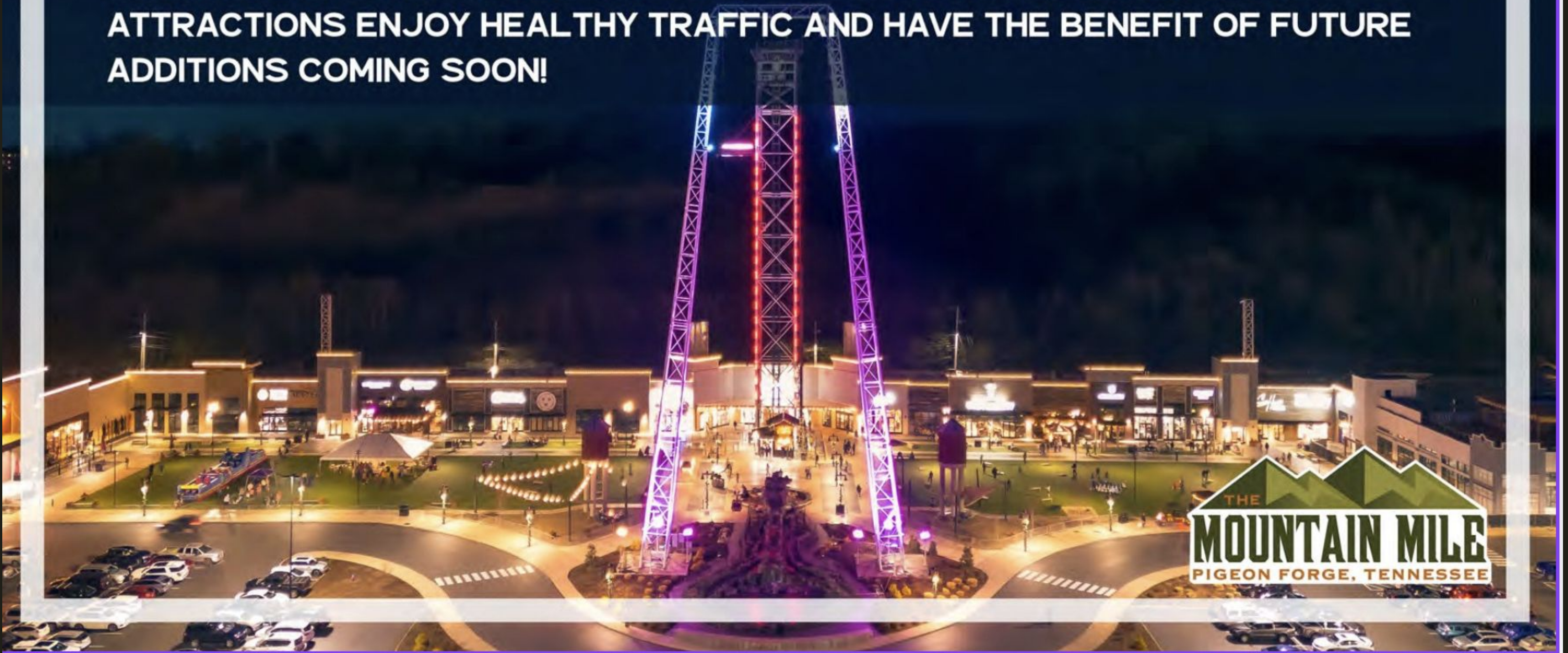


THE
MOUNTAIN MILE
PIGEON FORGE, TENNESSEE

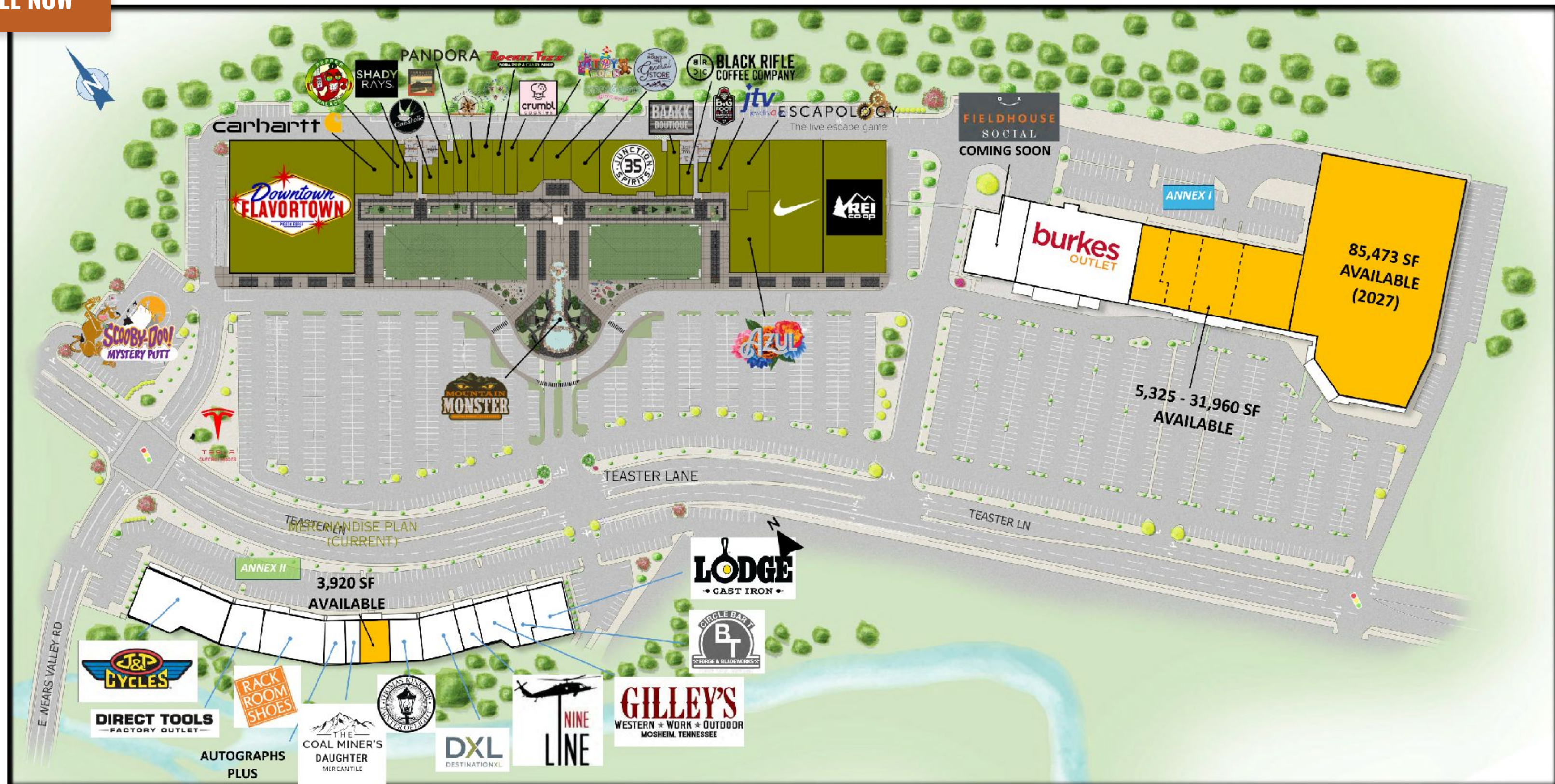
OUR PROJECT

THE MOUNTAIN MILE & TOWER SHOPS IS AN UNPRECEDENTED DEVELOPMENT PROJECT WHICH WILL RESHAPE THE RETAIL, RESTAURANT, LODGING, AND ATTRACTION SCENE IN PIGEON FORGE, TN. WITH OVER 1 MILE OF ROAD FRONTAGE AND 174+ ACRES IN TOTAL, THE MOUNTAIN MILE SHOPS AND ATTRACTIONS ENJOY HEALTHY TRAFFIC AND HAVE THE BENEFIT OF FUTURE ADDITIONS COMING SOON!



