

Branson Convention Center Fourth Quarter and Year Results

Presented February 8, 2010

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Fourth Quarter Budget vs Actual vs 2009

	Actual	Budget	2009
Total Food and Beverage	\$894,773	\$742,846	\$844,312
Total Revenue	\$1,105,108	\$960,893	\$1,032,261
Income Before Fixed Charges	(\$171,931)	(\$322,907)	(\$243,952)
EBITDA	(\$188,998)	(\$341,052)	(\$269,588)
Profit and (Loss) before Taxes	(\$237,262)	(\$386,052)	(\$314,588)

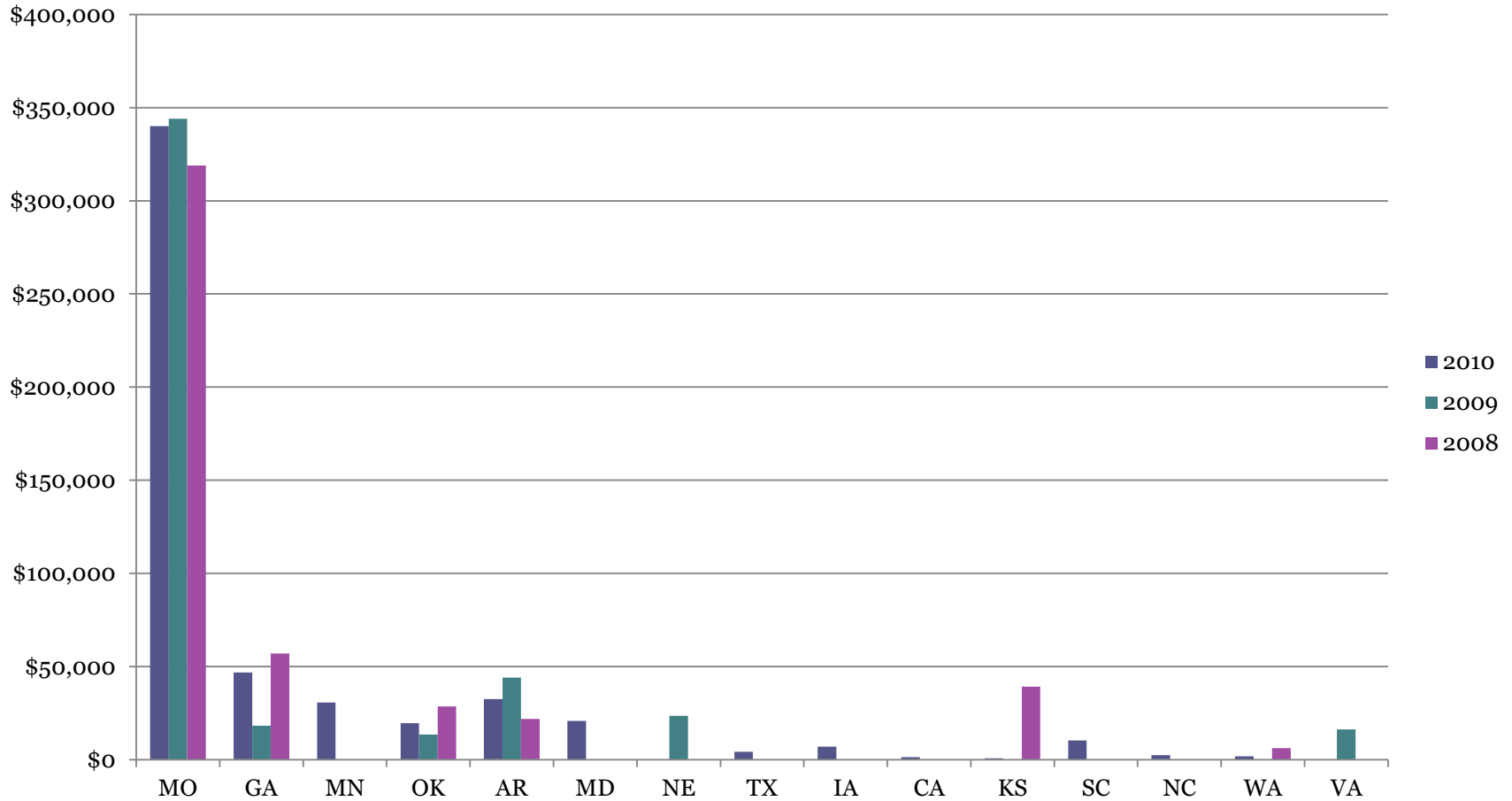
Year end Budget vs Actual vs 2009

	Actual	Budget	2009
Total Food and Beverage	\$3,824,276	\$3,644,387	\$3,334,450
Total Revenue	\$4,637,818	\$4,499,091	\$4,151,474
Income Before Fixed Charges	(\$535,271)	(\$945,044)	(\$1,024,008)
EBITDA	(\$564,338)	(\$1,017,786)	(\$1,138,207)
Profit and (Loss) before Taxes	(\$748,152)	(\$1,197,786)	(\$1,318,207)
Profit and (Loss) before Taxes minus Marketing subsidy	(\$341,077)	(\$697,786)	(\$905,508)

