

Branson Convention Center Second Quarter Results

Presented August 9, 2011

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Second Quarter Budget verses Actual

	Actual	Budget	2010
Total Food and Beverage	\$1,409,178	\$1,315,626	\$1,086,836
Total Revenue	\$1,599,307	\$1,535,977	\$1,282,449
Income Before Fixed Charges	\$216,395	\$82,031	\$45,620
EBITDA	\$195,364	\$64,843	\$67,852
Profit and (Loss) before Taxes	\$148,712	\$19,843	\$22,399

Year to Date Budget verses Actual

	Actual	Budget	2010
Total Food and Beverage	\$2,045,621	\$1,959,783	\$1,591,982
Total Revenue	\$2,375,080	\$2,342,949	\$1,939,668
Income Before Fixed Charges	(\$138,019)	(\$305,176)	(\$370,511)
EBITDA	(\$175,136)	(\$338,263)	(\$368,657)
Profit and (Loss) before Taxes	(\$266,672)	(\$428,263)	(\$459,207)

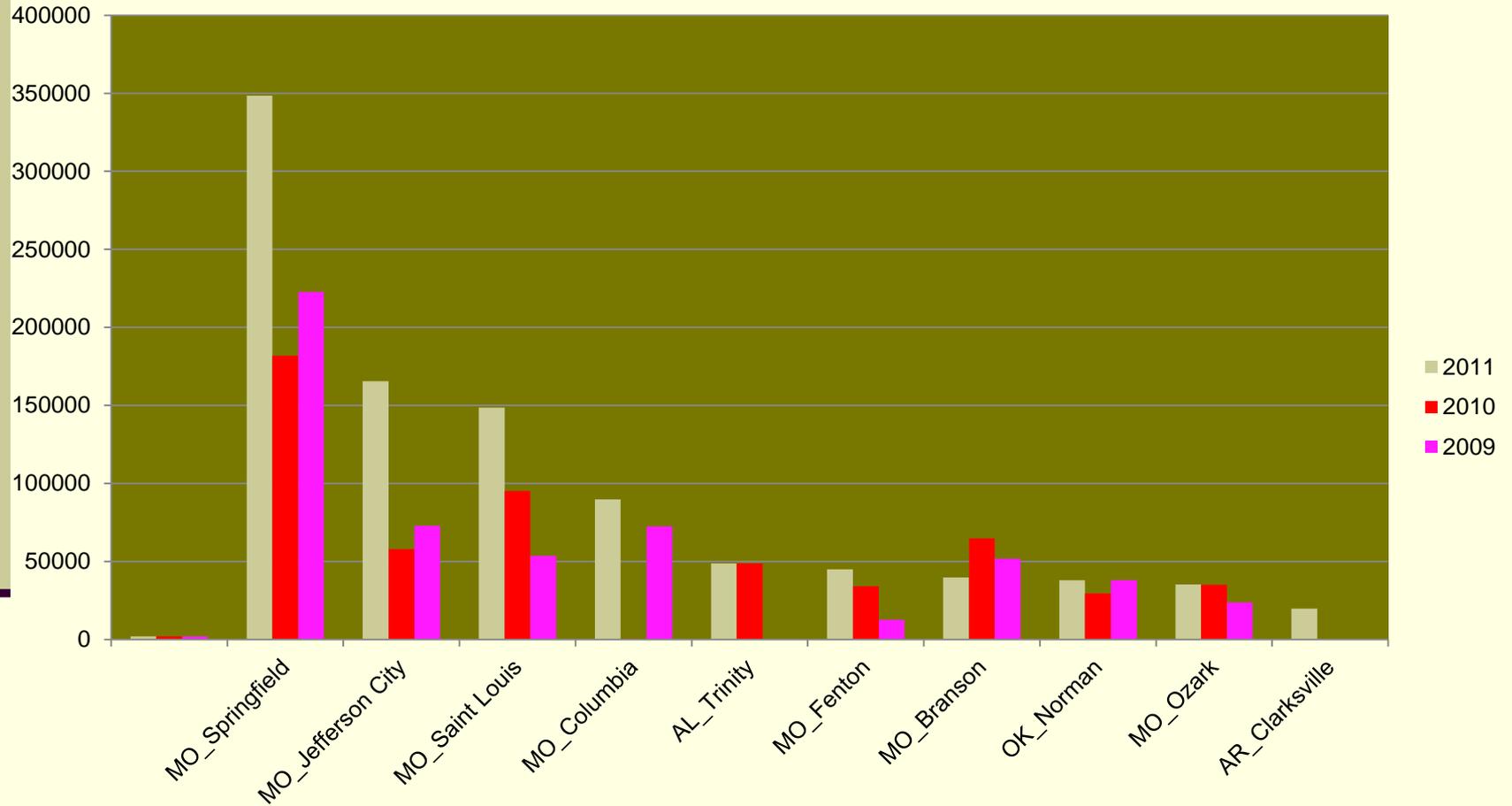
Year end Projections Jan - June/Actual July - December Forecast

