

Branson Convention Center Year End Results

Presented - February 14, 2012

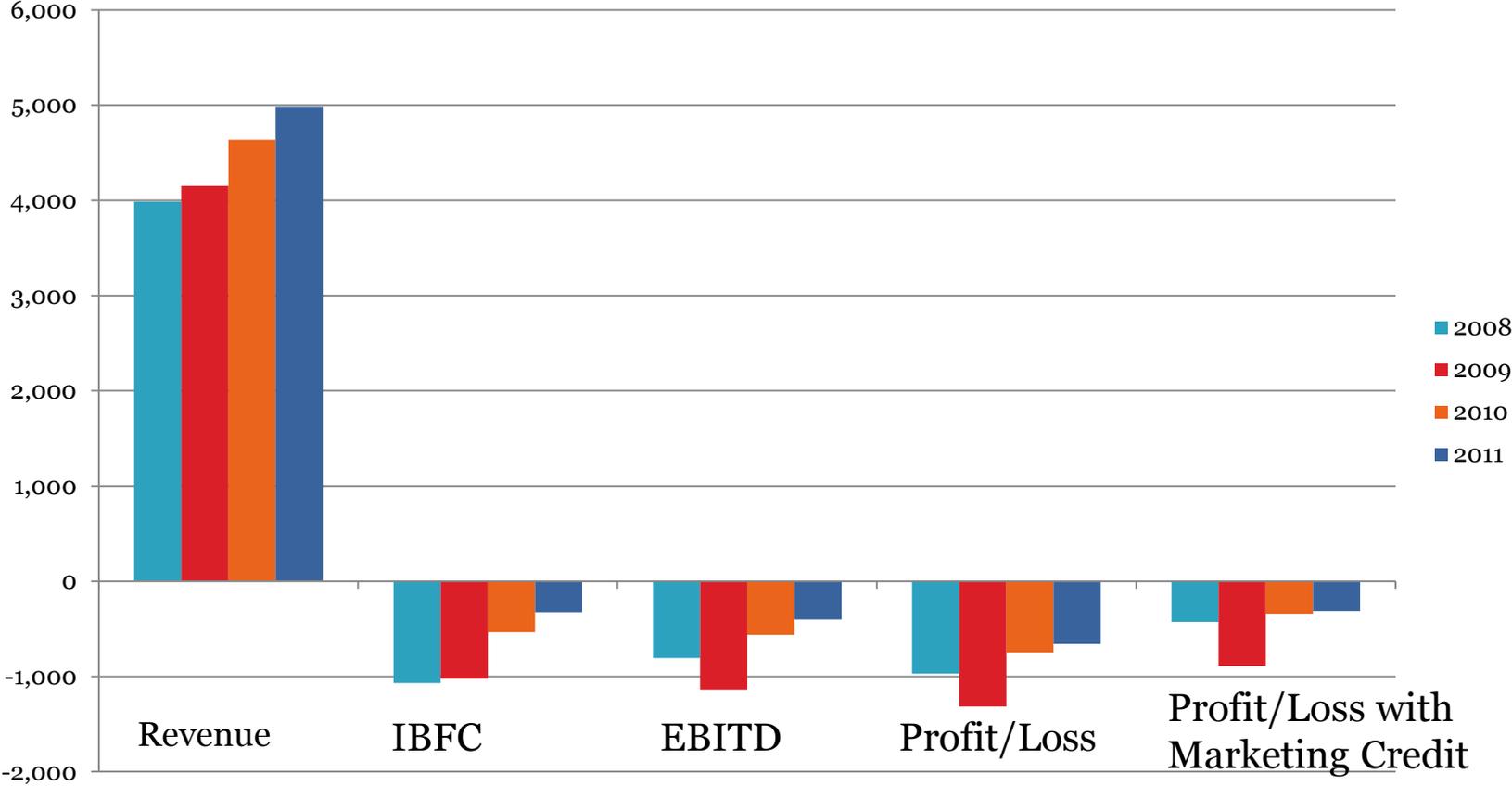
Bill Derbins

Bill Tirone CMP, CEM

Year end Actual vs Budget vs 2010

	Actual	Budget	2010
Total Food and Beverage	\$4,229,606	\$4,013,791	\$3,824,276
Total Revenue	\$4,986,727	\$4,873,087	\$4,637,818
Income Before Fixed Charges	(\$325,222)	(\$638,581)	(\$535,271)
EBITDA	(\$403,071)	(\$707,434)	(\$564,338)
Profit and (Loss) before Taxes	(\$656,881)	(\$887,434)	(\$748,152)
Profit and (Loss) before Taxes minus Marketing subsidy	(\$312,434)	(\$387,434)	(\$341,077)