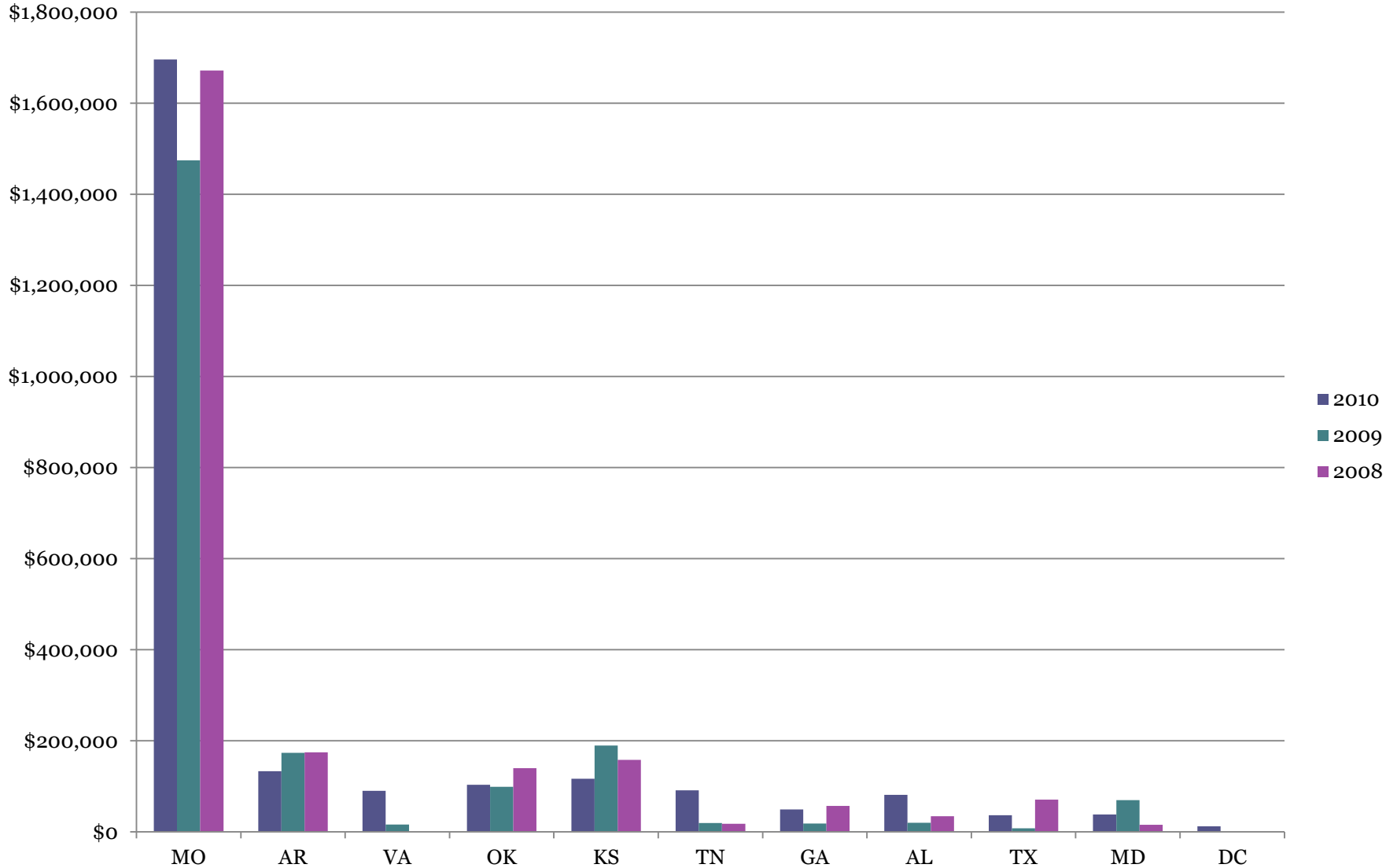
Event Days

	October	November	December	Fourth Quarter Total	Year End Total
2010 Event Days	29	18	11	58	261
2010 Revenue per Event Day	\$18,988	\$10,207	\$14,582	\$15,427	\$17,769
Budgeted Revenue per Event Day	\$14,765	\$12,070	\$15,649	\$12,808	\$13,963
2009 Event Days	27	22	18	67	251
2009 Revenue per Event Day	\$18,126	\$ 8,448	\$ 9,393	\$12,602	\$16,540

