

Branson Convention Center Year End Results 2013

Presented – January 28, 2014

Jay Campbell

Lisa Jones

2013 Actual vs. Budget

	2013 Actual	2013 Budget	Variance 2013 Actual vs Budget	2014 Budget
Total Food & Beverage Revenue	\$4,101,474	\$4,465,339	(\$363,865)	\$4,221,807
Total Revenue	\$4,879,045	\$5,294,649	(\$415,604)	\$5,005,800
Income Before Fixed Charges	(\$325,812)	(\$486,432)	\$160,620	(\$447,328)
EBITDA	(\$405,340)	(\$588,295)	\$182,995	(\$538,080)
Profit & (Loss) Before Taxes	(\$722,875)	(\$796,795)	\$73,920	(\$764,972)

Four Year Trend

	2011 Actual	2012 Actual	2013 Actual	2014 Budget
Total Food & Beverage Revenue	\$4,229,606	\$2,603,938	\$4,101,474	\$4,221,807
Total Revenue	\$4,986,727	\$3,181,745	\$4,879,045	\$5,005,800
Income Before Fixed Charges	(\$325,222)	(\$1,314,174)	(\$325,812)	(\$447,328)
EBITDA	(\$403,071)	(\$1,514,034)	(\$405,340)	(\$538,080)
Profit & (Loss) Before Taxes	(\$658,881)	(\$1,784,728)	(\$722,875)	(\$764,972)

Event Days

	2011	2012	2013
Event Days	272	216	286
Revenue Per Event Day	\$15,550	\$12,055	\$14,341

Meeting Planner Surveys 3 Year Trend

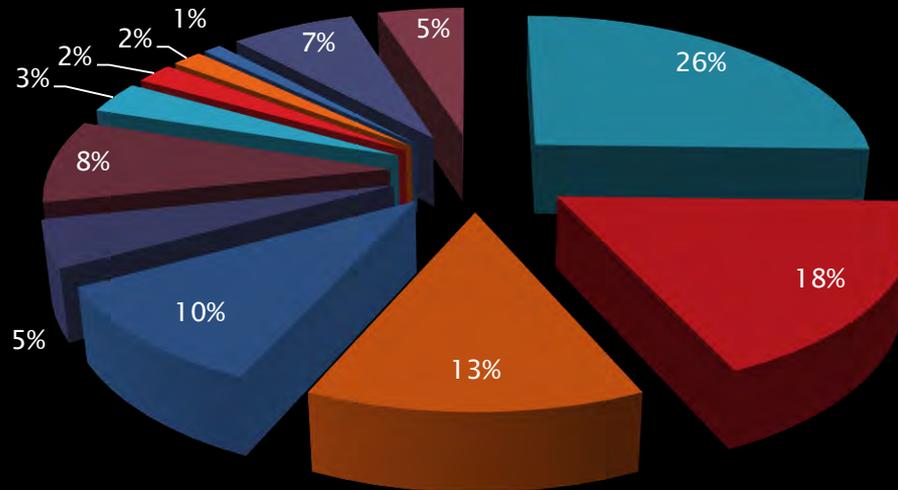
	2011	2012	2013
Overall Satisfaction	79.9%	80.0%	87.8%
Overall Loyalty	73.5%	72.3%	81.0%
Return to Property	81.9%	77.6%	86.6%
Recommend	86.0%	83.6%	90.0%

Branson Convention Center compared to All Hiltons for Meeting Planner Survey

	2013 BCC	Hilton	Variance
Overall Satisfaction	87.8	83.2%	+4.6%
Overall Loyalty	81.0%	77.7%	+3.3%
Return to Property	86.6%	84.4%	+2.2%
Recommend	90.0%	85.5%	+4.5%

Lead Sources

- Repeat Business
- Hilton Direct/HSW
- Cvent/Starcite/3rd parties
- Customer Referral
- eEvents/HCC
- Miscellaneous
- Direct Inquiry/Fax/Phone/Email
- Solicitation
- CVB
- Walk Ins
- Trade Advertising
- Telefocus/Powerplay



Sales Team Stats

	2012	2013
Leads	587	763
Definite Revenue	\$4,278,603	3,601,753
Sales Trips	35	28
Site Visits	177	203
FAMS	3	3

Direct Sales Activities

- ▶ Attended with Hilton Hotels or the CVB-
PCMA, RCMA, NASC, Rejuvenate, Connect Market Place,
Collaborate, DC Holiday Showcase
- ▶ Association Business – ASAE, OSAE, MSAE, KSAE, AIBTM
- ▶ Leisure Market – ABA, SYTA
- ▶ Sales Calls – Jefferson City, Kansas City, Saint Louis,
Springfield, Tulsa, Northwest Arkansas, Little Rock, DC
- ▶ FAM Trips – Meetings Focus, Annual Travel Agent FAM, Music
Directors FAM

Advertising

PRINT

- ▶ Meeting and Conventions
- ▶ MPI One Magazine
- ▶ Spirit Magazine
- ▶ Meetings MidAmerican
- ▶ Medical Meetings
- ▶ Missouri Life
- ▶ Meeting Focus
- ▶ RCMA
- ▶ The Knot
- ▶ 417 Bride

Digital

- ▶ Association Meetings
- ▶ Medical Meetings
- ▶ RCMA
- ▶ Meetings Focus
- ▶ Facilities & Destinations Magazine Planner Guide
- ▶ MPI
- ▶ The Knot