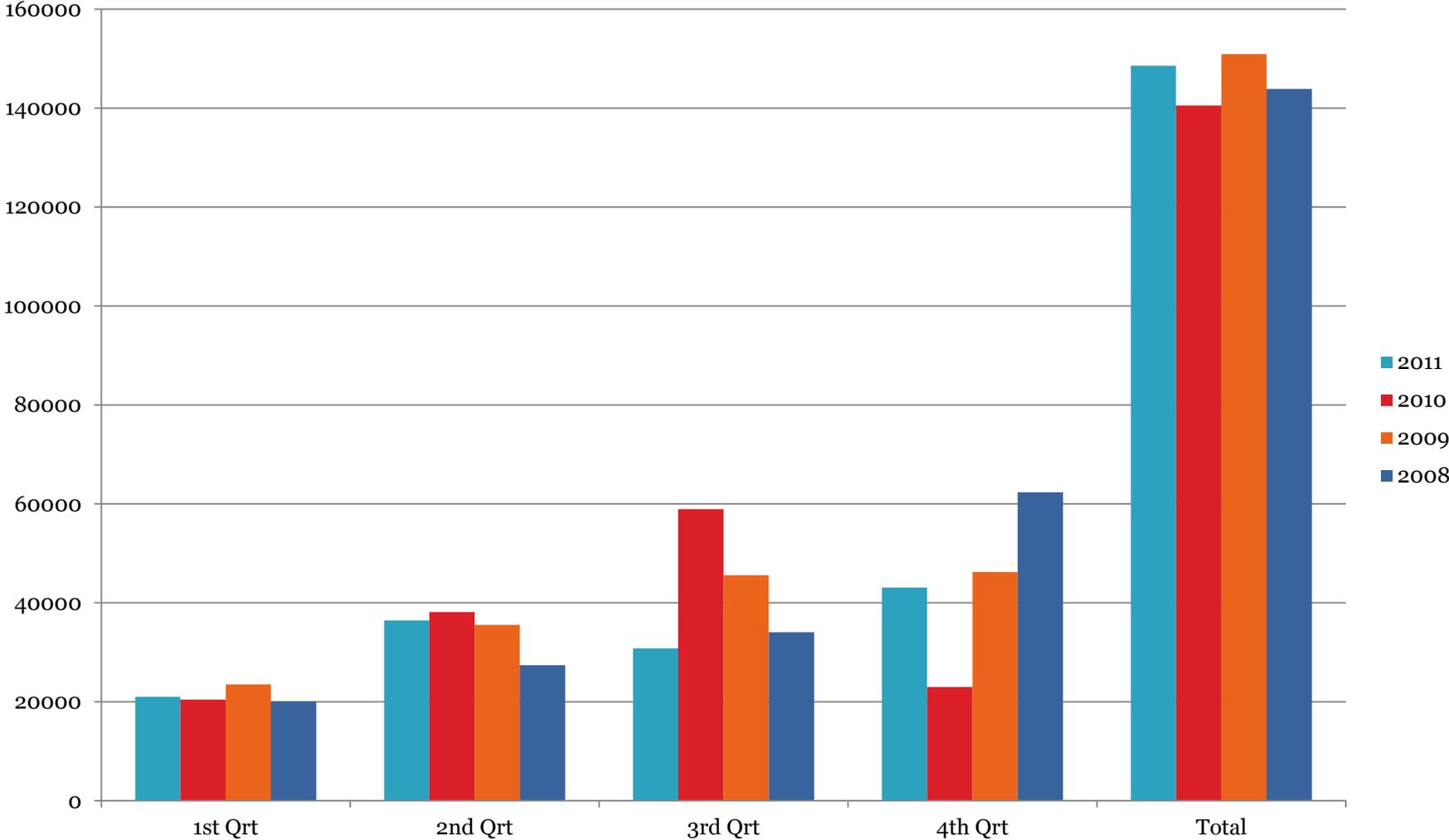
Four Year Trend



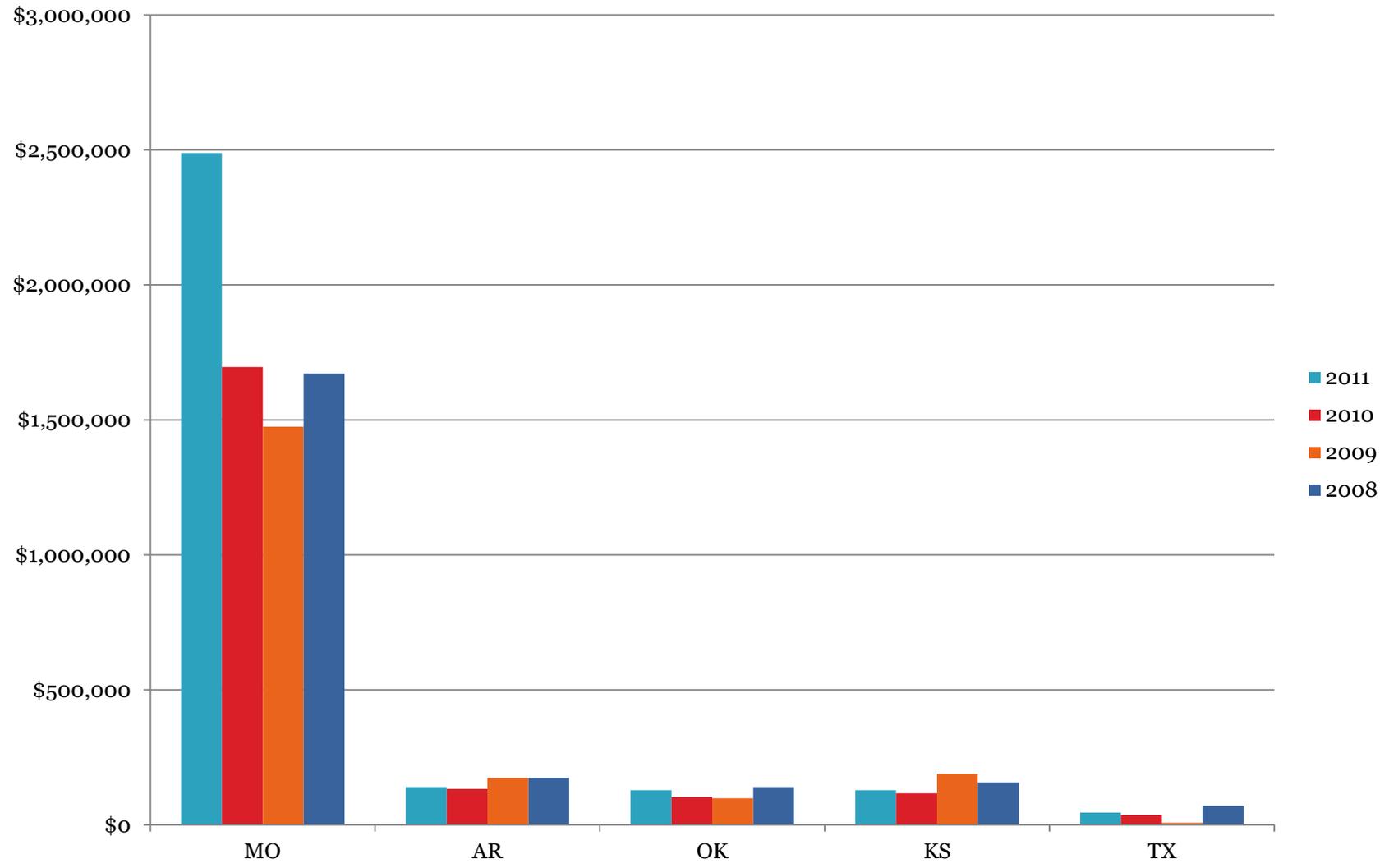
Event Days

	2008	2009	2010	2011
Event Days	252	251	261	272
Revenue per Event Day	\$13,377	\$13,285	\$14,652	\$15,550
Variance from Prior Year		(\$92)	\$1,367	\$898