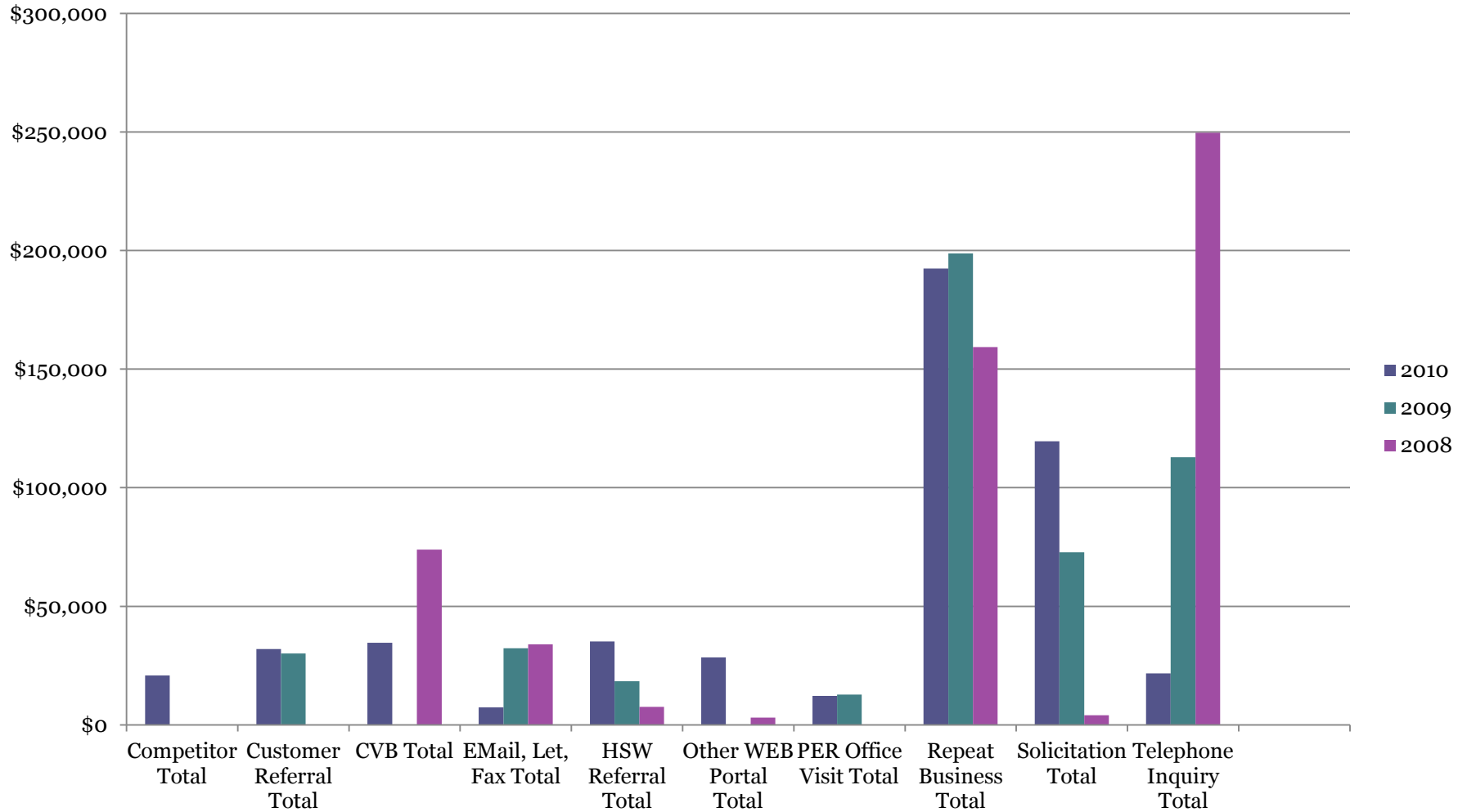
Q4 - Origins of Business – Three Year Trend