MOUNTAIN MILE (TOWER SHOPS) — PIGEON FORGE, TENNESSEE

AVAILABLE NOW



TOWER SHOPS	ANNEX I	ANNEX II
*OPEN-AIR FESTIVAL RETAIL CENTER WITH 200' THRILL TOWER ATTRACTION ANCHORED BY DOWNTOWN FLAVORTOWN, REI, & NIKE WITH GREAT LOCAL SHOPS, RESTAURANTS, ATTRACTIONS, AND EVENT LAWNS	OLD TIME POTTERY 85,473 sq. ft. AVAILABLE 10,891 sq. ft. AVAILABLE 7,819 sq. ft. AVAILABLE 7,825 sq. ft. AVAILABLE 5,325 sq. ft. BURKES OUTLET 24,070 sq. ft. FIELDHOUSE SOCIAL 9,967 sq. ft.	LODGE CAST IRON 5,350 sq. ft. CIRCLE BAR T 2,300 sq. ft. GILLEY'S WESTERN 5,257 sq. ft. NINE LINE APPAREL 1,400 sq. ft. DXL THOMAS 9,389 sq. ft. KINKADE AVAILABLE 3,027 sq. ft. HEART & COAL 3,920 sq. ft. AUTOGRAPHS PLUS 1,680 sq. ft. RACK ROOM SHOES 1,807 sq. ft. DIRECT TOOLS 7,827 sq. ft. J&P CYCLES 9,812 sq. ft. 10,777 sq. ft.
TOTAL GLA: 141,027 sq. ft.	TOTAL GLA: 152,134 sq. ft.	TOTAL GLA: 52,626 sq. ft.



FOR LEASING / PROJECT INFO PLEASE CONTACT:

Dixon Greenwood, CCIM 865-585-2307

Tim Zitzman 865-804-4131

www.mountainmilepigeonforge.com

MERCHANDISE PLAN

A CURATED TENANT ROSTER

60+

Retailers, Restaurants & Attractions

Nike / REI

National Flagship Anchors

813

On-Site Parking Spaces



MERCHANDISE PLAN (CURRENT)

PHASE II MASTER PLAN

AMPHITHEATER & MIXED-USE DISTRICT

Total GLA	125,000 SF
Mixed-Use	57,865 SF
Retail	67,135 SF
Total Parking	1,113 Spaces
Amphitheater	6,000–7,000 Seats
Annex I	140,000–150,000 SF



Source: Johnson Architecture, Pigeon Forge Masterplan, Nov. 2025

GROWTH & CONTEXT
A MILE OF MOMENTUM ON
TEASTER LANE

174+ Ac
Total Land Area

1M+ SF
Retail, Dining & Ent.