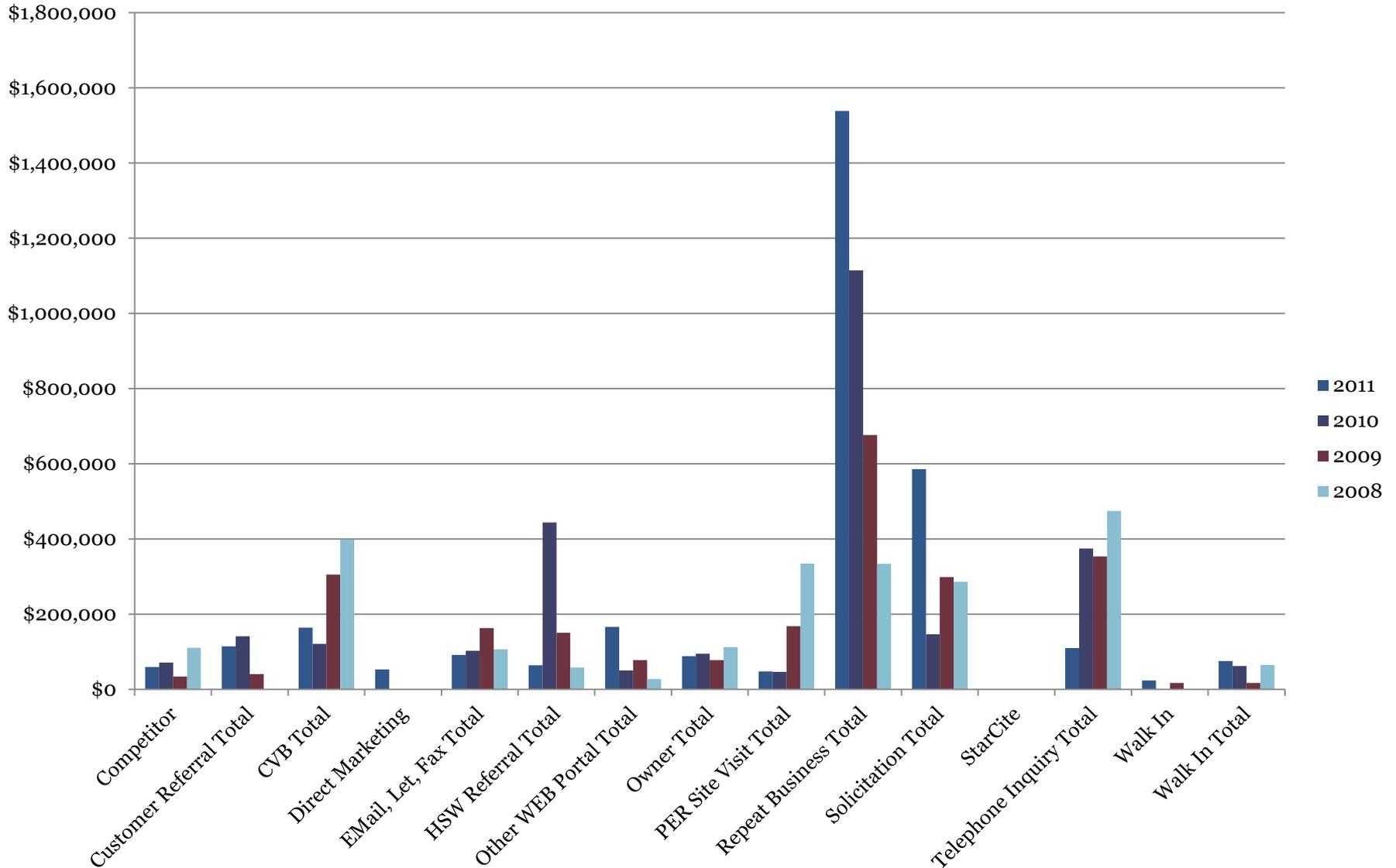
Convention Attendees



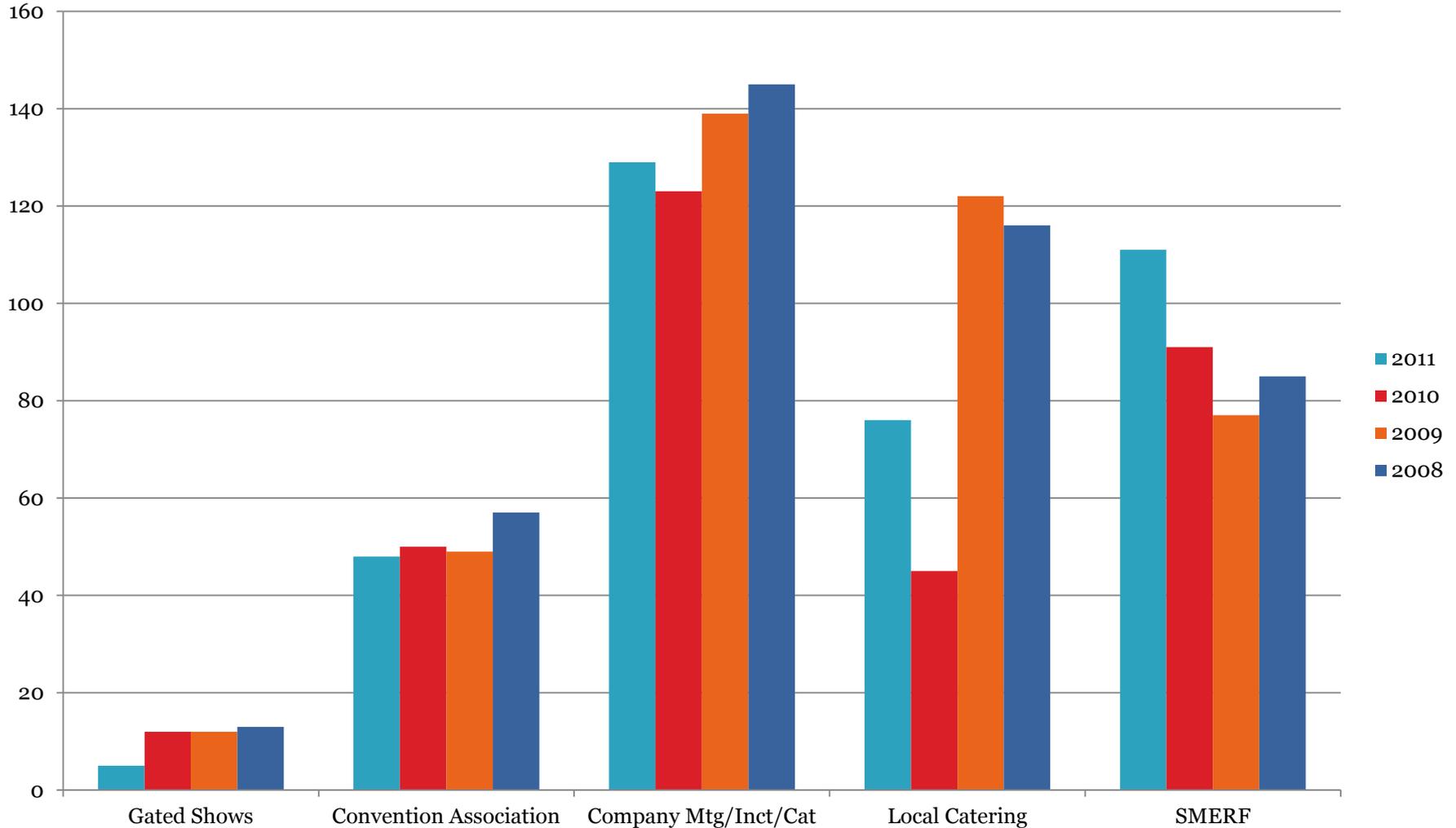
Five Top Producing States— 4 Year Trend



Lead Sources - Four Year Trend



Market Segmentation



2011 vs 2010

	2011	2010
Leads	565	567
Definite Revenue	\$3,325,314	\$3,536,873
Sales Trips	34	34
Site Visits	356	395
FAMS	4	4

VENUES



Ad Placements

- Rejuvenate
- 417 Bride
- Metropolitan Bride
- Expo Magazine
- Meetings Mid America
- Trade Show Executive
- One+
- Convene
- Collaborate Magazine
- Connect Magazine
- Missouri Meetings and Events

Public Relations/Web Activity

P.R.

- 167 Articles
 - Print 60
 - 107 online
- 39,186,878 impressions
- \$347,476 in media/ad value

www.bransonconvention.com

- Visits - 19,721
- Absolute Unique Visitors – 17,087
- Direct Traffic – 2,616
- Search Engines – 13,061
- Referring Sites – 4,343
- RFP's - 32