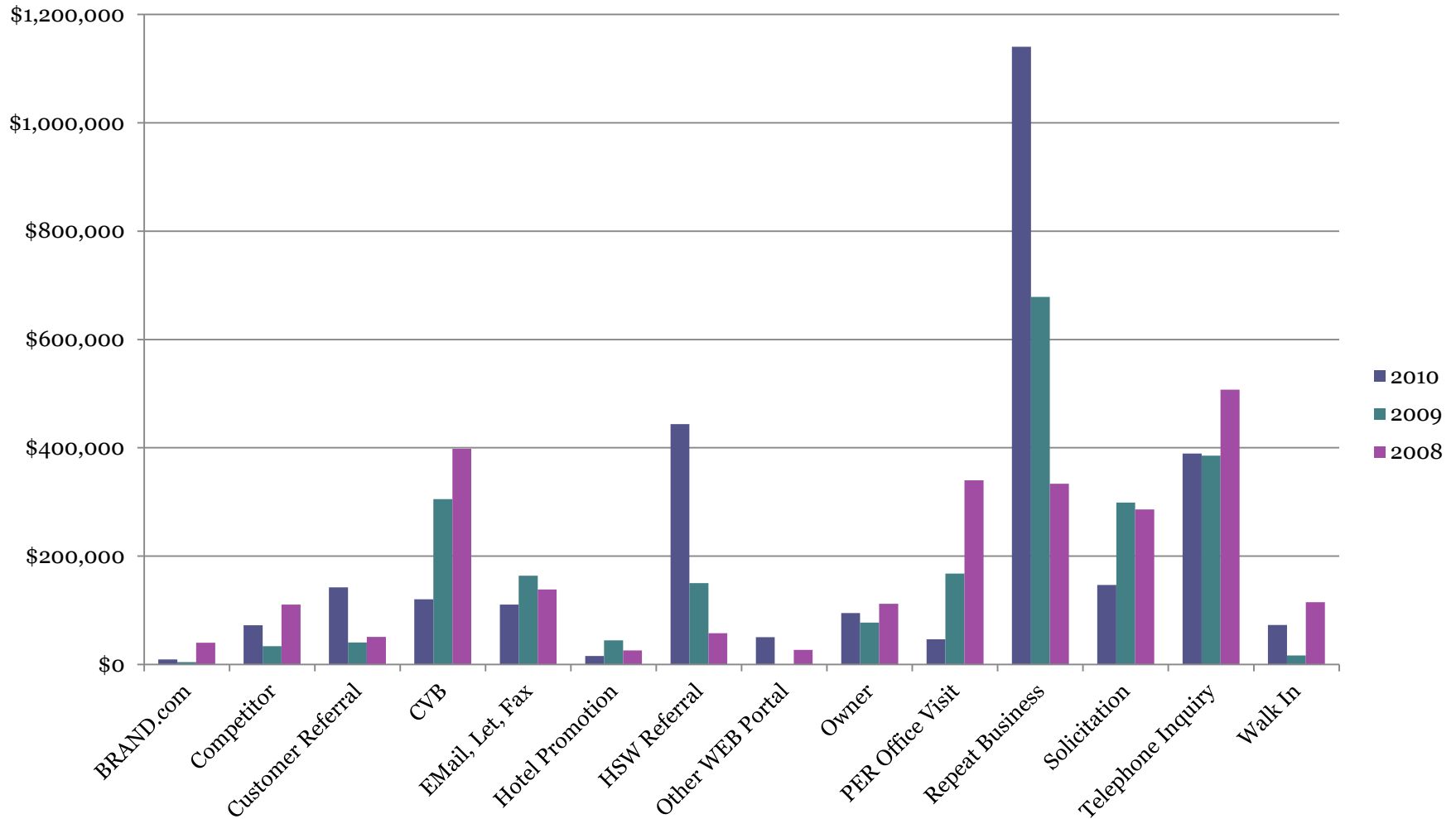
Full Year Origins of Business – 3 Year Trend



