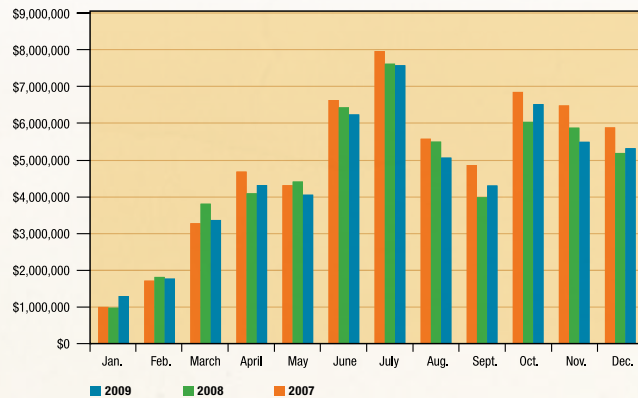


Theater Revenue

One of the things Pigeon Forge is most famous for are the multiple theaters featuring live shows each day. Theaters continually update their shows in an effort to attract repeat visitors.

Because of the number of tourists visiting during Winterfest, many theaters now stay open year-round, making November and December important to the overall success of this sector. In 2009, theater business revenue was flat and will likely remain that way in 2010.



2009 THEATER REVENUE

Month	Gross Business	% of Change
January	\$1,291,151	33
February	\$1,766,344	-3
March	\$3,365,837	-12
April	\$4,316,117	5
May	\$4,054,334	-8
June	\$6,243,019	-3
July	\$7,584,586	-1
August	\$5,065,633	-8
September	\$4,305,565	8
October	\$6,525,339	8
November	\$5,497,335	-7
December	\$5,322,986	3
Total	\$55,338,246	-1

2007 THEATER REVENUE

Month	Gross Business	% of Change
January	\$994,862	11
February	\$1,710,763	9
March	\$3,276,402	4
April	\$4,684,652	11
May	\$4,314,086	0
June	\$6,636,956	5
July	\$7,970,953	1
August	\$5,580,939	7
September	\$4,863,748	8
October	\$6,857,356	1
November	\$6,487,923	5
December	\$5,889,229	1
Total	\$59,267,869	4

2008 THEATER REVENUE

Month	Gross Business	% of Change
January	\$972,940	-2
February	\$1,812,575	6
March	\$3,809,080	16
April	\$4,092,674	-13
May	\$4,413,057	2
June	\$6,436,229	-3
July	\$7,626,220	-4
August	\$5,501,496	-1
September	\$3,984,511	-18
October	\$6,041,348	-12
November	\$5,882,411	-9
December	\$5,192,924	-12
Total	\$55,765,465	-6

PRIOR YEARS' THEATER REVENUE

Year	Gross Business	% of Change
1996	\$22,249,841	N/A
1997	\$28,448,487	28
1998	\$32,922,581	16
1999	\$33,975,605	3
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	6
2006	\$56,801,191	8

