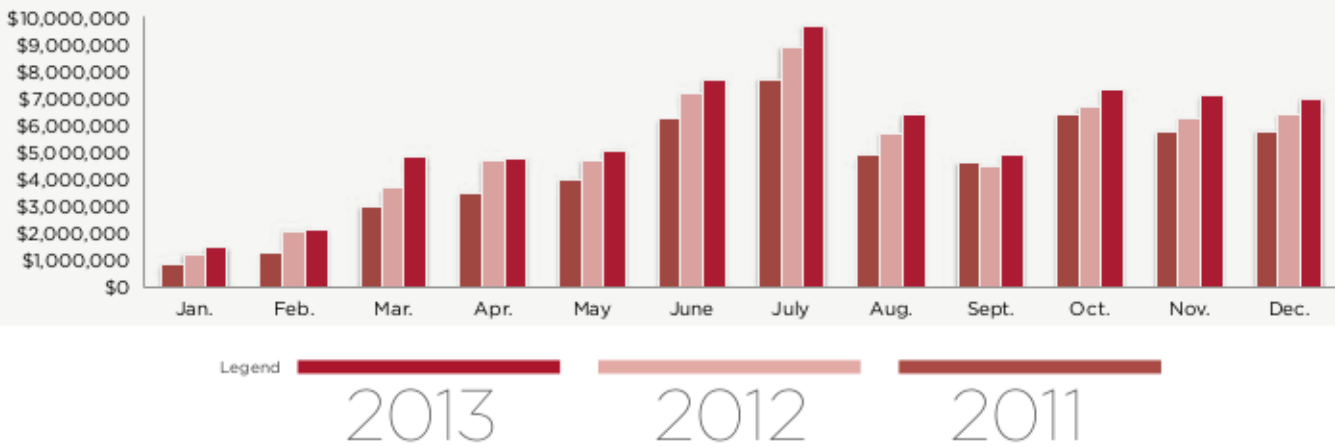


Pigeon Forge is famous for the multiple theaters featuring live shows every day. Some theaters also include meals as part of the entertainment experience. Theaters will continually update their shows in an effort to attract new and repeat visitors. Because of the number of tourists visiting during Winterfest (November through February), many theaters are open year round. This was not the case prior to Winterfest.



Month	Gross Business	% Change
Jan.	\$1,448,490	18
Feb.	\$2,125,255	2
Mar.	\$4,830,268	32
Apr.	\$4,762,651	2
May	\$5,091,093	9
June	\$7,693,453	7
July	\$9,686,103	9
Aug.	\$6,405,305	13
Sept.	\$4,863,071	9
Oct.	\$7,312,580	10
Nov.	\$7,086,104	14
Dec.	\$6,966,801	9
Total	\$68,271,174	10

Month	Gross Business	% Change
Jan.	\$1,226,651	49
Feb.	\$2,078,761	64
Mar.	\$3,656,310	23
Apr.	\$4,670,612	34
May	\$4,661,309	16
June	\$7,177,684	16
July	\$8,897,977	15
Aug.	\$5,690,706	17
Sept.	\$4,470,830	-3
Oct.	\$6,648,181	4
Nov.	\$6,240,964	8
Dec.	\$6,380,876	10
Total	\$61,800,861	15

Month	Gross Business	% Change
Jan.	\$825,508	-25
Feb.	\$1,266,642	-14
Mar.	\$2,971,672	-10
Apr.	\$3,479,399	-10
May	\$4,001,991	8
June	\$6,199,293	1
July	\$7,720,757	-2
Aug.	\$4,872,171	-5
Sept.	\$4,599,544	13
Oct.	\$6,382,148	8
Nov.	\$5,760,454	5
Dec.	\$5,790,424	23
Total	\$53,870,003	2

Year	Gross Business	% Change
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	\$55,765,456	-6
2009	\$55,338,246	-1
2010	\$52,666,346	-5