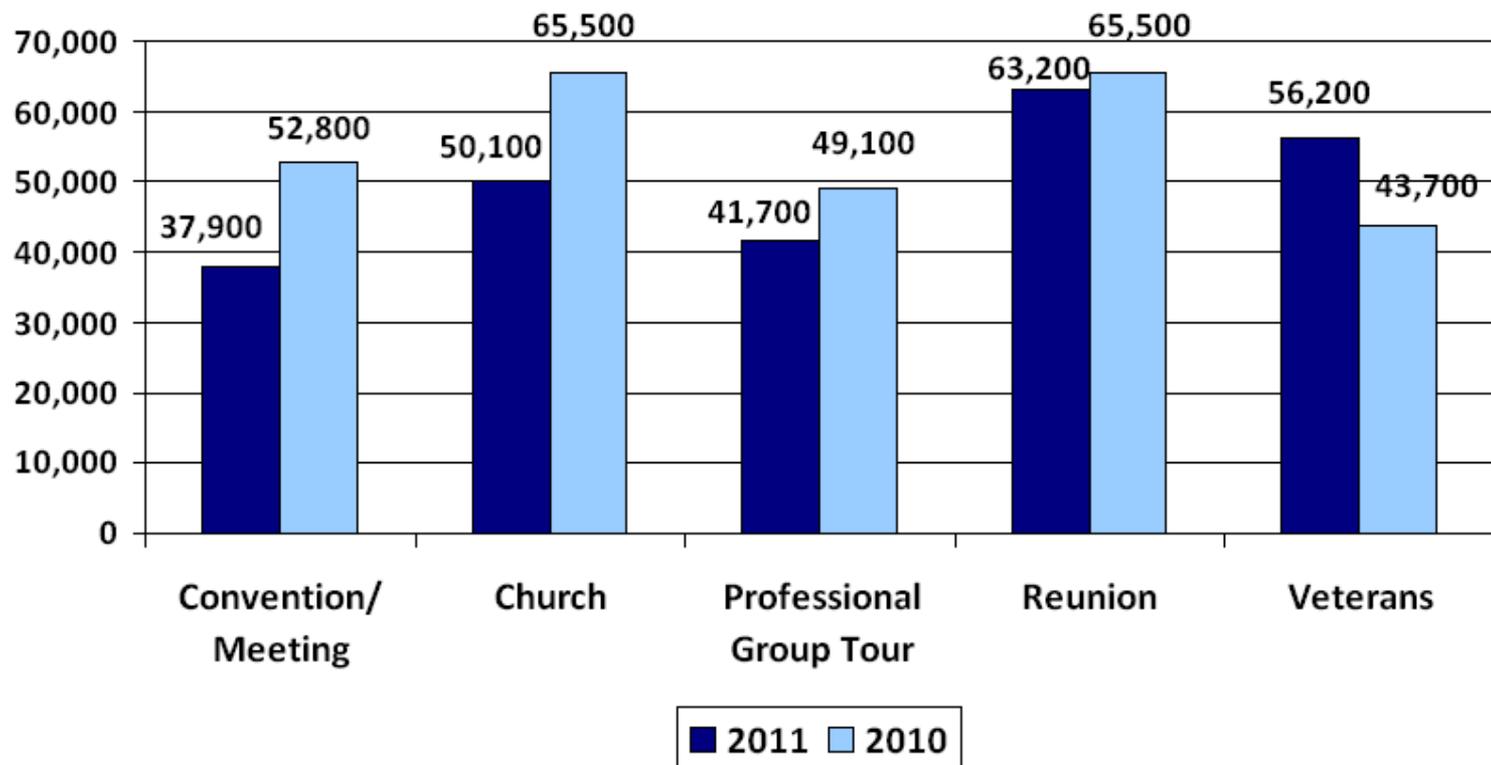
Convention Attendee Research

Presented by



Projected Volume of Specific Group Segments

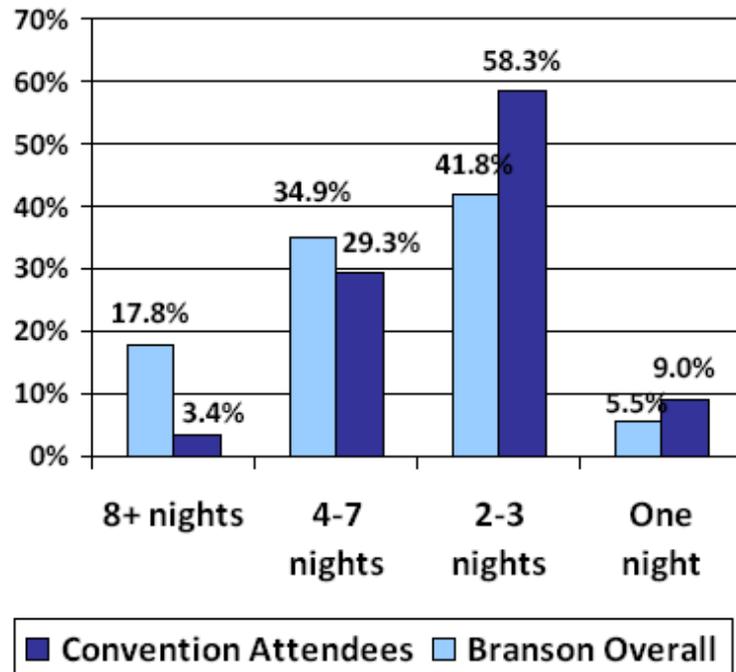
Research indicates that while veterans have increased this year, all other group segments (including the convention/meeting segment) are down this year.



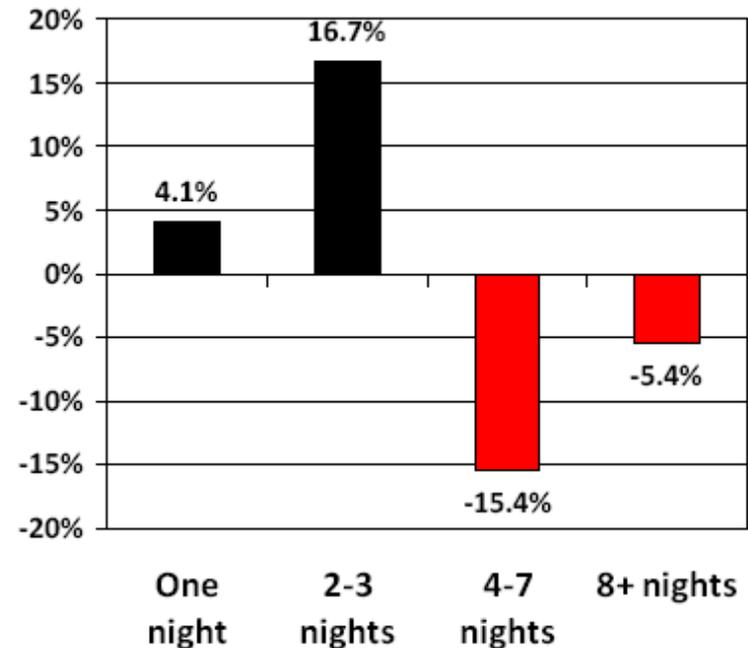
Length of Stay

Convention Center attendees stayed in the area an average of 3.1 nights compared to Branson's overall average of 4.0 nights. Last year convention center attendees stayed 3.9 nights.