	2011 Forecast	2011 Budget	2010 Actual
Total Food and Beverage	\$4,041,714	\$4,013,790	\$3,824,276
Total Revenue	\$4,847,904	\$4,873,086	\$4,637,818
Income Before Fixed Charges	(\$577,175)	(\$686,581)	(\$535,271)
EBITDA	(\$650,058)	(\$707,434)	(\$564,338)
Profit and (Loss) before Taxes	(\$831,594)	(\$887,434)	(\$748,152)

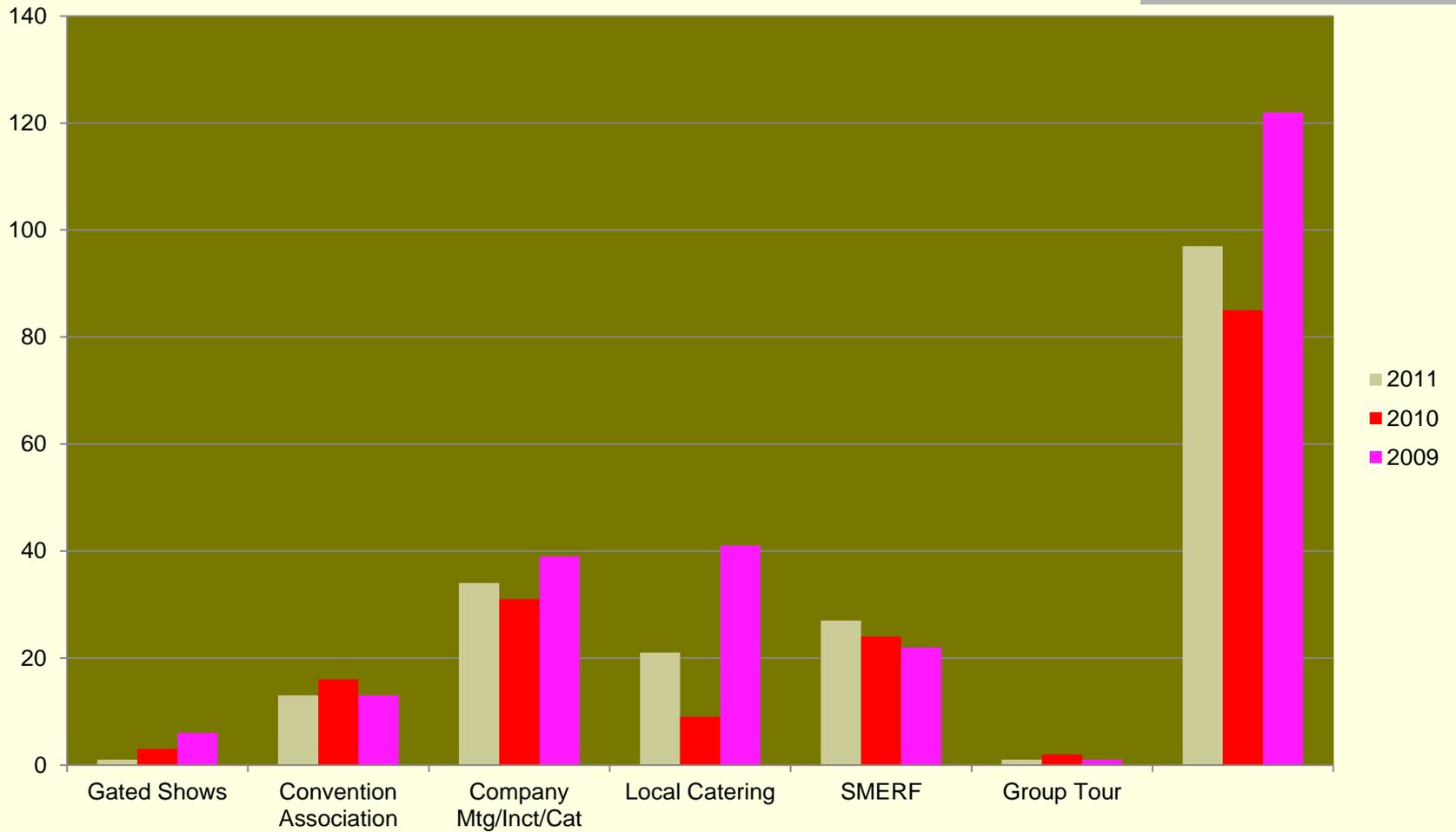
