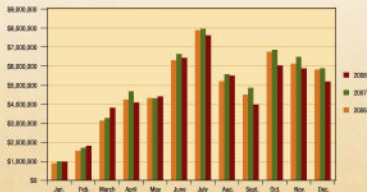


## THEATER REVENUE

After several strong years, theater receipts declined 6 percent in 2008. The fall and winter months experienced the bulk of the decline as the economy limited the number of people visiting and the budgets of those who did visit. As many theaters now stay open year-round due to the popularity of Winterfest, November and December are important to the overall success of this sector. Theater revenues remain vital to Pigeon Forge's success as revenues represent 7 percent of all receipts.



### 2008 THEATER REVENUE

Month	Gross Business	% of Change
January	\$972,940	-2
February	\$1,812,575	6
March	\$3,809,080	16
April	\$4,092,674	-13
May	\$4,413,057	2
June	\$6,436,229	-3
July	\$7,626,220	-4
August	\$5,501,496	-1
September	\$3,984,511	-18
October	\$6,041,348	-12
November	\$5,882,411	-9
December	\$5,192,924	-12
Total	\$55,765,465	-6

### 2006 THEATER REVENUE

Month	Gross Business	% of Change
January	\$896,258	20
February	\$1,563,293	4
March	\$3,136,773	-1
April	\$4,238,605	26
May	\$4,326,729	13
June	\$6,316,553	4
July	\$7,893,919	3
August	\$5,208,122	2
September	\$4,505,801	18
October	\$6,757,494	10
November	\$6,135,731	6
December	\$5,821,913	6
Total	\$56,801,191	8

### 2007 THEATER REVENUE

Month	Gross Business	% of Change
January	\$994,862	11
February	\$1,710,763	9
March	\$3,276,402	4
April	\$4,684,652	11
May	\$4,314,086	0
June	\$6,636,956	5
July	\$7,970,953	1
August	\$5,580,939	7
September	\$4,863,748	8
October	\$6,857,356	1
November	\$6,487,923	5
December	\$5,889,229	1
Total	\$59,267,869	4

### PRIOR YEARS' THEATER REVENUE

Year	Gross Business	% of Change
1996	\$22,249,841	N/A
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	6