8 Hotels
1,200+ Rooms
~58,500 ADT
Parkway

~25,000 ADT
Teaster Lane



TRADE AREA

THE ULTIMATE REGIONAL DESTINATION

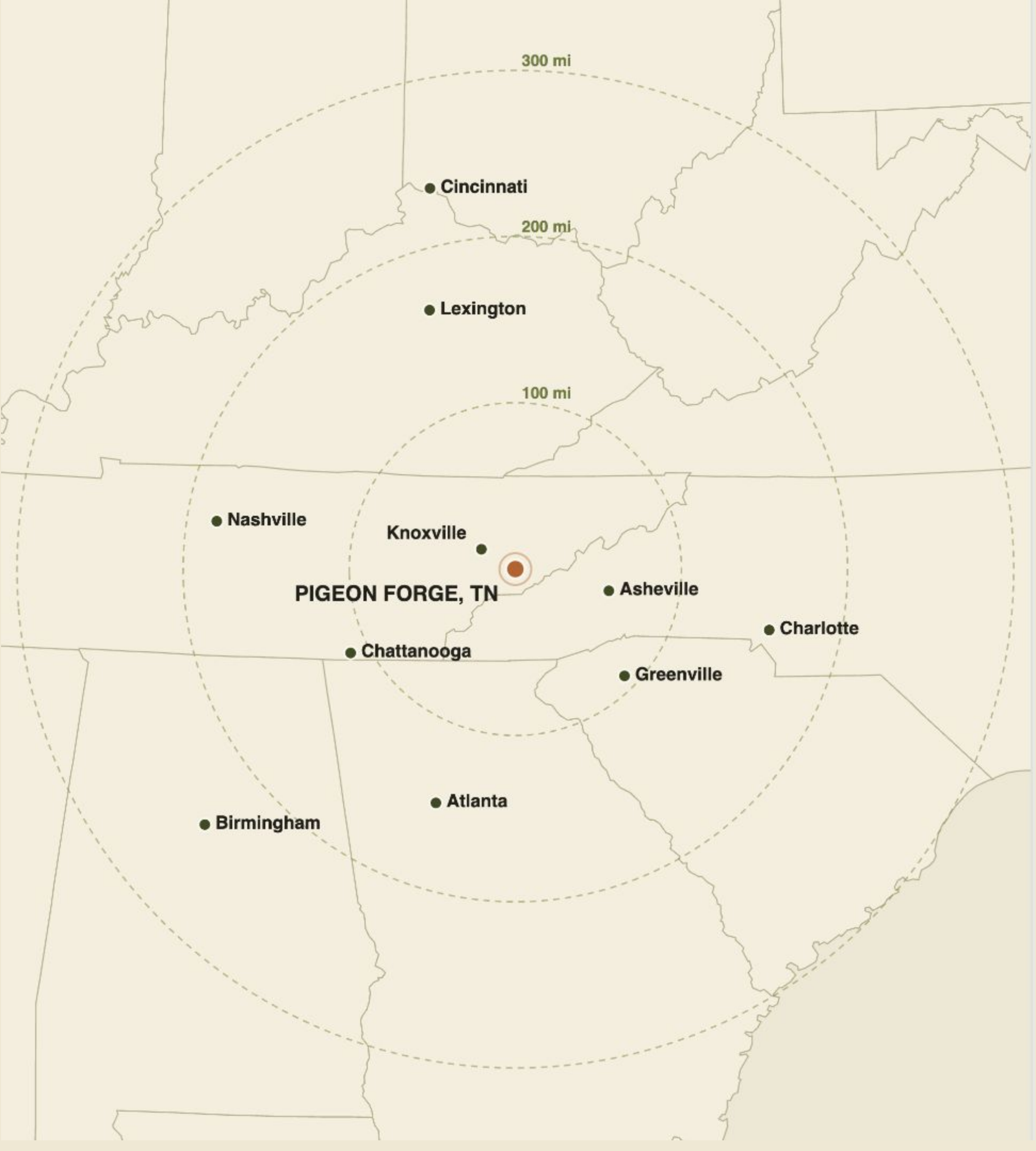
For over 75 years, Pigeon Forge has been a family vacation destination — and continues to set revenue and visitation records within a day's drive of major Southeast and Midwest metros.

TOP FEEDER MARKETS

Atlanta, GA	Charlotte, NC
Greenville, SC	Lexington, KY
Asheville, NC	Cincinnati, OH
Nashville, TN	Birmingham, AL
Knoxville, TN	Chattanooga, TN

CROSS-SHOPPING HALO (PLACER.AI)

49.9%	Also visit Tanger Outlets
42.1%	Also visit The Island
26.6%	Also visit Dollywood



DEMAND DRIVERS

YEARLY VISITATION AT A GLANCE

Sevier County

\$3.93B

Visitor spending in 2024, up 2.0% YoY — 3rd-highest of TN's 95 counties. (TN Dept. of Tourist Development)

Pigeon Forge

\$2.2B+

City-wide gross revenue for the 5th consecutive year, on 9M+ annual visitors to a city of ~6,600 residents.

National Park

11.5M

Great Smoky Mountains NP recreation visits in 2025 — still the most-visited National Park in the U.S.