Event Days

	April	May	June	Total
2011 Event Days	21	22	25	68
2011 Revenue per Event Day	\$17,847	\$15,906	\$27,379	\$20,723
Budgeted Revenue per Event Day	\$18,764	\$8,972	\$28,968	\$17,497
2010 Event Days	25	16	28	69
2010 Revenue per Event Day	\$21,090	\$4,442	\$17,447	\$15,751

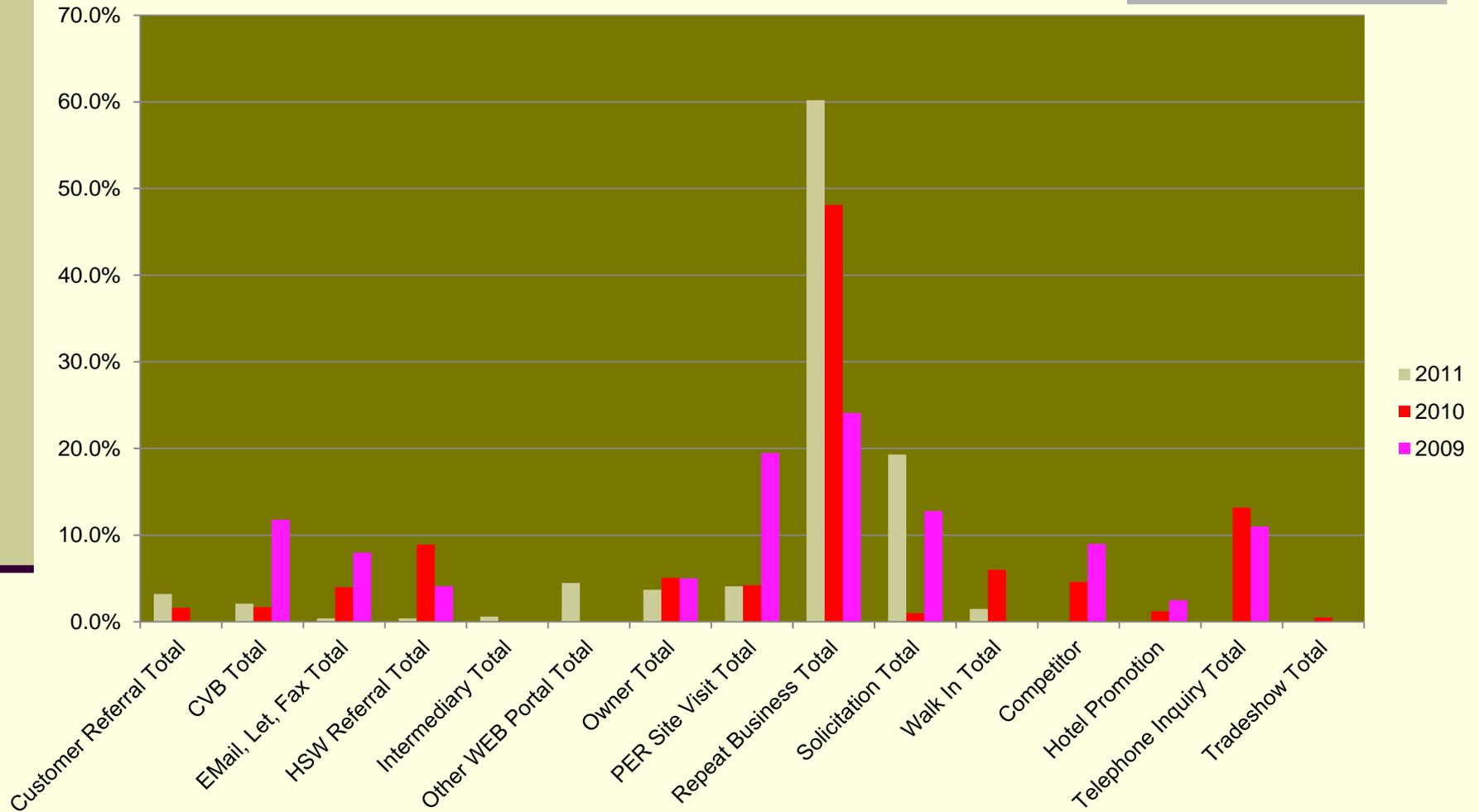
Q2 - Origins of Business – Three Year Trend



