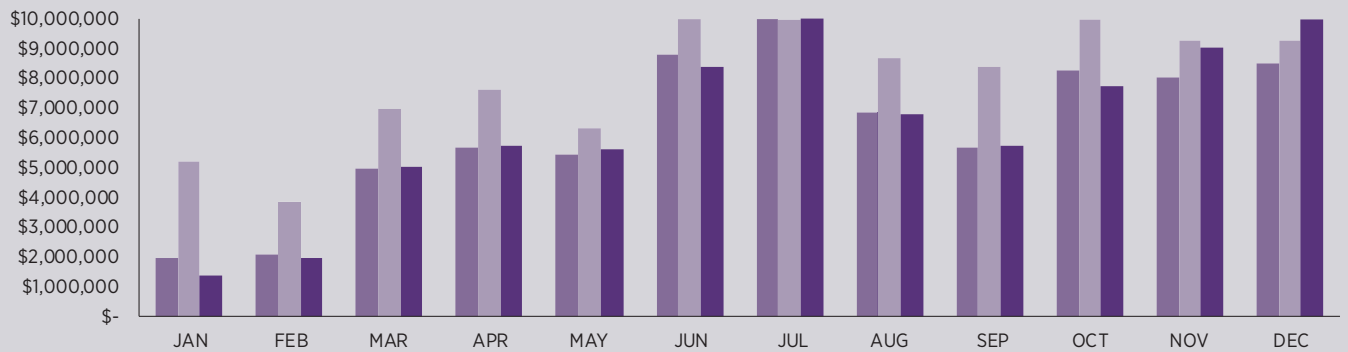


Pigeon Forge is known for multiple theaters that present live shows every day. Some theaters also include meals as part of the entertainment experience. Theaters continually update their shows in an effort to attract new and repeat visitors. Because of the number of tourists visiting during Winterfest, 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.



Legend

2015

2016

2017

2017*

Month	Gross Business	% Change
JAN	\$ 1,388,110	-27
FEB	\$ 1,979,379	11
MAR	\$ 5,011,533	-9
APR	\$ 5,723,901	7
MAY	\$ 5,624,939	-4
JUN	\$ 8,370,733	-6
JUL	\$ 10,259,246	-9
AUG	\$ 6,779,632	-5
SEP	\$ 5,720,100	-3
OCT	\$ 7,760,104	-11
NOV	\$ 9,014,210	0
DEC	\$ 10,245,817	25
TOTAL	\$ 77,877,704	-2

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

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
2014	\$ 70,853,388	4

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