Comparison to Branson



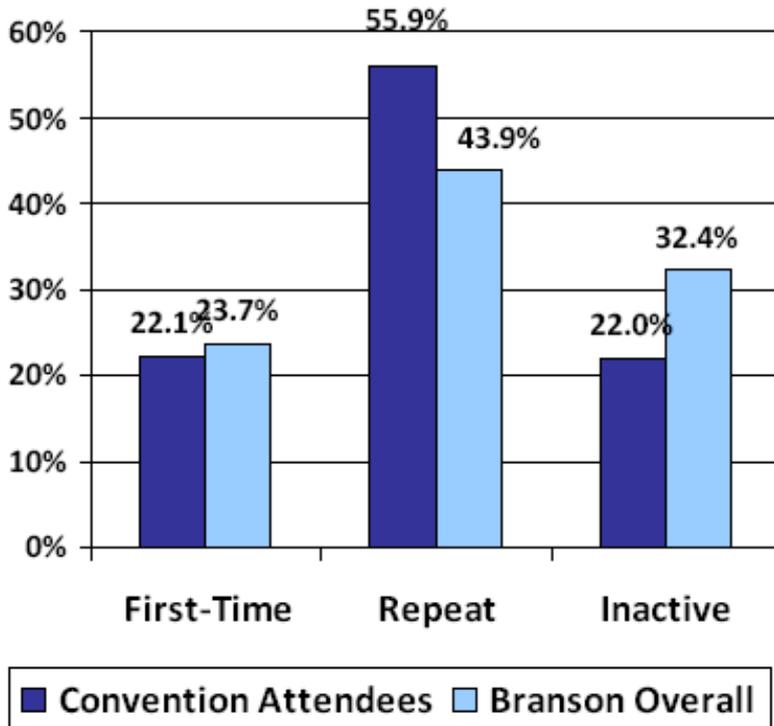
Variance to Last Year



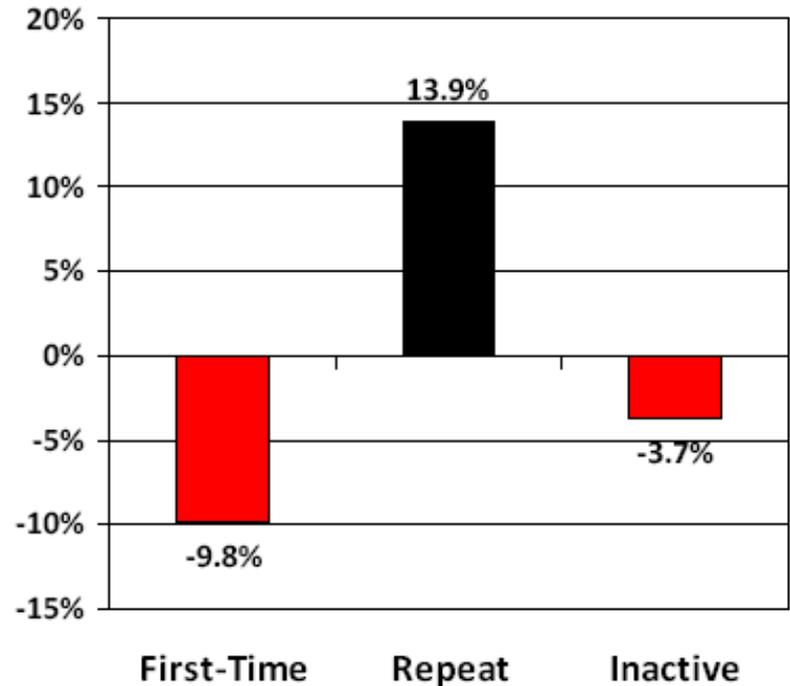
Last Visit

Most convention center attendees were repeat visitors to Branson this year. Repeat visitation among convention center attendees increased by nearly 14 percentage points this year.

Comparison to Branson



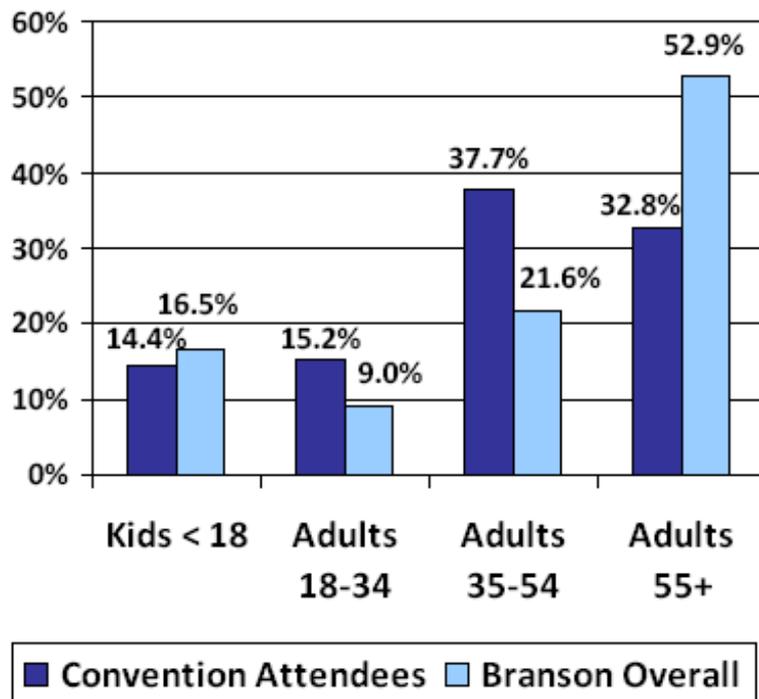
Variance to Last Year



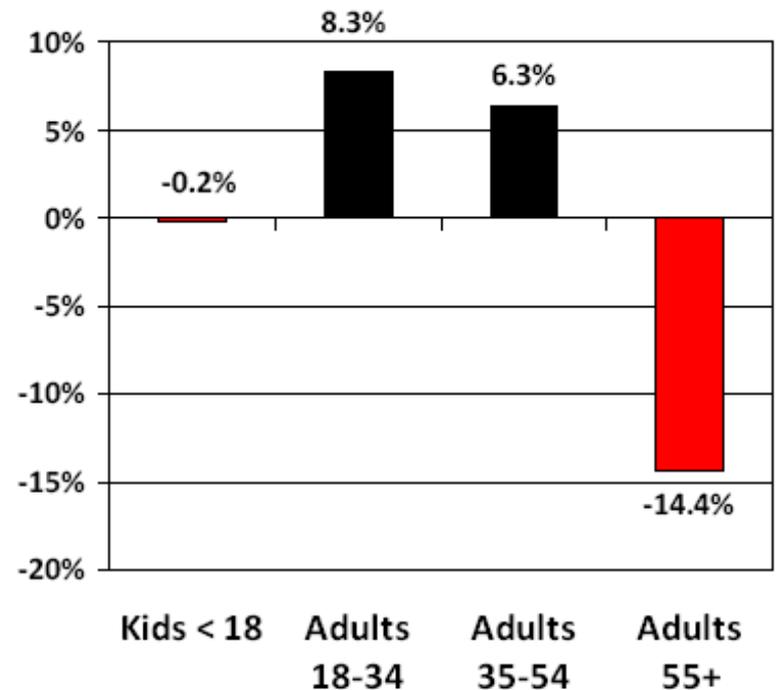
Age of Visitors

The average convention attendee is 51.2 years of age, considerably younger than the 56.8 average for all Branson travelers and even younger than convention center attendees last year.

