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By: Morgan Overholt, Founder, TheSmokies.com

PIGEON FORGE, TN – Morgan Overholt, founder of TheSmokies.com, was born and raised in East Tennessee in the foothills of the Smoky Mountains. Her fondest childhood memories include spending weekends and summers in the Smokies. Her family bought [Dollywood](#) season passes every other year. Birthday dinners were usually spent on the Parkway in Pigeon Forge. School field trips would inevitably include either Ober Gatlinburg (now Ober Mountain) or [Ogles Waterpark](#).

She spent the early years of her career working for a local area newspaper, The Citizen Tribune (where she earned a Tennessee Press Association award). Years later she went on to found her media agency, Morgan Media LLC. But in 2020, she had a career-changing idea. She wanted to start a regional travel blog about the area she knew and loved. And so, she convinced her sister Alaina O’Neal (also a TPA award winner), and husband James Overholt, to join her in a grand travel business venture.

In its first full calendar year, TheSmokies.com received over 1 million pageviews. Those views grew to nearly 5 million in 2022.

TheSmokies.com was created with a simple goal in mind: To help people visiting the Great Smoky Mountains National Park and the surrounding areas plan their vacations with unique tips, tricks, articles, souvenirs, shops, and guides.

Today, TheSmokies.com is the largest family-owned guide site in the Smoky Mountains.

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