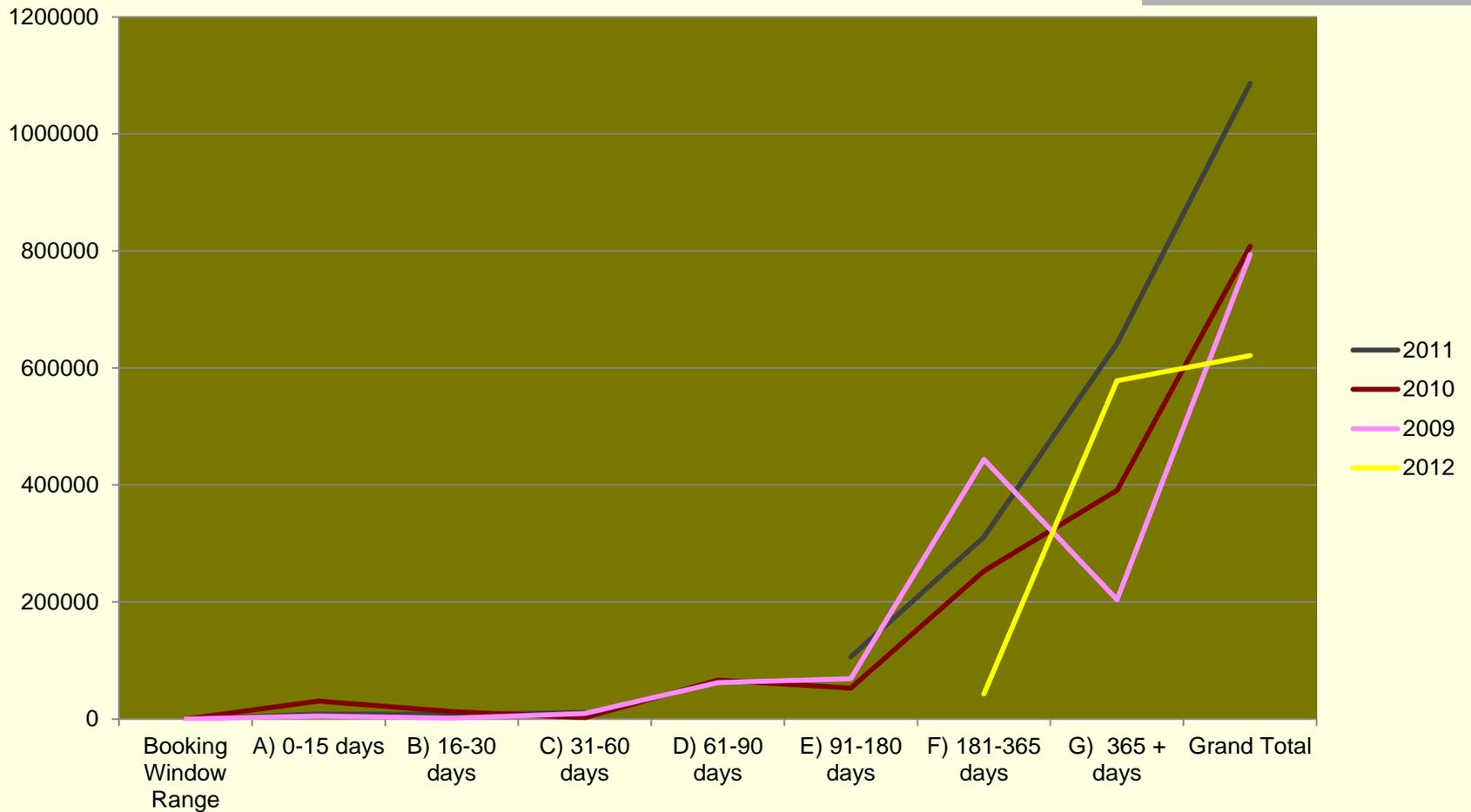
Q2 - Market Segmentation – Three Trend



Q2 - Lead Sources



Q2 - Four Year Booking Window Trend



Groups Hosted during the second quarter



AASHIO
THE VOICE OF TRANSPORTATION

Edward Jones
MAKING SENSE OF INVESTING

**WOMEN
OF JOY™**
3 Days 2 Nights 1 Purpose



PRIME inc.

STATE FARM



INSURANCE®



INTERNATIONAL ASSOCIATION OF BRIDGE, STRUCTURAL, ORNAMENTAL AND REINFORCING IRON WORKERS
IRONWORKERS

Sales Trips and Activities

- Sales trips - 8
- Site Visits – 86
- FAMS - 2
- Total Leads for Future Business - 162
- Contracts Issued - 97

Advertising



- ## Ad Placement
- Banner ad in Successful Meetings online
 - Emailed to 538,338 subscribers
 - Linked to RFP section of the website
 - Results 43,794
 - Clicks 47

Public Relations

4.4 million impressions

- Articles 53
- Print 16
- Online 37
- Advertising Value \$73,129

Social Media – Twitter
467 Followers
548 Following

June issue of Meetings and Conventions Magazine

THE FACES OF MEETINGS

Branson Lakes Area Chamber of Commerce/CVB

Ross Summers, President & CEO

A native of Branson, Ross began his career as a news reporter and later entered the cable TV business. Ross became the GM at TravelNow.com, one of the first internet sites to offer real-time travel bookings. In 2002, Ross joined the Branson Chamber of Commerce/CVB as President & CEO.

Contact
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ExploreBransonMeetings.com