Comparison to Branson



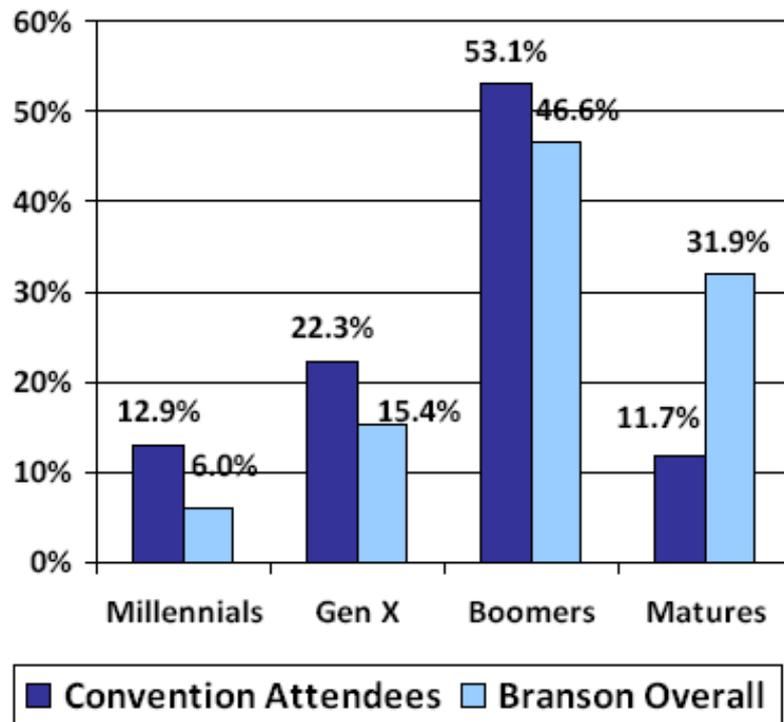
Variance to Last Year



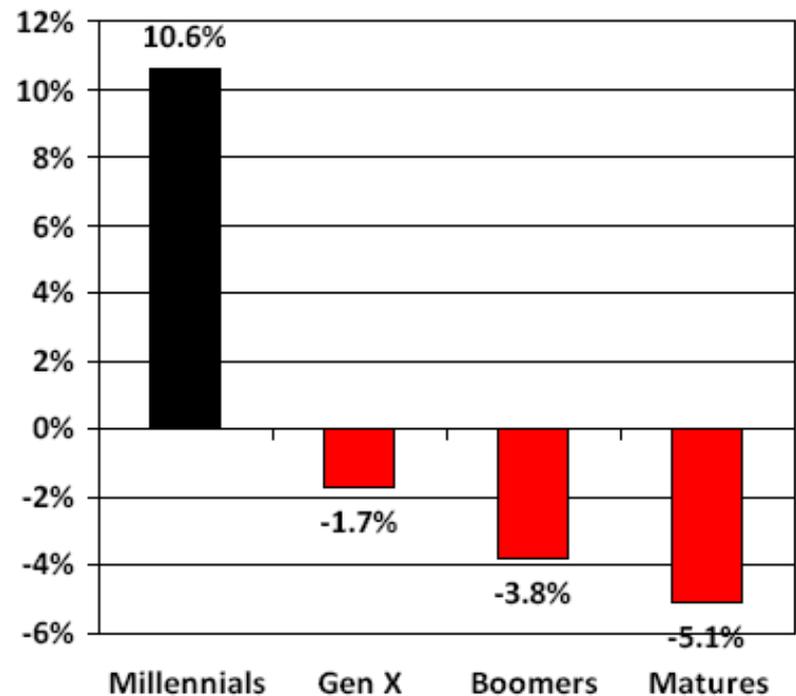
Age/Generation of Respondents

Convention Center respondents this year are considerably younger than the average Branson survey respondent. The decrease in age was driven by an increase in the number of Millennial respondents.

Comparison to Branson



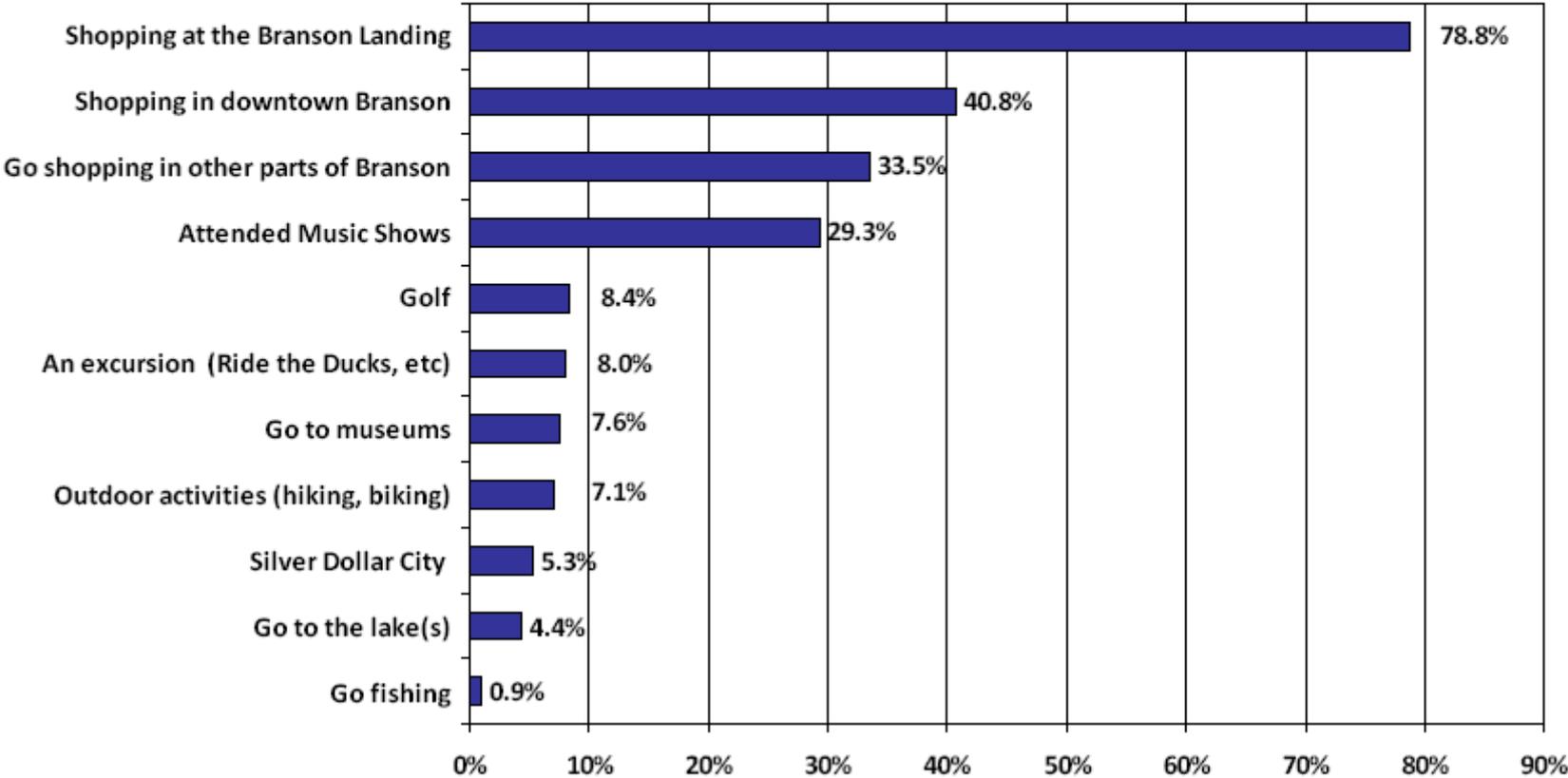
Variance to Last Year



80% of respondents said they stayed at least one night at the Hilton, Hilton Convention Center or Hilton Promenade

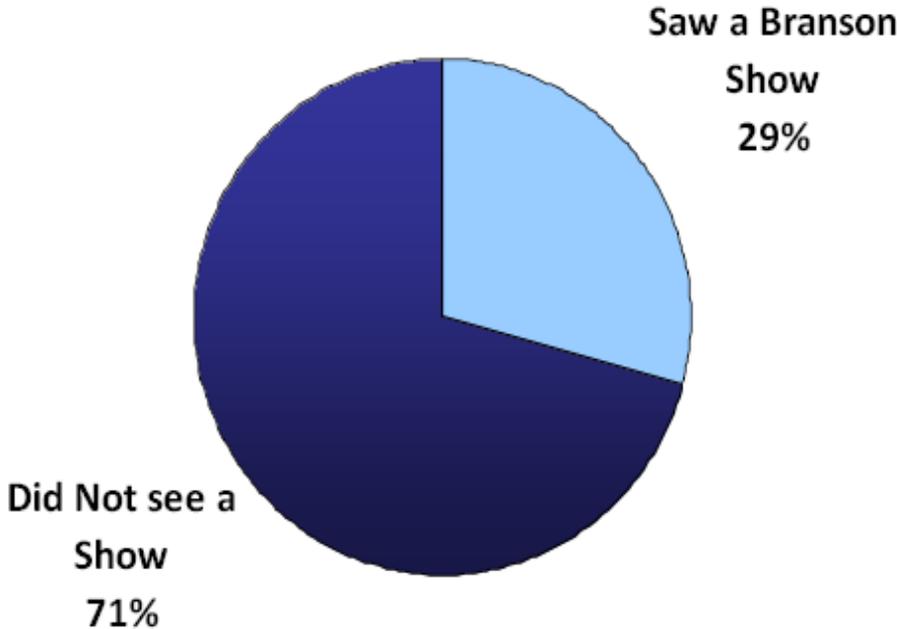
Activity Participation

Convention attendees are most likely to shop, attend music shows, and/or play golf.