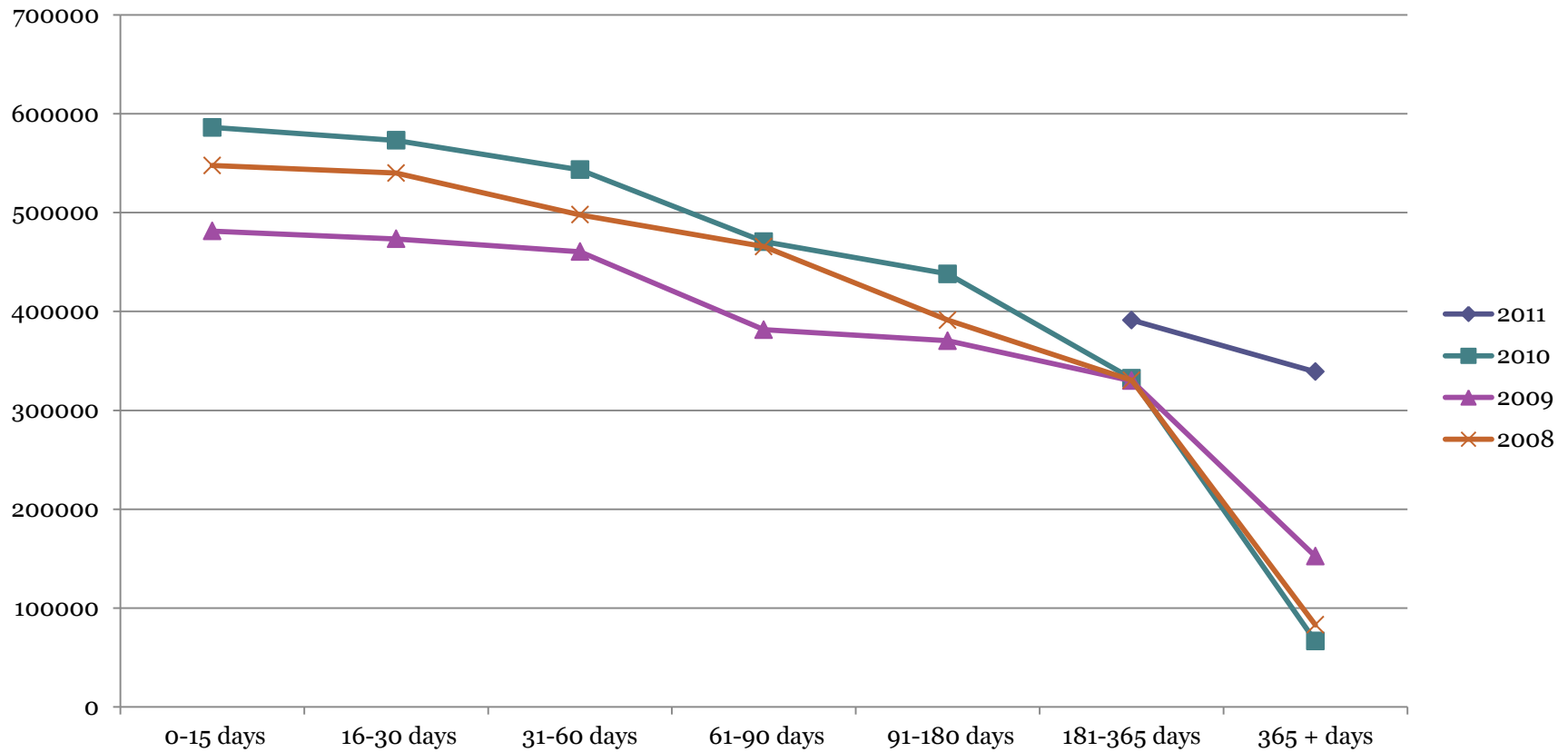
Q4 - Lead Sources – Three Year Trend



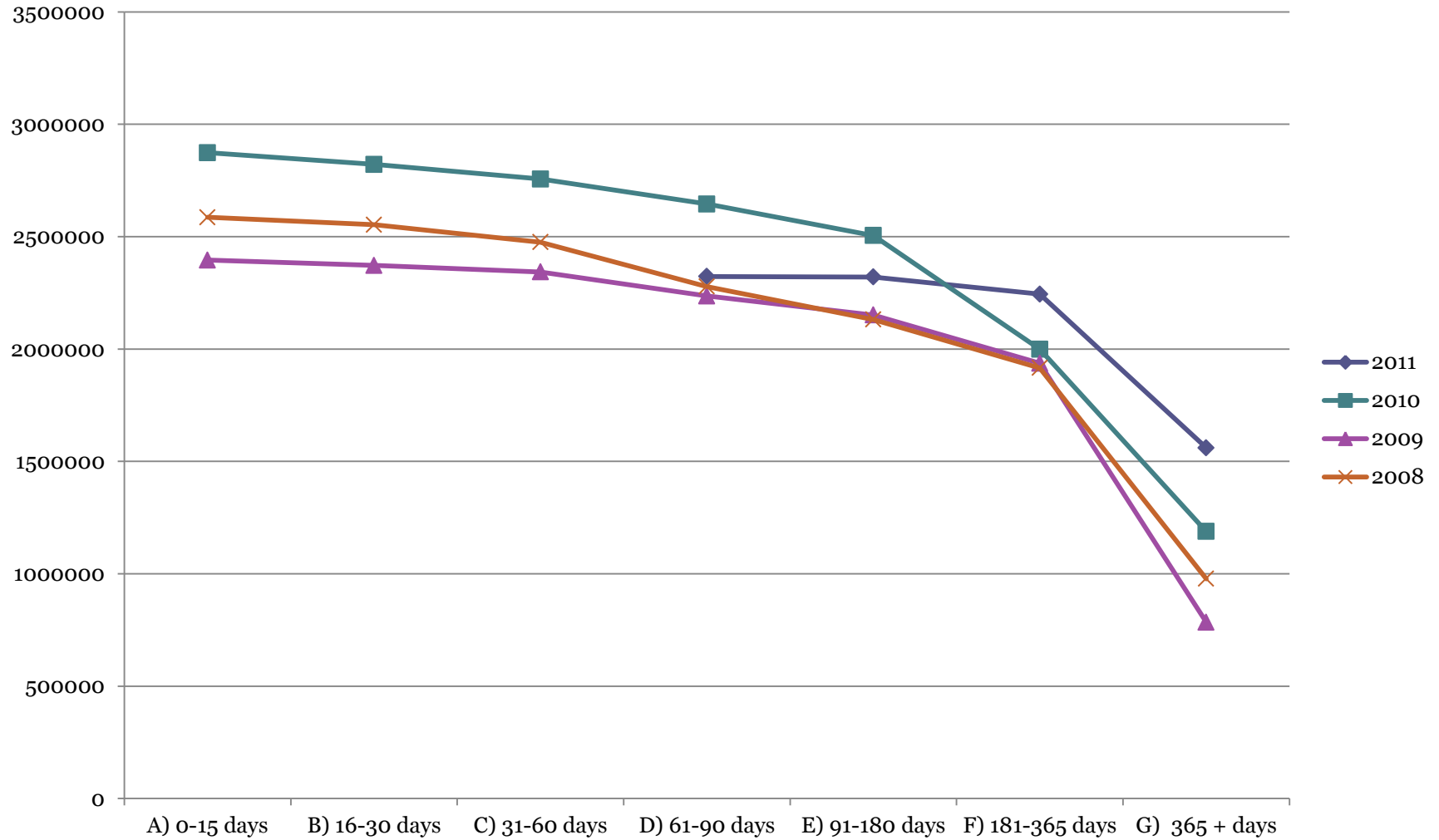
Full Year - Lead Sources - Three Year Trend



