

# Branson Convention Center First Quarter Results

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# First Quarter Budget verses Actual

	Actual	Budget	2010
Total Food and Beverage	\$636,443	\$644,157	\$505,146
Total Revenue	\$775,773	\$806,972	\$657,219
Income Before Fixed Charges	(\$354,414)	(\$387,207)	(\$416,131)
EBITDA	(\$370,500)	(\$403,106)	(\$436,509)
Profit and (Loss) before Taxes	(\$415,384)	(\$448,106)	(\$481,607)

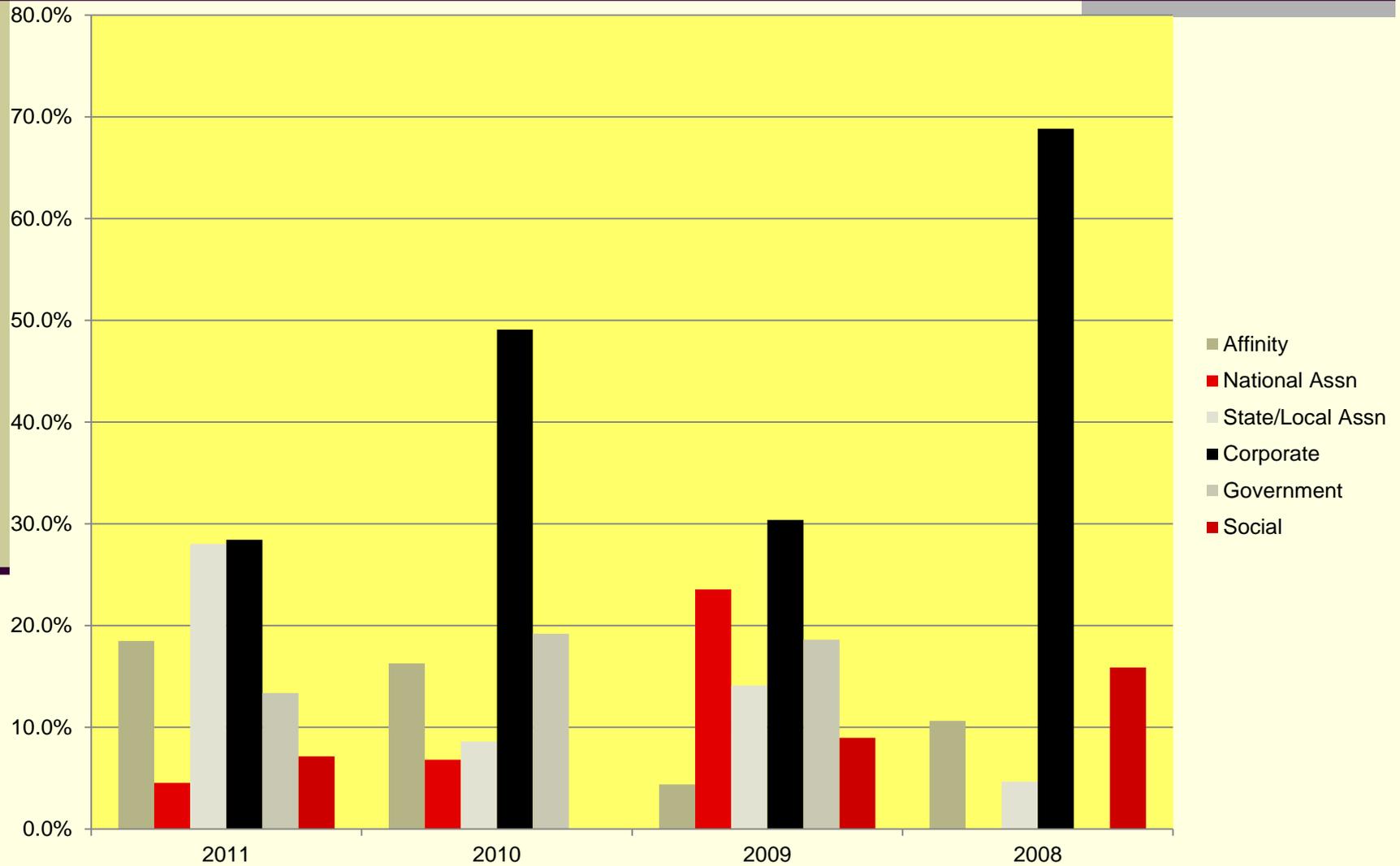
# First Quarter four year trend



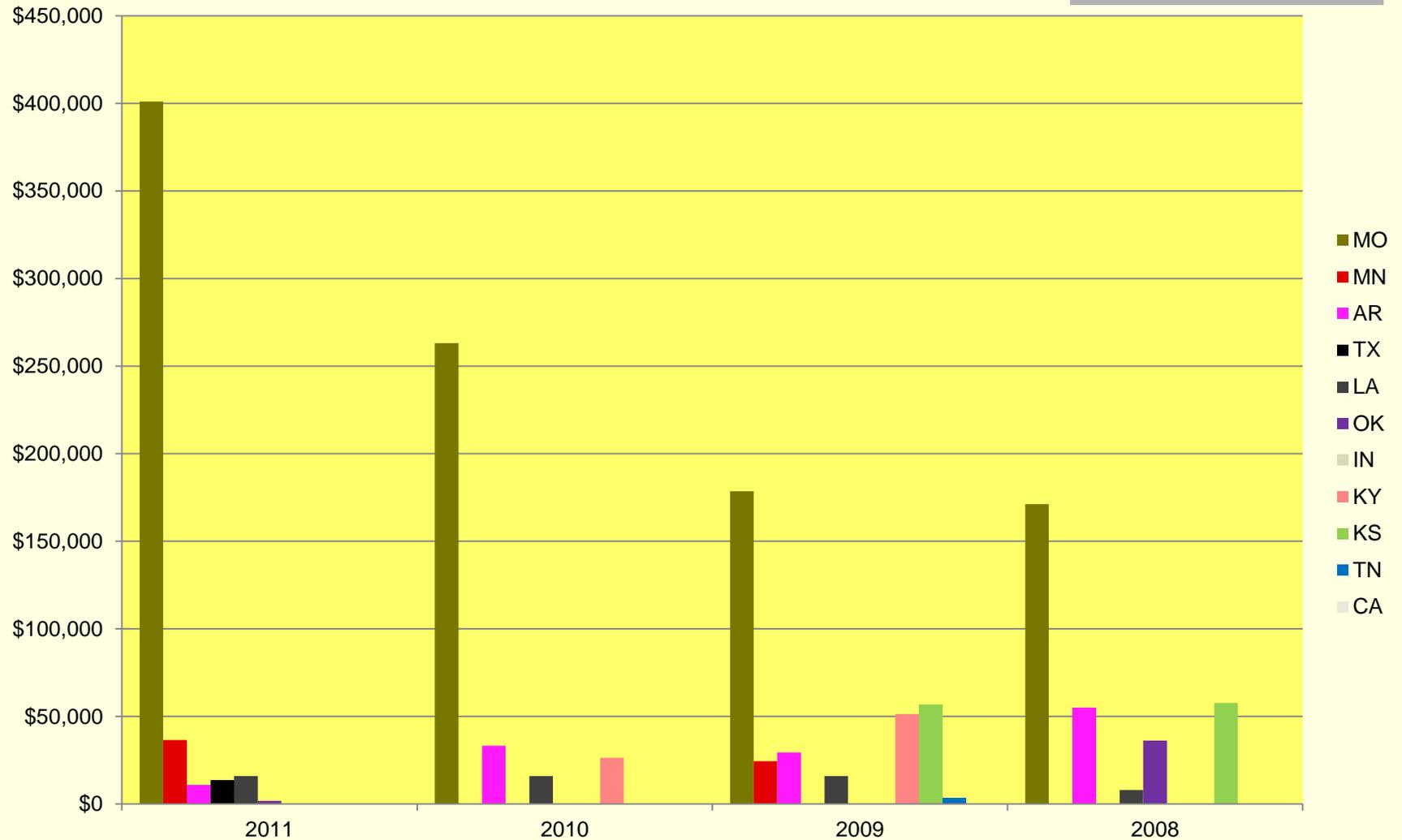
# Event Days

	January	February	March	Total
2011 Event Days	16	16	25	57
2011 Revenue per Event Day	\$2,953	\$9,050	\$17,775	\$11,165
Budgeted Revenue per Event Day	\$3,151	\$11,314	\$16,509	\$11,301
2010 Event Days	13	21	22	56
2010 Revenue per Event Day	\$3,396	\$9,598	\$11,793	\$9,020

