



Reach the Summit of Success in one of the World's Top Destinations

KNOWN FOR THE GREAT SMOKY MOUNTAINS NATIONAL PARK, Sevier County is one of the top tourist destinations in the world. Sevierville serves as the county seat offering an authentic downtown with quaint shops and great restaurants, while Pigeon Forge is known for its family-friendly attractions, shopping, and entertainment options like Dollywood—one of America's best theme parks. Gatlinburg provides a gateway to the national park, offering family-friendly attractions, an arts and crafts community, and beautiful mountain resorts.

While tourism is a cornerstone, Sevier County also boasts a diverse industrial base supported by a skilled workforce and strategic location. The county's investment in workforce development and infrastructure ensures Sevier County is not only a destination for visitors but also a smart choice for industries. From theme parks to national parks to business parks, Sevier County has it all! Come reach the summit of success in your next move. **East Tennessee – Moving. Mountains.**



Sevier County at a Glance



STRATEGIC LOCATION: Home of the Great Smoky Mountains National Park, situated on I-40, and only minutes from I-81. Sevier County is ideally located for both industry and tourism.



ROBUST INFRASTRUCTURE: Direct access to I-40, multiple four-lane highways with a general aviation airport and proximity to McGhee Tyson Airport (45 minutes).



RELIABLE ENERGY: TVA is the nation’s most dependable power source and one of the largest electric power systems in the country, providing safe, affordable, clean, and reliable energy.



SKILLED WORKFORCE: Access to a strong talent pipeline supported by Walters State Community College Sevier Campus, East Tennessee State University (ETSU) at Sevierville and Tennessee College of Applied Technology (TCAT) Morristown.



OUTDOOR PARADISE: Home to the Great Smoky Mountains National Park, with hiking, fishing, whitewater rafting, and scenic drives.



LIVABILITY & LIFESTYLE: With scenic mountain views, thriving local businesses, and family-friendly communities, residents enjoy year-round access to outdoor activities, festivals, and a high quality of life.



TOURISM & ATTRACTIONS: A top travel destination, Sevier County is home to Dollywood and Dollywood’s Splash Country, the Great Smoky Mountains National Park, and a variety of attractions in Gatlinburg, Pigeon Forge, and Sevierville—drawing over 21 million visitors each year.

PER CAPITA INCOME

	2025	2030
Sevier County	\$34,703	\$37,507
Tennessee	\$40,507	\$45,742
United States	\$45,360	\$50,744

MEDIAN HOUSEHOLD INCOME

	2025	2030
Sevier County	\$72,259	\$82,174
Tennessee	\$72,259	\$82,174
United States	\$72,259	\$82,174

DEMOGRAPHICS

TOTAL POPULATION

	2020	2025	2030	Annual Growth Rate
Sevier County	98,562	100,286	100,702	0.1%
15-County Region	1,115,069	1,274,446	1,342,734	1.1%
Tennessee	6,355,518	7,298,465	7,645,368	1.0%

POPULATION BY AGE

	2020	2025	2030
Under 5	5.0%	5.0%	6.0%
5 to 9	5.0%	5.0%	5.0%
10 to 14	6.0%	6.0%	6.0%
15 to 24	11.0%	11.0%	12.0%
25 to 34	12.0%	12.0%	12.0%
35 to 44	11.0%	12.0%	12.0%
45 to 54	13.0%	12.0%	12.0%
55 to 64	15.0%	14.0%	15.0%
65+	20.0%	22.0%	22.0%
Median Age	44	44.3	44.9

36% of the 2025 population is prime working age (25-54)