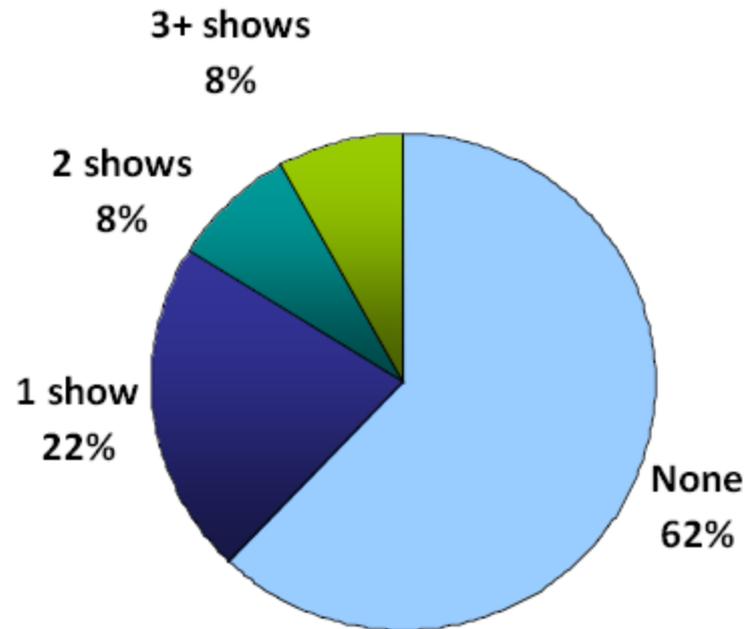
Saw a Branson Show

Nearly one-third (29%) of Branson Convention Center visitors attended a show during their stay, down from 45% last year.



Number of Shows Seen OUTSIDE OF DOWNTOWN

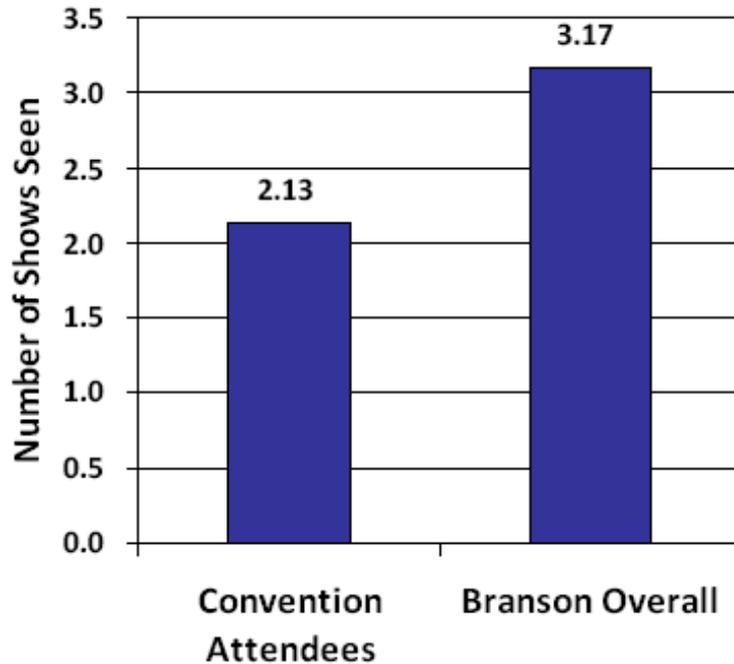
Of those convention center visitors who saw a Branson show, more than one-third (38%) saw at least one show outside of the immediate downtown area.



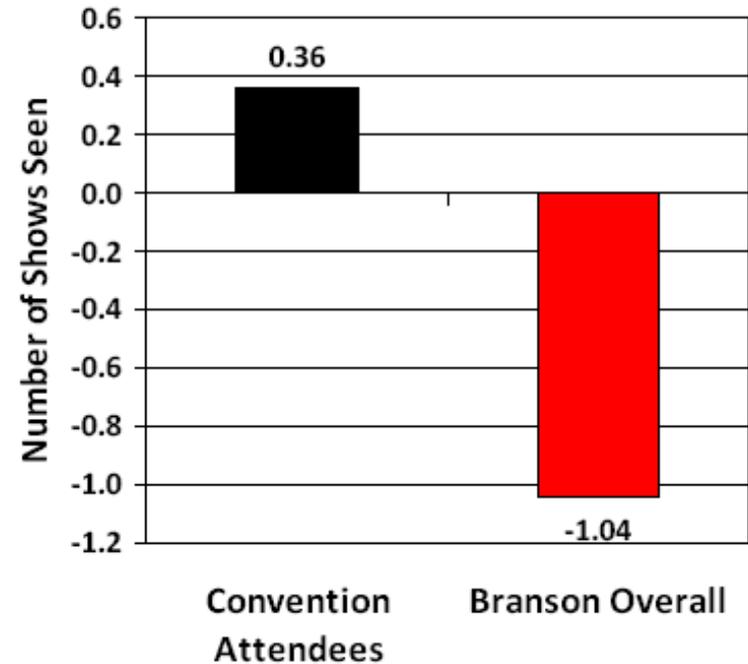
Number of Shows Seen

Those Convention Center visitors who did see shows, however, saw an average of 2.1 shows per visit –up from 1.8 shows last year.