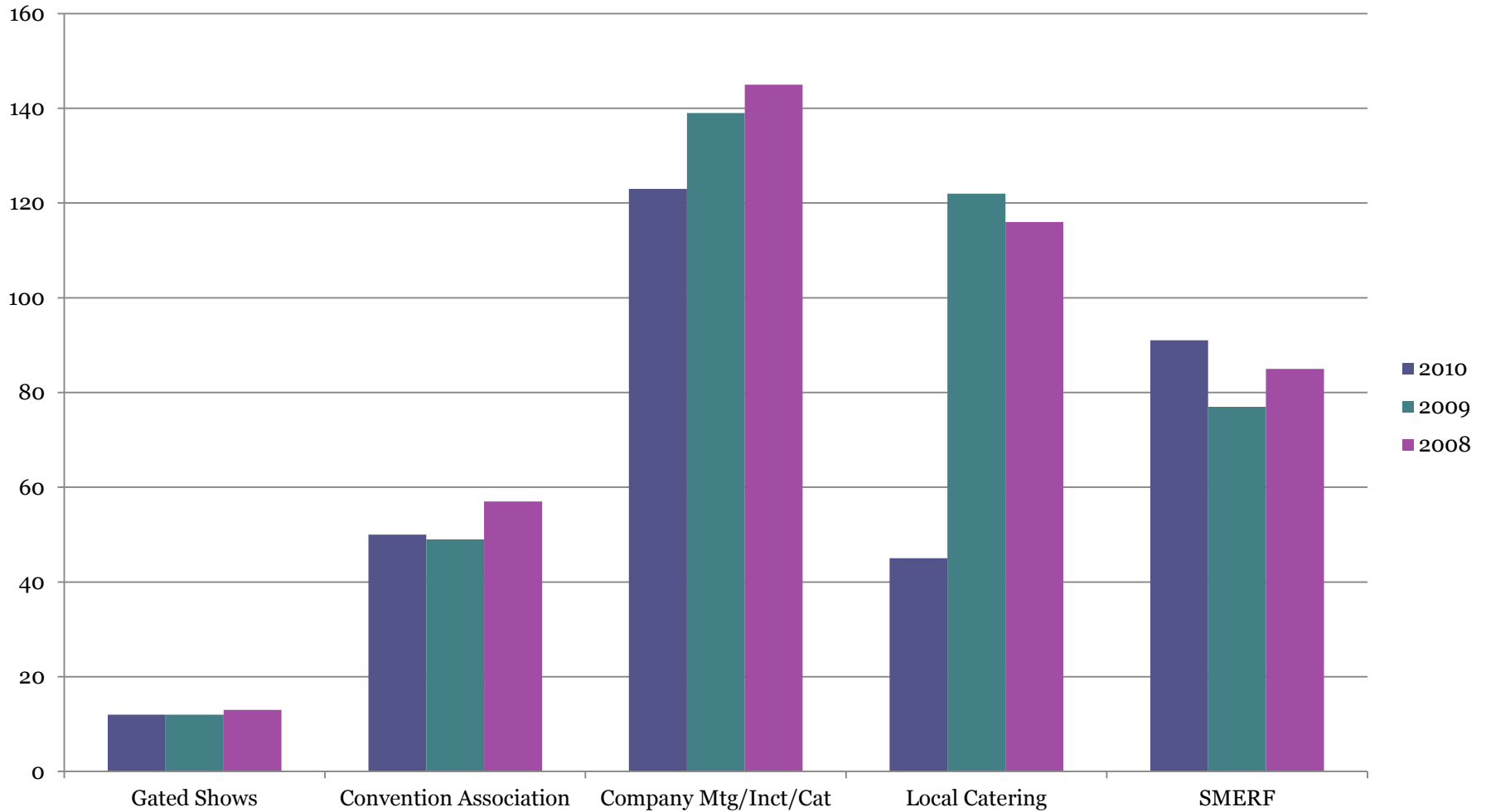
Q4 - Four Year Booking Window Trend



Full Year Four Trend



Market Segmentation





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Q4 Sales Trips and Activities

- Sales trips - 6
- Site Visits – 96
- FAMS - 1 CVB FAM,
- Total Leads for Future Business - 127
- Contracts Issued - 87 representing \$1,457,933 in future revenue
- Definite Revenue Booked in the Q4 \$ 612,240

2010 vs 2009

	2010	2009
Leads	567	385
Definite Revenue	\$3,536,873	\$3,420,554
Sales Trips	34	35
Site Visits	395	305
FAMS	4	7