POPULATION BY RACE & ETHNICITY

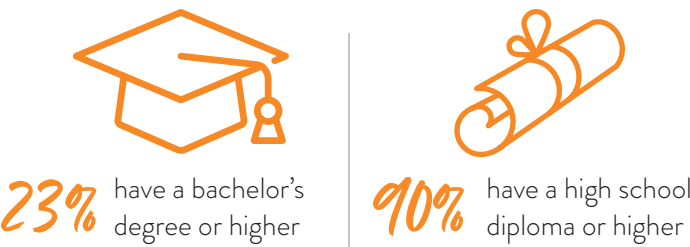
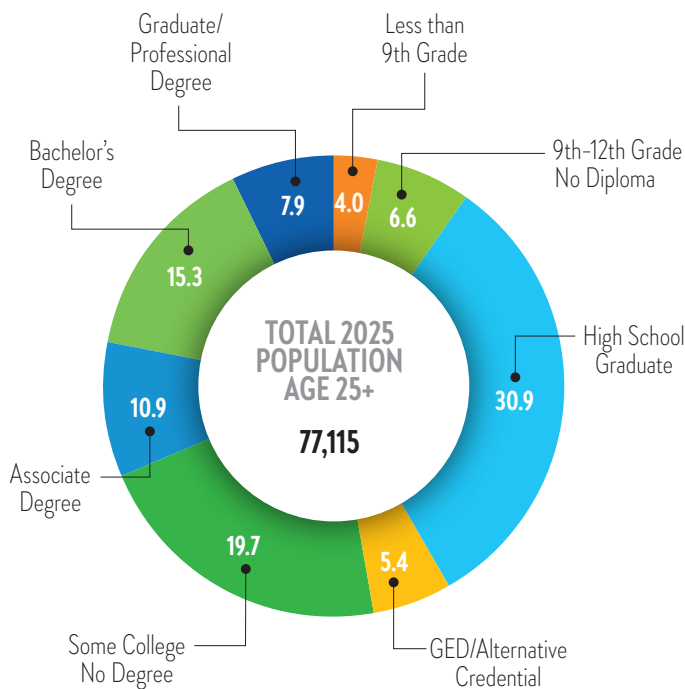
	2020	2025	2030
White	87.1%	85.6%	84.4%
Black	0.8%	1.0%	1.1%
American Indian/ Alaska Native	0.5%	0.5%	0.5%
Asian	1.1%	1.3%	1.5%
Hawaiian / Pacific Islander	0.0%	0.0%	0.0%
Two or more races	6.1%	6.6%	7.1%
Hispanic Origin (Any race)	8.8%	9.8%	10.6%

HOUSEHOLDS & FAMILIES

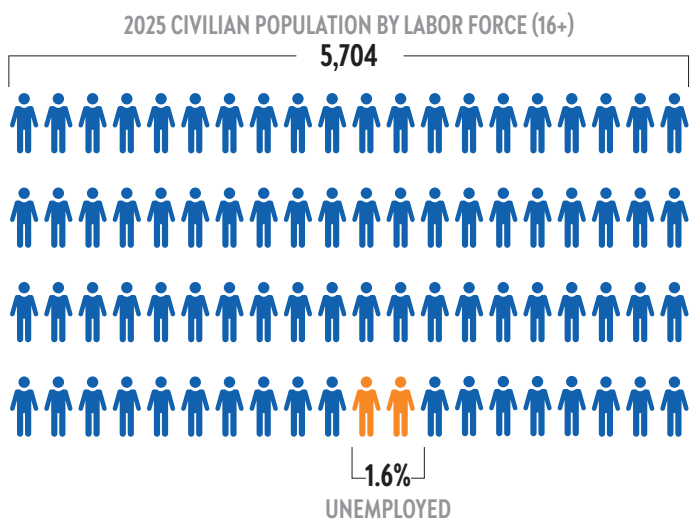
	2020	2025	2030
Total Households	39,520	41,626	42,758
Total Families	27,258	27,937	28,437
Average Household Size	2.5	2.5	2.5
Owner Occupied	68.5%	69.4%	71.1%
Renter Occupied	31.5%	30.6%	28.9%
Vacant	29.7%	30.2%	30.4%

EDUCATION AND
WORKFORCE

2025 POPULATION 25+ BY
EDUCATIONAL ATTAINMENT

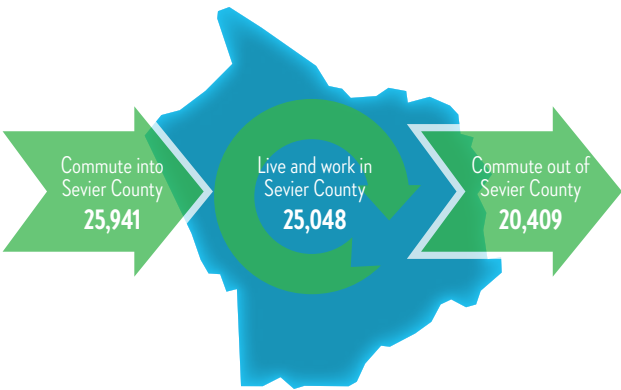


CIVILIAN POPULATION BY LABOR FORCE (16+)