Comparison to Branson

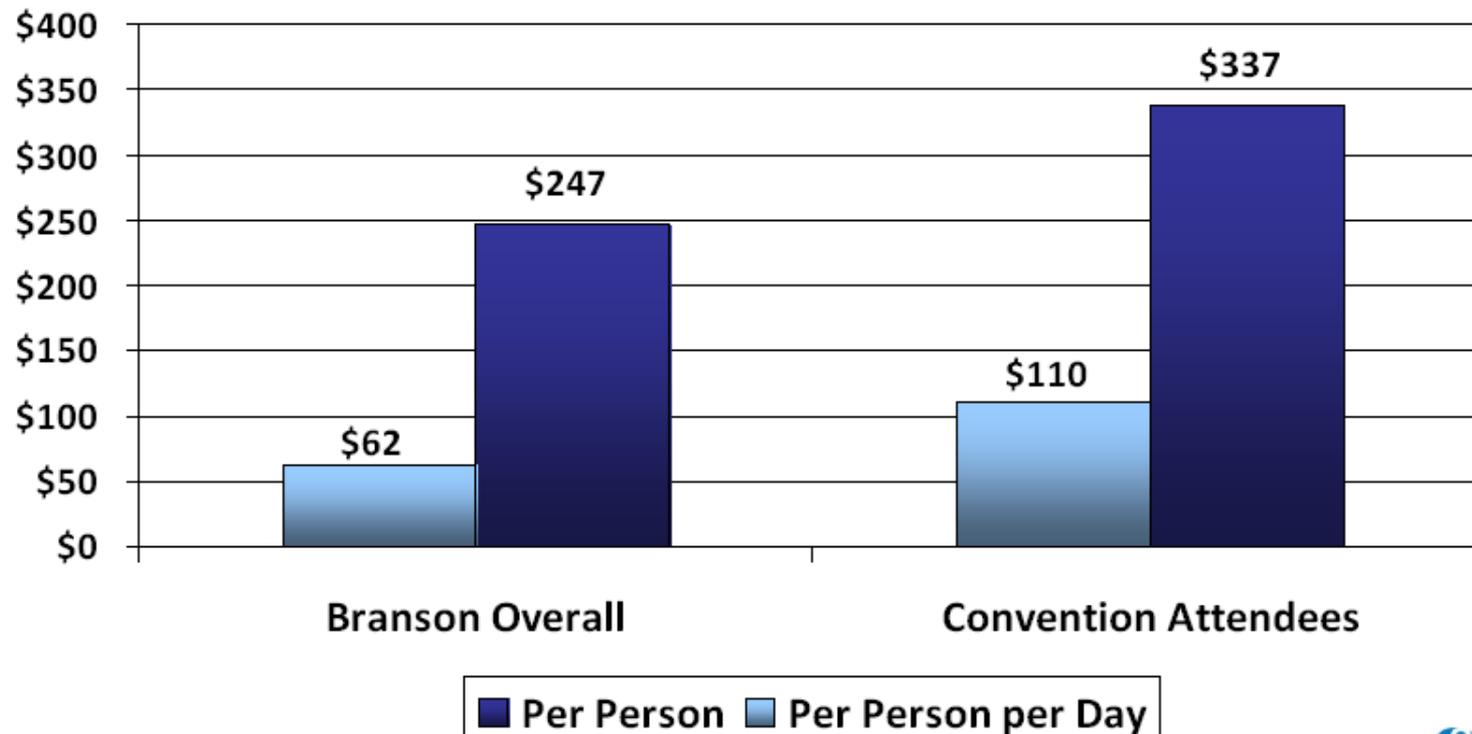


Variance to Last Year



Branson Spending Per Person Comparison

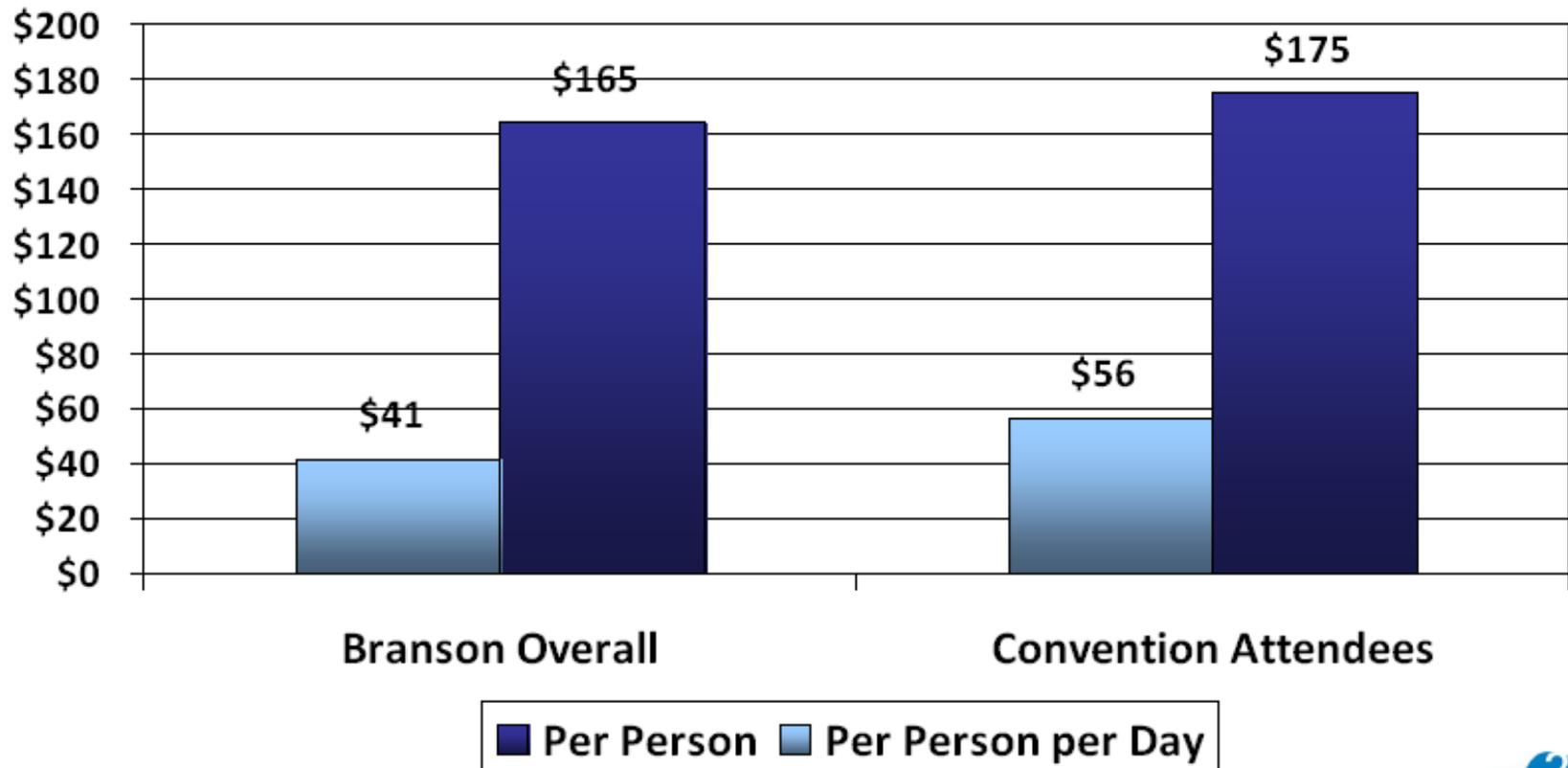
As is true nationwide, the average Hilton Convention Center visitor spends significantly more per person (+36%) during their stay than the average Branson visitor.



Spending Per Person WITHOUT LODGING EXPENDITURES

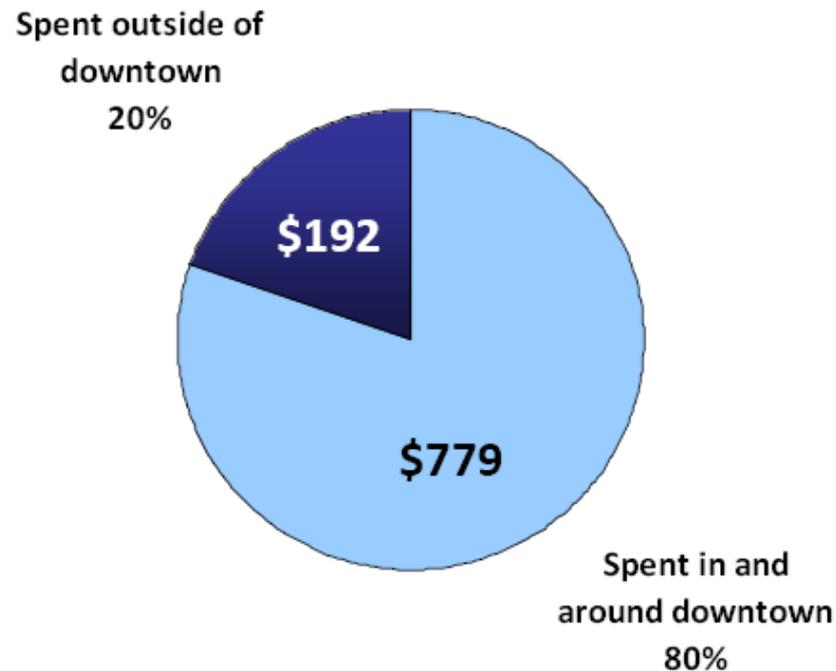
Convention/meeting attendees spend considerably more on lodging than the average Branson visitor. However, even if these expenditures are removed, convention/meeting travelers still spend more (+7%) average per person and considerably more on a per person per day basis.

*It is estimated \$130/night on lodging or \$406 overall compared to Branson's average of \$77/night, or \$307 overall.



Expenditures Spent Elsewhere in Branson

One-fifth of those expenditures, or \$192 per party, is spent outside of the immediate downtown area.



Key Points

- Within 300 miles
- Average Length of stay
- More Repeat Business
- Younger Visitor
- Many See Shows
- Spend More
- Much of the spend extends beyond Downtown