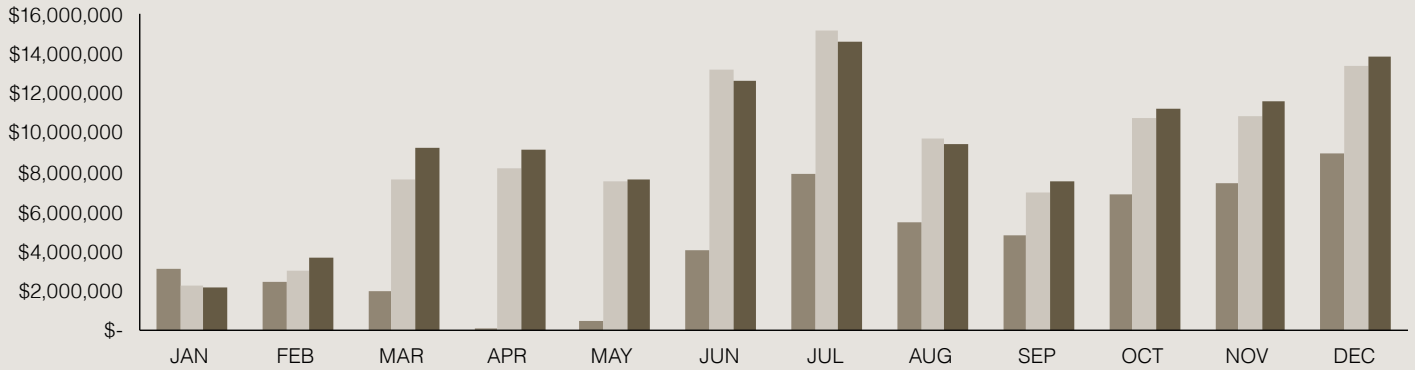


Pigeon Forge is famous for the multiple theaters that feature live multiple shows daily. With a wide range of signature entertainment experiences, from singing to dancing, comedy, horse-riding, and even pirates, repeat attendance is high. Theaters continually update their shows in an effort to attract 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.

Theater Revenue



Legend

2020

2021

2022

2022*

Month	Gross Business	% Change
JAN	\$ 2,121,259	-3%
FEB	\$ 3,675,651	21%
MAR	\$ 9,222,737	20%
APR	\$ 9,097,264	12%
MAY	\$ 7,605,692	1%
JUN	\$ 12,607,393	-5%
JUL	\$ 14,633,012	-4%
AUG	\$ 9,438,274	-3%
SEP	\$ 7,566,118	9%
OCT	\$ 11,181,391	4%
NOV	\$ 11,538,230	7%
DEC	\$ 13,865,967	3%
TOTAL	\$ 112,552,988	4%

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

PRIOR YEARS*

Year	Gross Business	% Change
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
2019	\$ 92,191,861	13

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