COMMUTING
PATTERNS

WORKER INFLOW & OUTFLOW (2023)



WHERE WORKERS LIVE

	Count	Share
All Counties	50,989	100.0%
Sevier County, TN	25,048	49.1%
Knox County, TN	6,196	12.2%
Jefferson County, TN	3,735	7.3%
Cocke County, TN	3,497	6.9%
Blount County, TN	2,338	4.6%
Hamblen County, TN	1,325	2.6%
Anderson County, TN	522	1.0%
Davidson County, TN	504	1.0%
Sullivan County, TN	456	0.9%
Hamilton County, TN	440	0.9%
All Other Locations	6,928	13.6%

TRAVEL DISTANCE TO WORK

Less than 10 miles	37.6%
10 - 24 miles	34.5%
25 - 50 miles	15.0%
50 miles or more	12.9%



SEVIER COUNTY

BUSINESS & INDUSTRY

2025 EMPLOYMENT BY INDUSTRY

	%	Employees
Agricultural, Natural Resources & Mining	0.2%	104
Business & Professional Services	8.9%	5,227
Construction	6.5%	3,806
Education & Health Services	4.5%	2,634
Financial Activities	1.4%	801
Government	9.8%	5,745
Information	0.5%	279
Leisure & Hospitality	41.0%	24,014
Manufacturing	4.2%	2,472
Other Services	3.4%	1,992
Retail	16.6%	9,699
Trade, Transportation & Utilities	3.1%	1,835
Total	100.0%	58,607

2025 BUSINESS ESTABLISHMENTS BY INDUSTRY



TOP 10 MAJOR EMPLOYERS

Company	Industry	Employee Range
The Dollywood Company	Tourism	2501-5000
Sevier County Board of Education	School	2501-5000
Blalock Companies	Construction	501-1000
Collier Restaurant Group	Restaurants	501-1000
Wilderness of the Smokies	Tourism	501-1000
Sevier County Government	Government	501-1000
Ole Smoky Distillery, LLC	Food & Beverage	501-1000
LeConte Medical Center	Healthcare	501-1000
Westgate Smoky Mountains	Tourism	251-500
City of Pigeon Forge	Government	251-500

GROSS RETAIL SALES



SEVIER COUNTY

TRANSPORTATION



Airport
McGhee Tyson Airport
30+ non-stop destinations
Over 3.6+ million passengers 2025
Gatlinburg-Pigeon Forge Airport
5,506' Runway



Highways
Interstate:

U.S. Highways:

State Highways:

TAXES

PROPERTY TAX	
Property Tax Rate (County)	\$1.48
State Property Tax	None
Assessment Ratio: Residential Property	25%
Assessment Ratio: Farm Property	25%
Assessment Ratio: Commercial/ Industrial Property	40%
Assessment Ratio: Public Utility Property	55%
Assessment Ratio: Business Personal Property	30%

SALES TAX	
State sales tax rate	7%
County sales tax rate	2.75%
STATE TAX	
State Income Tax on Wages	None
State Income Tax: Interest from Bonds and Notes and Dividends from Stock	None (Hall Income tax was fully repealed January 1, 2021)
Excise Tax (State)	6.5% of Tennessee taxable income
Franchise Tax (state)	0.25% of the greater of net worth or real and tangible property in Tennessee. The minimum tax is \$100.
Unemployment Insurance Tax (state)	2.7% of the first \$7,000 in wages for new employers

HOUSING

Median rent
\$2,100

Median listing home price
\$612K

Median listing home price/sq ft
\$353

Median sold home price
\$480K

SOURCES:

ESRI Demographic & Income Profile
Lightcast

Realtor.com May 2026
The Tax Foundation (2025)

TN Comptroller of the Treasury (2025)
Tennessee Department of Revenue (2025)

TN ECD County profile tool



EAST TENNESSEE ECONOMIC DEVELOPMENT AGENCY

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