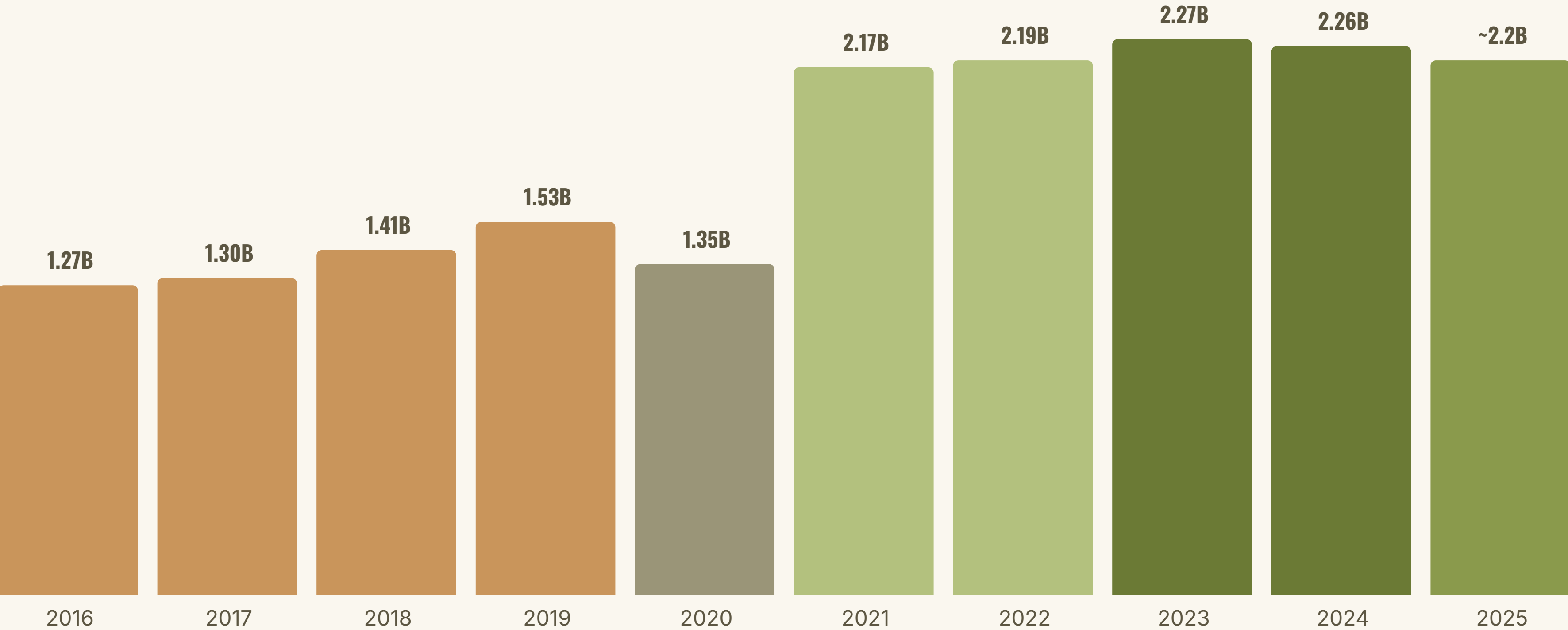
Dollywood

3.5M+

Annual guests — Tennessee's #1 ticketed attraction, expanding with the \$50M NightFlight Expedition in 2026.

CITY OF PIGEON FORGE

TOTAL GROSS REVENUE — A CONTINUING UPWARD TREND



Source: City of Pigeon Forge. 2025 figure reflects amusements, lodging & restaurant tax collections reported Feb. 2026 (5th consecutive year above \$2.2B); final full-year total subject to year-end reconciliation.

DINING DEMAND

RESTAURANTS: SERVING UP BIG NUMBERS

One of everyone's favorite parts of vacation is the unique dining. From family-owned restaurants to national chains, Pigeon Forge has enough variety to satisfy every craving and budget.



20%

of Pigeon Forge's total revenue market

TOP RESTAURANT SALES (APPROX.)

The Old Mill	\$18M
Paula Deen's Family Kitchen	\$15M
Alamo Steakhouse	\$11M
Sunliner Diner	\$10M
Local Goat	\$7.5M

MOUNTAIN MILE MALL PERFORMANCE

4.3M

Annual Visits — +2.9% YoY

2.9M

Unique Visitors / Yr

59 Min

Avg. Dwell Time

12.43 visits/sq ft on 345.4K SF GLA — up every year since 2023 (\$3.9M → \$4.1M → \$4.2M → 4.3M, trailing 12 mo, and +16.3% over 3 years).

