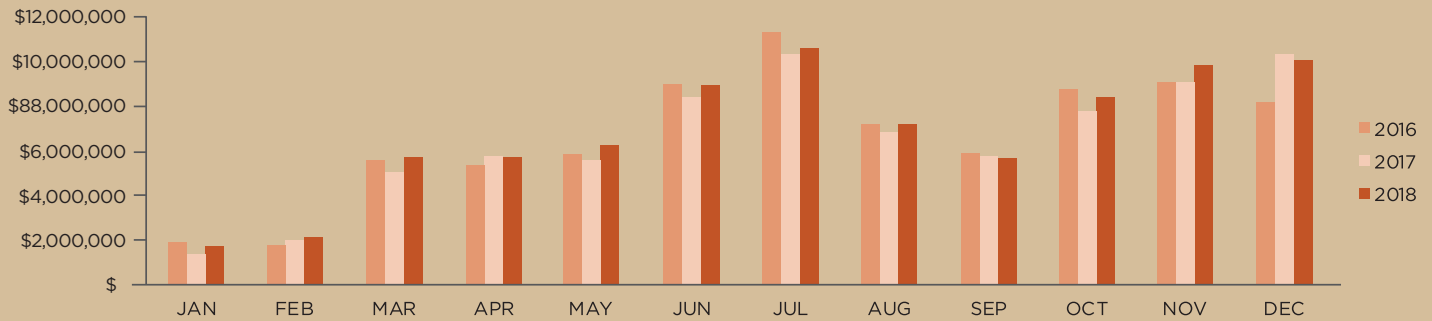


Pigeon Forge is known for multiple theaters that present live shows every day. Some theaters also include meals as part of the entertainment experience. Theaters continually update their shows in an effort to attract new and repeat visitors. Many shows also produce holiday versions of their shows that coincide with Pigeon Forge's Winterfest, a city hosted event that features millions of lights within the city from November through February. These combined efforts contribute to the continued increase in visitors that visit Pigeon Forge during the winter months.

# Theater Revenue



Legend ■ 2016 ■ 2017 ■ 2018

2018*		
Month	Gross Business	% Change
JAN	\$ 1,701,516	23
FEB	\$ 2,134,925	8
MAR	\$ 5,673,138	13
APR	\$ 5,651,144	-1
MAY	\$ 6,236,345	11
JUN	\$ 8,911,876	6
JUL	\$ 10,553,570	3
AUG	\$ 7,129,650	5
SEP	\$ 5,672,856	-1
OCT	\$ 8,382,168	8
NOV	\$ 9,763,817	8
DEC	\$ 9,977,184	-3
TOTAL	\$ 81,788,189	5

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

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
2015	\$ 76,916,065	9

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