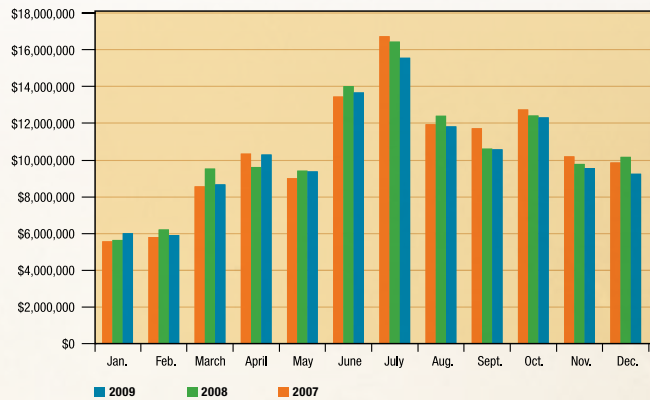


Restaurant Revenue

Pigeon Forge features a wide variety of locally owned restaurants and regional or national chain restaurants. Visitors with tastes and budgets of any size have many options. As budgets have become tighter, some visitors choose to spend less on eating out in order to experience entertainment and attractions. As with other tourism categories, this sector may experience flat or small gains in 2010.



2009 RESTAURANT REVENUE

Month	Gross Business	% of Change
January	\$6,006,134	6
February	\$5,906,598	-5
March	\$8,669,934	-9
April	\$10,297,418	7
May	\$9,376,840	0
June	\$13,681,399	-2
July	\$15,573,471	-5
August	\$11,831,712	-5
September	\$10,581,041	0
October	\$12,321,859	-1
November	\$9,560,999	-2
December	\$9,249,474	-9
Total	\$123,056,879	-3

2007 RESTAURANT REVENUE

Month	Gross Business	% of Change
January	\$5,564,216	-1
February	\$5,800,908	4
March	\$8,561,916	1
April	\$10,346,815	2
May	\$9,005,851	4
June	\$13,458,954	2
July	\$16,746,399	3
August	\$11,948,923	13
September	\$11,728,569	5
October	\$12,753,440	-3
November	\$10,196,884	2
December	\$9,863,733	-2
Total	\$125,976,608	3

2008 RESTAURANT REVENUE

Month	Gross Business	% of Change
January	\$5,641,191	1
February	\$6,210,268	7
March	\$9,529,787	11
April	\$9,618,927	-7
May	\$9,416,657	5
June	\$14,026,290	4
July	\$16,451,436	-2
August	\$12,410,628	4
September	\$10,617,299	-9
October	\$12,422,634	-3
November	\$9,785,562	-4
December	\$10,170,842	3
Total	\$126,301,521	0

PRIOR YEARS' RESTAURANT REVENUE

Year	Gross Business	% of Change
1990	\$44,068,253	10
1991	\$48,004,868	9
1992	\$53,891,441	12
1993	\$58,927,028	9
1994	\$67,668,291	15
1995	\$73,880,879	9
1996	\$75,419,545	2
1997	\$83,209,974	10
1998	\$90,392,778	9
1999	\$89,052,931	-1
2000	\$88,338,175	-1
2001	\$93,298,144	6
2002	\$95,231,679	2
2003	\$93,773,453	-2
2004	\$102,950,172	10
2005	\$113,543,670	10
2006	\$122,840,527	8