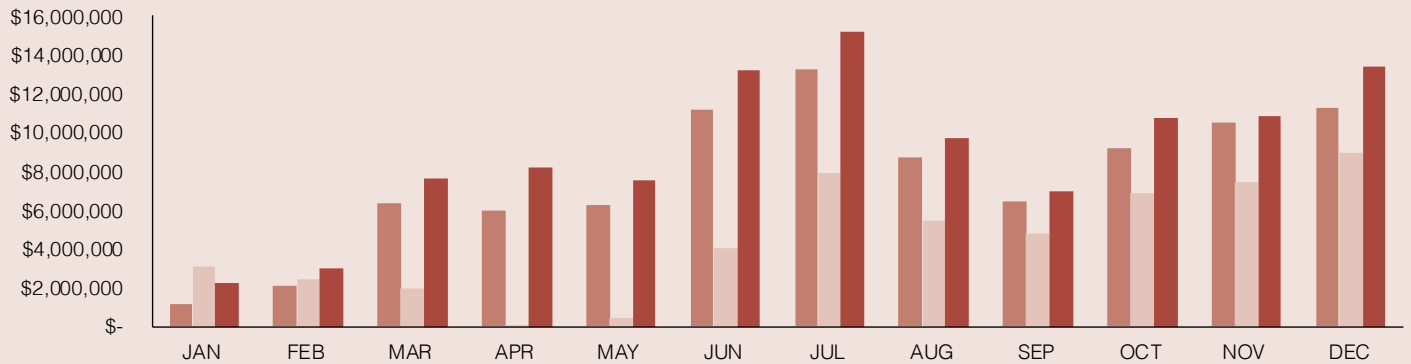




Theater Revenue

Pigeon Forge is famous for the many theaters that feature live multiple shows daily. With a wide range of signature entertainment experiences, from singing to dancing, comedy, horse-riding, and even pirates, repeat attendance is high. 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 the destination experiences.



Legend

2019

2020

2021

2021*

Month	Gross Business	% Change
JAN	\$ 2,194,571	-29
FEB	\$ 3,025,967	24
MAR	\$ 7,660,950	285
APR	\$ 8,146,549	43,226
MAY	\$ 7,554,754	1550
JUN	\$ 13,225,727	227
JUL	\$ 15,168,448	93
AUG	\$ 9,693,038	78
SEP	\$ 6,970,260	45
OCT	\$ 10,768,823	56
NOV	\$ 10,831,610	46
DEC	\$ 13,408,462	49
TOTAL	\$ 108,649,159	103

2020*

Month	Gross Business	% Change
JAN	\$ 3,106,385	174
FEB	\$ 2,432,400	13
MAR	\$ 1,990,878	-69
APR	\$ 18,803	-100
MAY	\$ 457,938	-93
JUN	\$ 4,050,019	-64
JUL	\$ 7,876,033	-40
AUG	\$ 5,443,438	-38
SEP	\$ 4,817,471	-25
OCT	\$ 6,903,963	-25
NOV	\$ 7,430,977	-29
DEC	\$ 8,980,074	-20
TOTAL	\$ 53,508,379	-42

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

PRIOR YEARS*

Year	Gross Business	% Change
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
2017	\$ 77,877,704	-2
2018	\$ 81,788,189	5

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