The Branson Convention Center offers 220,000 square feet of flexible meeting space including a 47,000-square-foot exhibit hall and a 23,000-square-foot ballroom. The center is connected to the Hilton Convention Center Hotel with 293 guest rooms across the street from the Hilton Promenade, which offers 242 guest rooms. The center is located in historic downtown Branson and near the amazing Branson Landing project, which features incredible shopping, dining, nightlife and special events.

Branson's first AAA Diamond resort, the 301-room Chateau on the Lake Resort & Spa, features 43,500 square feet of meeting space. Big Cedar Lodge is a breathtaking resort inclusive of 246 unique accommodations, 19,427 square feet of meeting space, a full-service marina and spa.



Convention Attendee research

March thru June

- Convention Attendees are a significant contributor to business travel in the area (69% business travel vs. <2% for Branson overall)
- Convention Attendees more likely to fly into Branson, and use BKG, than the average Branson visitor (FLY: 7% vs. 5% for Branson; USE BKG: 82% vs. 50% for Branson),
- Convention Attendees spend considerably more in the Branson area than the average Branson visitor, (\$1016 vs. \$892 in Branson)
- However, convention center guests are not as likely to see shows. Only 28% have seen a show in Branson vs. 80% overall. Those who are seeing shows, are seeing fewer of them (1.8 avg vs 3.1 avg for Branson overall)
- Convention Attendees are also quite a bit younger than average (49 yrs. vs. 56.4 yrs for Branson overall)
- Intent to Return **to Branson** next year and in 2-5 years is higher with Convention Attendees than with the Branson visitors,
- Convention attendees are much more likely to come from the primary (101-300 mile) markets (53% vs 27%)