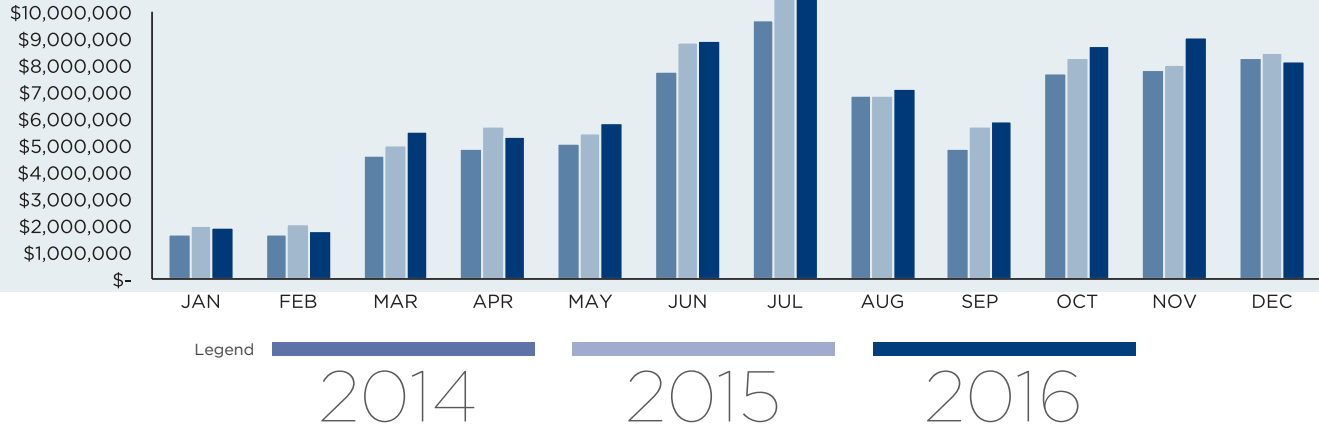




Theater Revenue

Pigeon Forge is known for multiple theaters that present live shows every day. Some theaters also include meals as part of the entertainment experience. Theaters continually update their shows in an effort to attract new and repeat visitors. Because of the number of tourists visiting during Winterfest, which features celebrations and millions of lights within Pigeon Forge November through February, many theaters are open year round. This was not the case prior to Winterfest.



2016*		
Month	Gross Business	% Change
JAN	\$ 1,896,824	-4
FEB	\$ 1,783,057	-13
MAR	\$ 5,522,215	11
APR	\$ 5,326,658	-6
MAY	\$ 5,846,018	7
JUN	\$ 8,922,407	1
JUL	\$ 11,276,751	6
AUG	\$ 7,135,613	4
SEP	\$ 5,878,181	4
OCT	\$ 8,746,282	6
NOV	\$ 9,031,567	13
DEC	\$ 8,167,510	-4
TOTAL	\$ 79,533,083	3

2015*		
Month	Gross Business	% Change
JAN	\$ 1,970,401	17
FEB	\$ 2,049,185	21
MAR	\$ 4,966,809	8
APR	\$ 5,678,840	17
MAY	\$ 5,456,656	8
JUN	\$ 8,826,431	13
JUL	\$ 10,657,064	10
AUG	\$ 6,867,401	0
SEP	\$ 5,672,978	17
OCT	\$ 8,277,070	7
NOV	\$ 8,007,810	3
DEC	\$ 8,485,420	2
TOTAL	\$ 76,916,065	9

2014*		
Month	Gross Business	% Change
JAN	\$ 1,687,549	17
FEB	\$ 1,694,613	-20
MAR	\$ 4,589,376	-5
APR	\$ 4,868,797	2
MAY	\$ 5,056,120	-1
JUN	\$ 7,777,659	1
JUL	\$ 9,675,403	0
AUG	\$ 6,855,685	7
SEP	\$ 4,853,778	0
OCT	\$ 7,700,045	5
NOV	\$ 7,801,162	10
DEC	\$ 8,293,201	19
TOTAL	\$ 70,853,388	4

PRIOR YEARS*		
Year	Gross Business	% Change
2000	\$ 33,837,352	0
2001	\$ 35,504,439	5
2002	\$ 44,265,731	25
2003	\$ 47,903,116	8
2004	\$ 49,568,251	3
2005	\$ 52,380,758	3
2006	\$ 56,801,191	6
2007	\$ 59,267,869	8
2008	\$ 55,765,456	-6
2009	\$ 55,338,246	-1
2010	\$ 52,666,346	-5
2011	\$ 53,870,003	2
2012	\$ 61,800,861	15
2013	\$ 68,271,174	10

*Data is based on business receipts taxed at 1% of total gross sales (excluding sales tax)