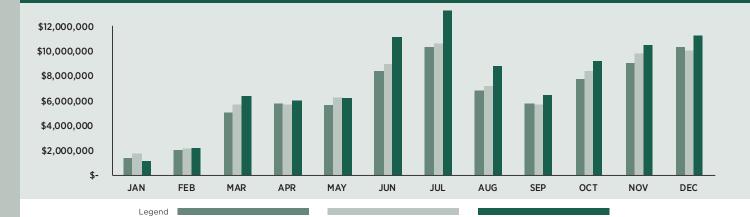


Pigeon Forge is known for multiple theaters that present live shows every day, with some theaters also including meals as part of the entertainment experience. Theaters continually update their shows in an effort to attract new and repeat visitors. Many shows also produce holiday versions of their shows 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 holiday months.



2017

2018

2019

| 2019* | | |
|-------|----------------|----------|
| Month | Gross Business | % Change |
| JAN | \$ 1,134,227 | -33 |
| FEB | \$ 2,145,030 | 0 |
| MAR | \$ 6,355,145 | 12 |
| APR | \$ 5,995,698 | 6 |
| MAY | \$ 6,223,395 | 0 |
| JUN | \$ 11,121,996 | 25 |
| JUL | \$ 13,204,083 | 25 |
| AUG | \$ 8,723,191 | 22 |
| SEP | \$ 6,419,364 | 13 |
| OCT | \$ 9,206,013 | 10 |
| NOV | \$ 10,457,752 | 7 |
| DEC | \$ 11,205,967 | 12 |
| TOTAL | \$ 92,191,861 | 13 |

| 2018* | | | |
|-------|-----|--------------|----------|
| Month | Gre | oss 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 | Gro | ss 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 |

| PRIOR YEARS* | | | |
|--------------|----------------|------------|----------|
| Year | Gross Business | | % Change |
| 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 |
| 2016 | \$ | 79,533,083 | 3 |

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