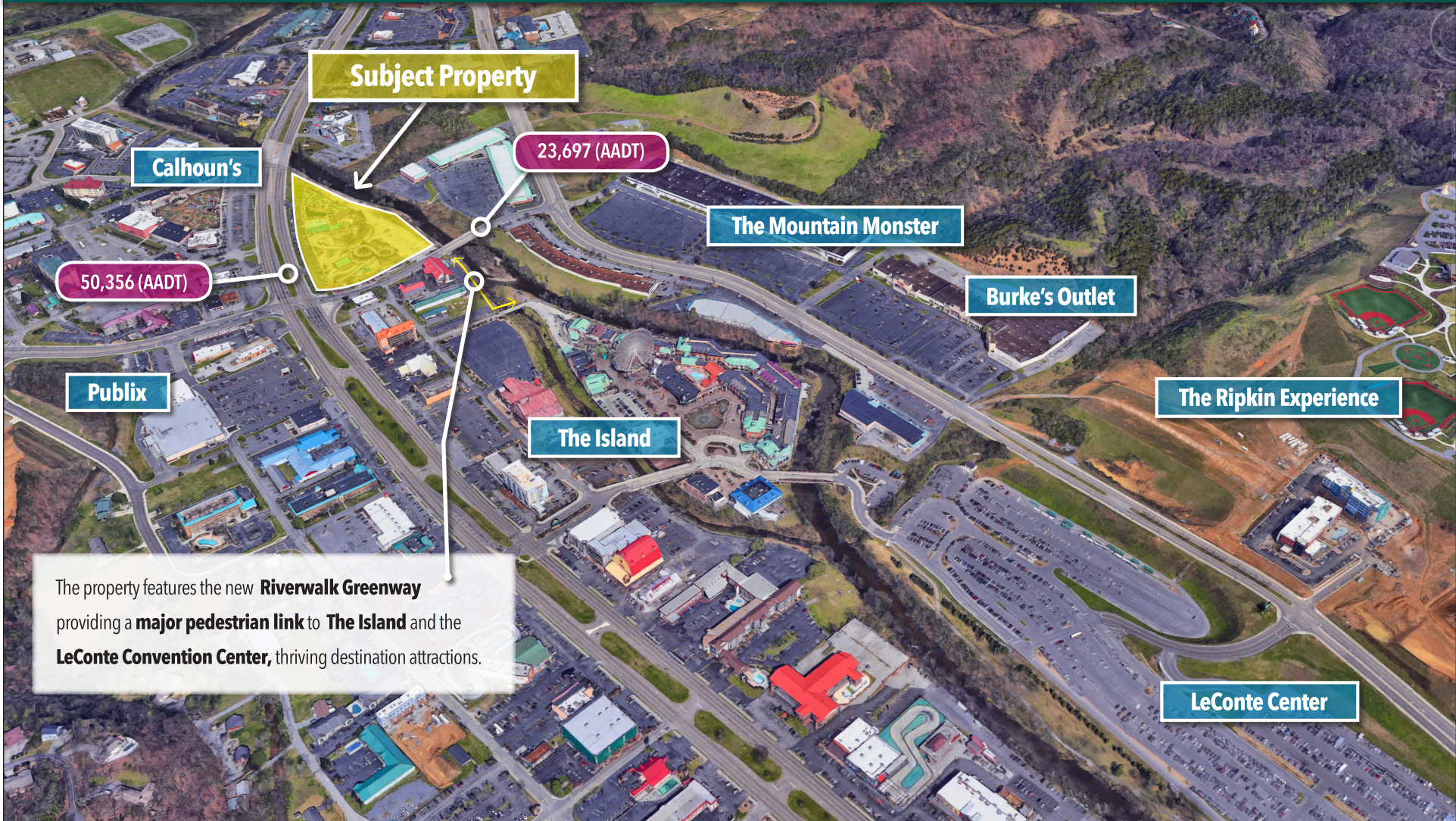
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2575 Parkway | Pigeon Forge, TN  
**FOR SALE OR LEASE**


 SOUTHEAST VIEW

Subject Property

50,356 (AADT)

23,697 (AADT)

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Sevier County, Tennessee is a primary tourist destination for the Eastern U. S., attracting over 15 million annual visitors and is located 20 miles southeast of Knoxville, Tennessee. The region is home of some of the South's most well-known attractions, theaters, shops, restaurants and accommodations.

Sevier County is within a day's drive of 75% of the US population and within a five-hour drive of 13 of the South's major cities – Cincinnati, Louisville, Lexington, Charleston, Columbia, Asheville, Atlanta, Birmingham, Montgomery, Nashville, Chattanooga, Knoxville and the Tri-Cities.

The tourism industry now employs 45.5% of Sevier County's local workforce and captures 30.7% of total industry earnings in Sevier County. The impact tourism has had on Sevier County has been dramatic, making tourism the major driver of economic development.



**NORTHWEST VIEW**

50,356 (AADT)

**Subject Property**

# Premier Tourism Property

2575 Parkway | Pigeon Forge, TN

## FOR SALE OR LEASE

The property is located in the heart of the Pigeon Forge tourist district, a major tourist destination that attracts over 15 million annual visitors. The majority of visitors live within 500 miles of the area.

- #1 Tourist Destination in East Tennessee
- 15 Million Visitors in 2019
- \$4+ Billion in 2019 Total Sales
- Over 160 Hotels
- Over 17,000 Room Nights
- Over 9,000 Nightly Cabin Rentals



### ■ PROPERTY DETAILS

- Premier highly visible and accessible location. Signalized corner tract at city's busiest intersection with impressive 50,356 average daily traffic count (T.D.O.T).
- High density of retail, restaurants, outlet malls, hospitality, live show theaters and other tourist attractions plus 4.2 miles to Dollywood theme park.
- About 975 front feet on the Parkway (US 441) and about 930 feet on West Prong of Little Pigeon River - Level topography. All municipal utilities available. New survey completed in 2018.
- Highly constrained supply of land in this high growth tourism market.
- Ground lease expires 1/1/2027
- Rare acquisition opportunity.
- Pigeon Forge Gross Revenue in 2017 (12 months) - \$1.298 Billion.
- Pigeon Forge Gross Revenue in 2018 (10 months thru October) - \$1.402 Billion.
- Sevier County Sales in 2019 - \$4+ Billion.

### ■ WEBSITES

- [scedc.com](http://scedc.com) - Sevier County Economic Development Council
- [sevierville.tn.org](http://sevierville.tn.org) - City of Sevierville
- [seviervilleconventioncenter.com](http://seviervilleconventioncenter.com) - Sevierville Convention Center
- [wildernessatthesmokies.com](http://wildernessatthesmokies.com) - Wilderness at the Smokies Water Park Resort
- [pigeonforgedevelopment.com](http://pigeonforgedevelopment.com) - City of Pigeon Forge Business Statistics
- [gatlinburg.com](http://gatlinburg.com) - Gatlinburg Convention & Visitors Bureau

### ■ ECONOMIC HIGHLIGHTS

- Sevier County ranks 3rd in Tennessee in TOTAL tourism spending
- Sevier County ranks 2nd for percentage growth in tourism spending since 2004 (+16.3%)
- Total tax generated by the Hospitality and Tourism Industry in Sevier County per year is \$116.17 million
- Each Sevier County household pays \$2,834 LESS in State and Local taxes as a result of taxes generated by the Hospitality and Tourism Industry
- Sevier County ranks lowest in effective property tax rates (.35%) of all 95 counties in Tennessee as a result of the economic impact of tourism





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# PLAY MOVIE



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