TOP TENANTS BY ANNUAL VISITS

Downtown Flavortown	652.6K
Azul Cantina	423.5K
Old Time Pottery — #1 chain in TN	318.8K
Bealls Outlet — #1 of 27 in TN	305.8K
REI Co-op — #1 of 5 in TN	261.6K

#15 / 178

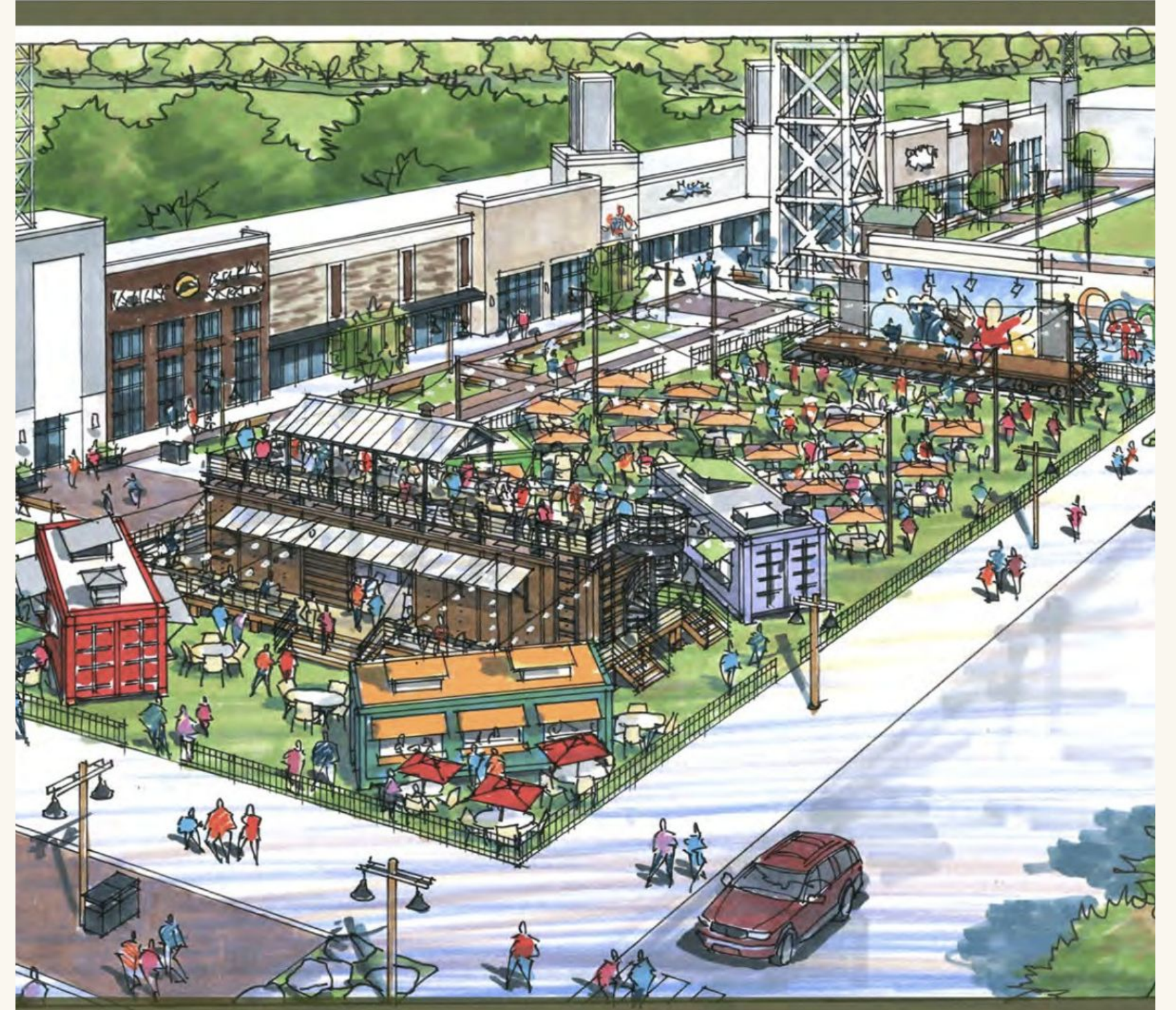
TN Shopping Centers (92nd %ile)

#1 / 7

Within 15 Miles



PLACEMAKING VISION FOR THE EVENT LAWN



Concept renderings by Johnson Architecture — container retail, festival lawn seating, and string-lit gathering space anchoring the Tower Shops fountain plaza.

FOR SALES & LEASING OR PROJECT INFO PLEASE CONTACT:

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