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Convention Attendee Survey

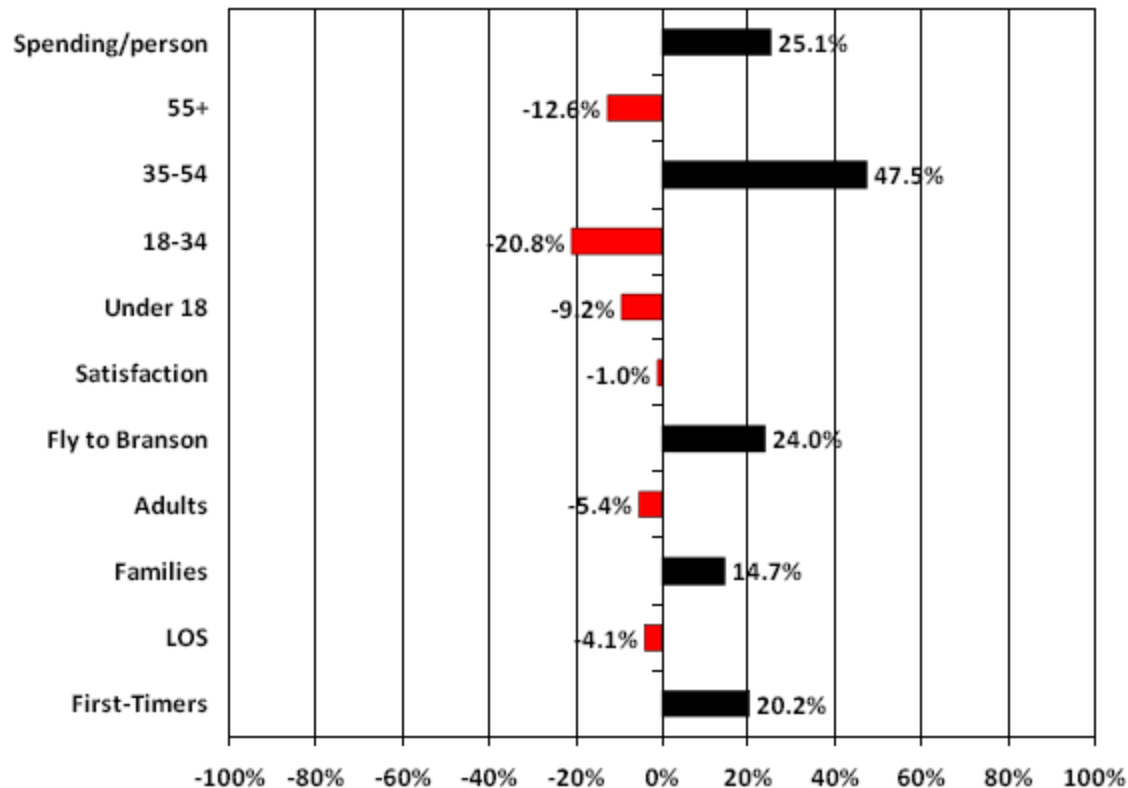
Completed by Jerry Henry and
Associates

Research Results -continued

Spending Estimate (2% Trimmed Mean)	\$1,450.61
<i>Spending per person</i>	<i>\$407.54</i>
<i>Spending per person per day</i>	<i>\$93.59</i>
Amount spent OUTSIDE of downtown area	\$358.79
<i>Spending per person</i>	<i>\$100.80</i>
<i>Spending per person per day</i>	<i>\$23.15</i>
% of Total Spending OUTSIDE of downtown area	24.7%

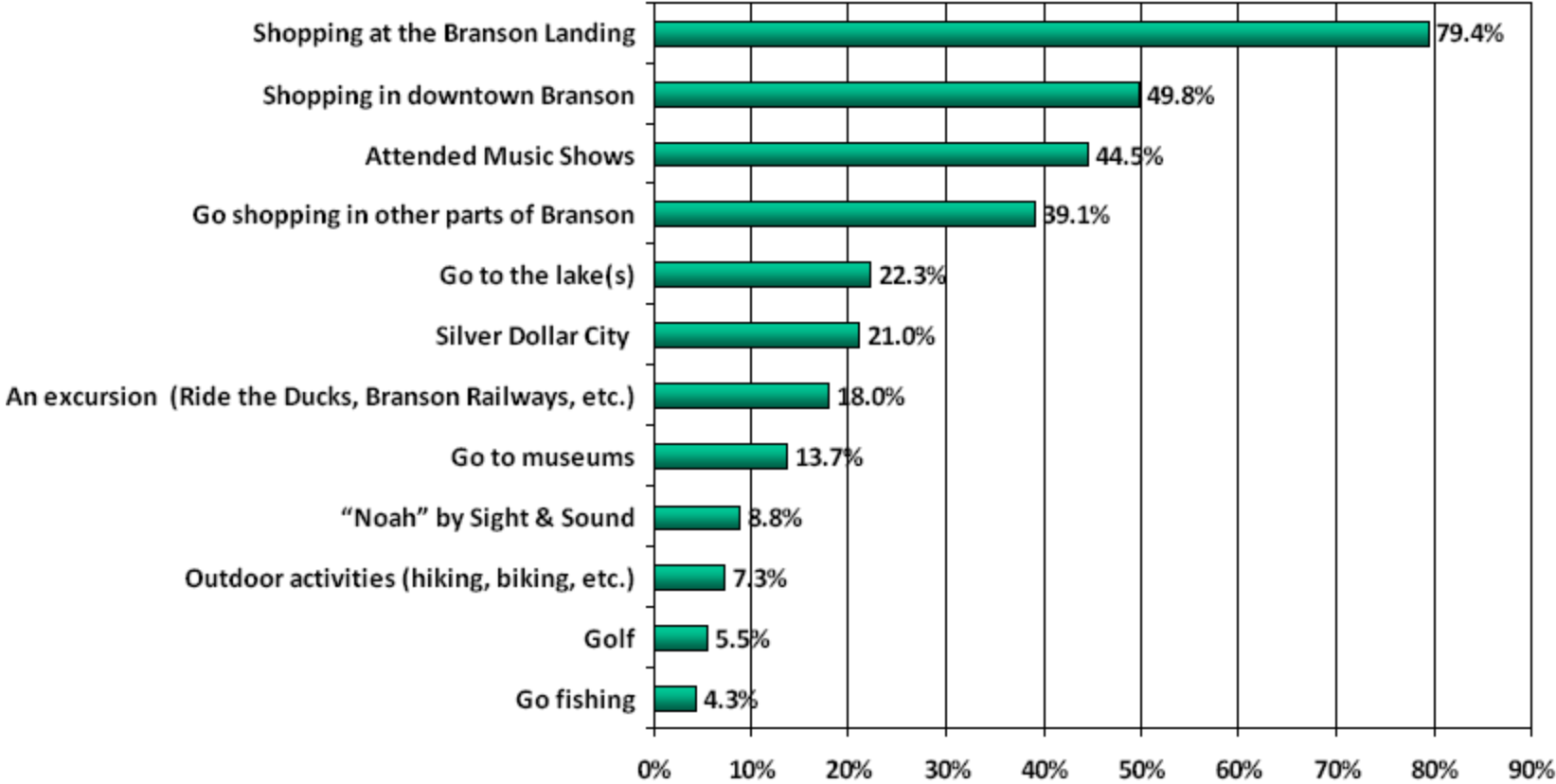
Convention Center Visitor Profile Compared to Average Branson Visitor

Relative to Branson visitors in general, Convention Center visitors are more likely to be 35-54 years old, have children with them, be visiting the area for the first time and they spend more per person.



