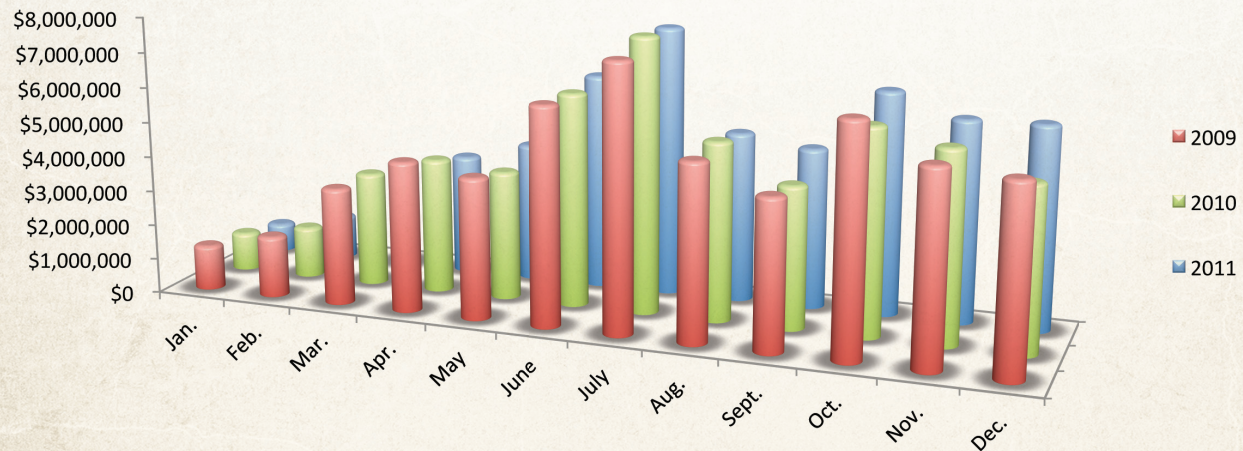


Theater Revenue

Pigeon Forge is famous for its theaters featuring live shows each day. Theaters continually update their shows in an effort to attract new and 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.



2011 THEATER REVENUE

Month	Gross Business	% of Change
January	\$825,508	-25
February	\$1,266,642	-14
March	\$2,971,672	-10
April	\$3,479,399	-10
May	\$4,001,991	8
June	\$6,199,293	1
July	\$7,720,757	-2
August	\$4,872,171	-5
September	\$4,599,544	13
October	\$6,382,148	8
November	\$5,760,454	5
December	\$5,790,424	23
Total	\$53,870,003	2

2010 THEATER REVENUE

Month	Gross Business	% of Change
January	\$1,101,293	-15
February	\$1,472,601	-17
March	\$3,285,836	-2
April	\$3,879,295	-10
May	\$3,703,256	-9
June	\$6,121,509	-2
July	\$7,850,636	4
August	\$5,108,885	1
September	\$4,074,857	-5
October	\$5,882,734	-10
November	\$5,467,076	-1
December	\$4,718,368	-11
Total	\$52,666,346	-5

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

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	3
2006	\$56,801,191	6
2007	\$59,267,869	8
2008	\$55,765,465	-6