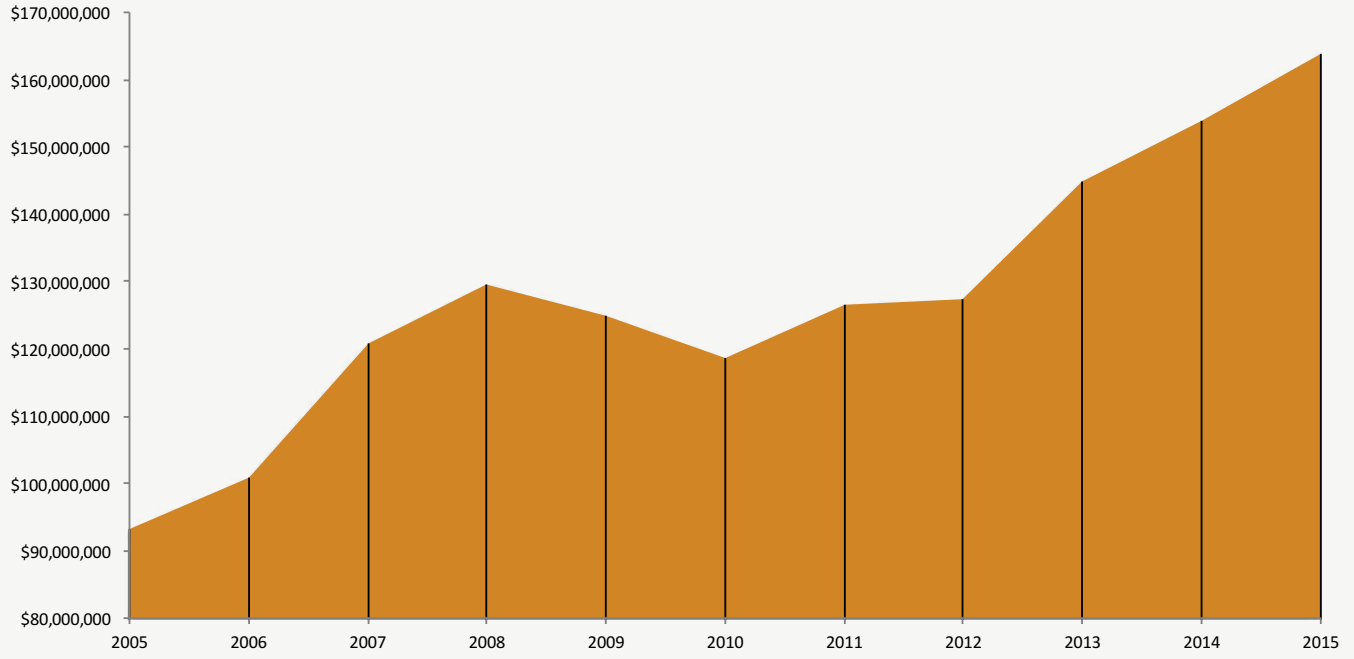




The amusement sector is one of the largest industries in Pigeon Forge, and is made up of a variety of businesses and attractions, including Dollywood Theme Park, a 200 foot-tall all-glass gondola wheel, a rideable, giant, helium filled balloon, a Titanic-themed museum, bungee jumps, and much more. Pigeon Forge continues to evolve by identifying and recruiting new attraction developments that are reflective of the city's brand to the area each year.

Amusement Revenue



Historic Revenue

2015*

Month	Gross Business	% Change
JAN	\$ 5,243,766	82
FEB	\$ 3,917,163	-34
MAR	\$ 16,766,402	31
APR	\$ 20,080,327	2
MAY	\$ 21,266,325	7
JUN	\$ 29,329,282	6
JUL	\$ 35,295,528	5
AUG	\$ 20,607,439	9
SEP	\$ 10,545,569	22
OCT	\$ 14,491,258	15
NOV	\$ 15,815,028	39
DEC	\$ 19,725,801	45
TOTAL	\$ 213,083,888	14

2014*

Month	Gross Business	% Change
JAN	\$ 2,888,645	43
FEB	\$ 5,979,103	15
MAR	\$ 12,840,823	19
APR	\$ 19,761,580	29
MAY	\$ 19,835,557	27
JUN	\$ 27,543,532	-3
JUL	\$ 33,670,027	9
AUG	\$ 18,920,604	2
SEP	\$ 8,637,993	9
OCT	\$ 12,613,361	-3
NOV	\$ 11,394,675	25
DEC	\$ 13,632,361	27
TOTAL	\$ 187,718,261	12

2013*

Month	Gross Business	% Change
JAN	\$ 2,014,016	11
FEB	\$ 5,216,714	-13
MAR	\$ 10,826,451	10
APR	\$ 15,335,193	-11
MAY	\$ 15,644,515	-16
JUN	\$ 28,272,113	9
JUL	\$ 30,838,598	14
AUG	\$ 18,583,660	15
SEP	\$ 7,904,784	-8
OCT	\$ 12,997,097	26
NOV	\$ 9,126,242	16
DEC	\$ 10,746,500	19
TOTAL	\$167,505,883.00	6

PRIOR YEARS*

Year	Gross Business	% Change
1983	\$ 9,378,321	16
1984	\$ 10,628,916	13
1985	\$ 12,577,510	18
1986**	\$ 20,541,400	63
1987	\$ 21,773,950	6
1988	\$ 26,391,100	21
1989	\$ 29,273,589	11
1990	\$ 32,171,557	9
1991	\$ 37,220,969	16
1992	\$ 41,951,633	13
1993	\$ 47,474,025	13
1994	\$ 53,135,733	12
1995	\$ 60,515,002	14
1996	\$ 63,197,580	4
1997	\$ 68,488,717	8

Year	Gross Business	% Change
1998	\$ 72,935,163	6
1999	\$ 74,699,135	2
2000	\$ 75,393,417	2
2001	\$ 80,843,173	7
2002	\$ 85,366,733	6
2003	\$ 85,001,731	0
2004	\$ 93,219,883	10
2005	\$ 100,799,589	8
2006	\$ 120,900,285	20
2007	\$ 129,448,718	7
2008	\$ 125,024,793	-3
2009	\$ 118,554,213	-5
2010	\$ 126,627,450	7
2011	\$ 127,441,651	1
2012	\$ 161,060,279	11

*For the years 1983 through 2011, the data is based on an amusement tax of 2.5%, for 2012 and after the data is based on business receipts taxed at 1% of total gross sales (excluding sales tax)

**Year of Dollywood opening