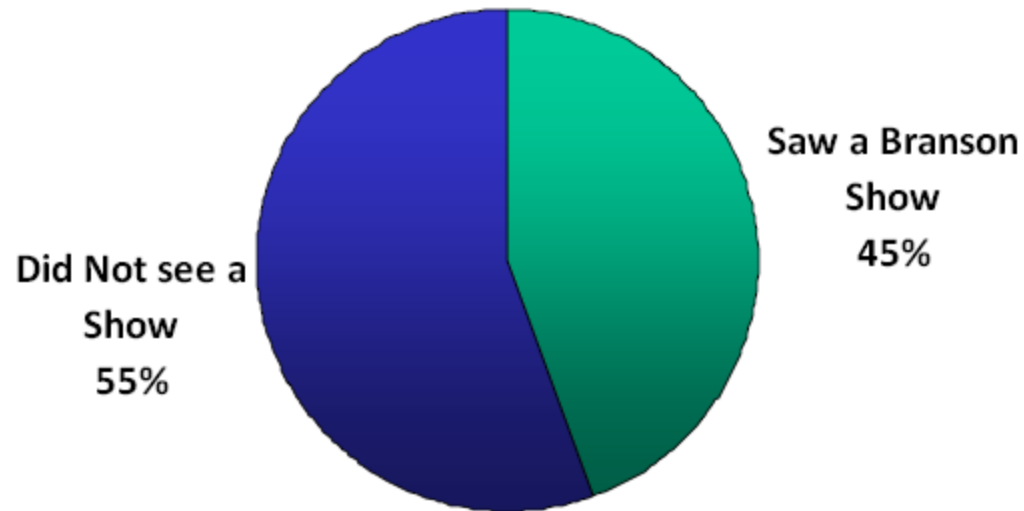
Activity Participation

Convention attendees are most likely to shop, attend music shows, and visit the lake or SDC.



Saw a Branson Show

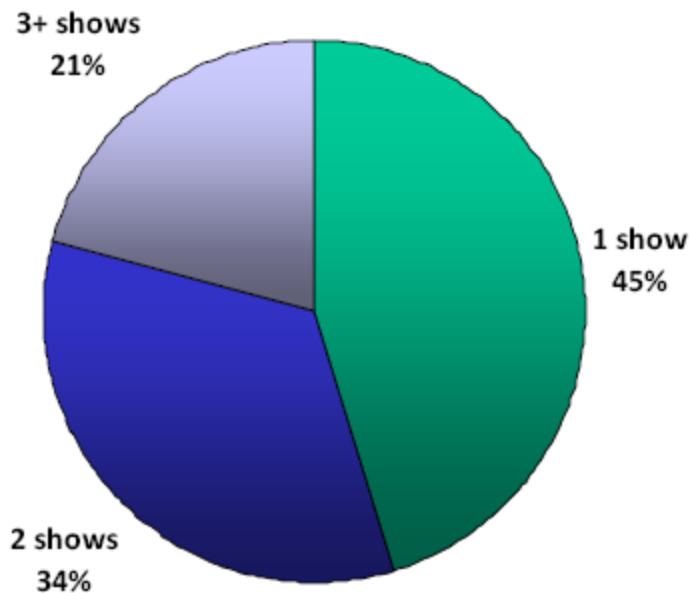
Nearly half (45%) of Hilton Convention Center visitors attended a show during their stay.



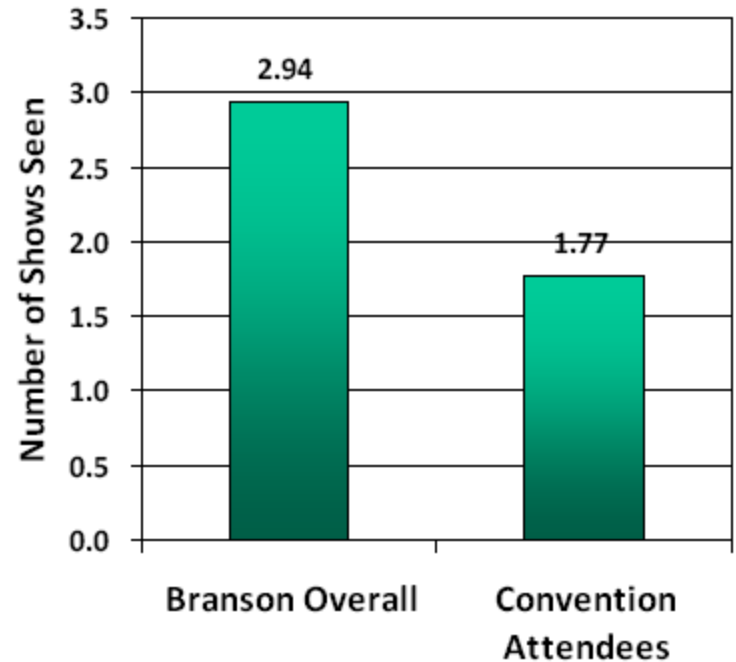
Number of Shows Seen

Those Convention Center visitors who see shows while they are in Branson see an average of 1.8 shows per visit.

Convention Attendees



Comparison to Branson



Research Results -continued

Actual No. of Shows Seen

1 show

42.4%

2 shows

37.3%

3 shows

10.2%

4 shows

5.1%

5+ shows

5.1%

1.95