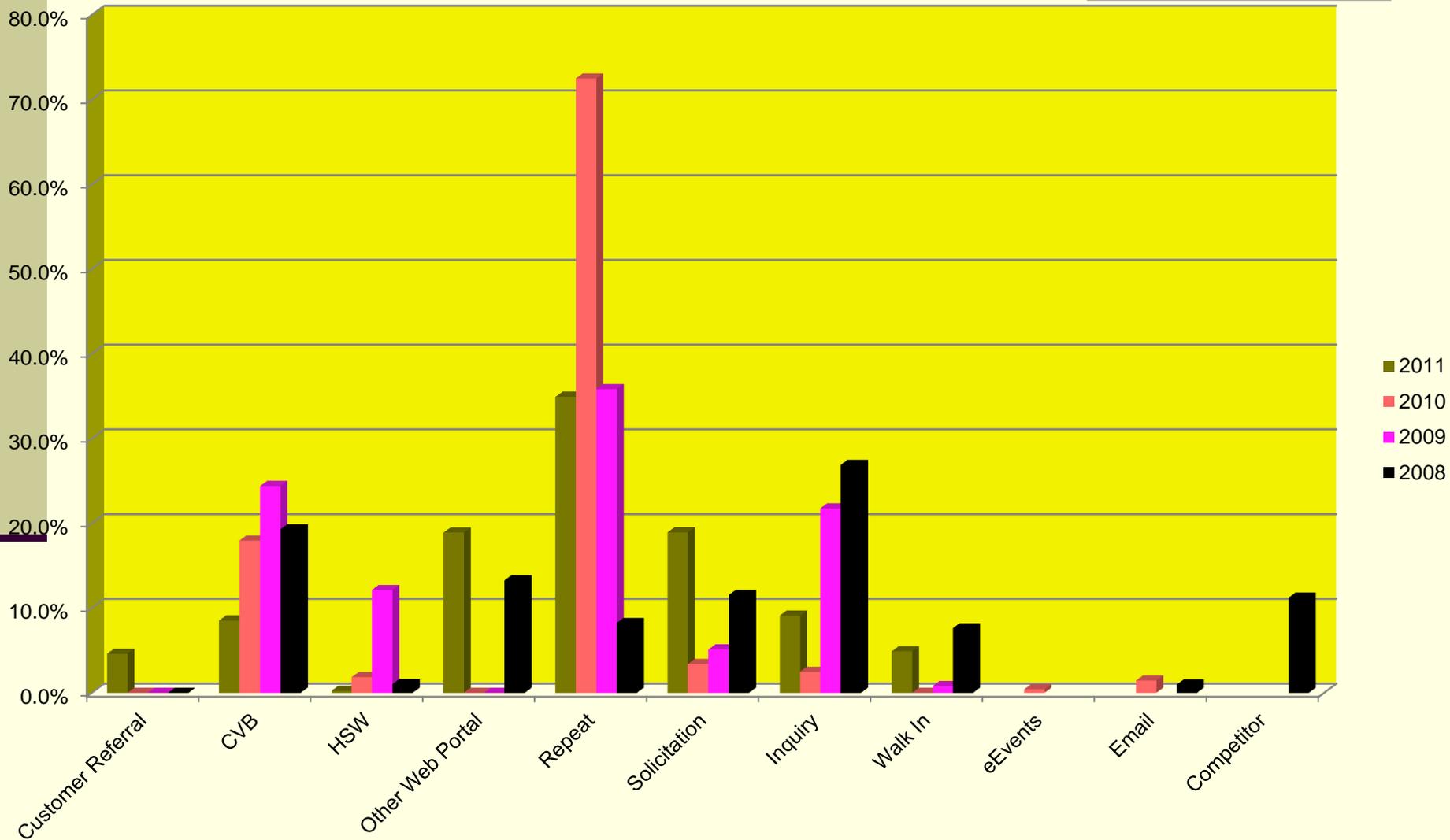
## Q1 Market Segmentation



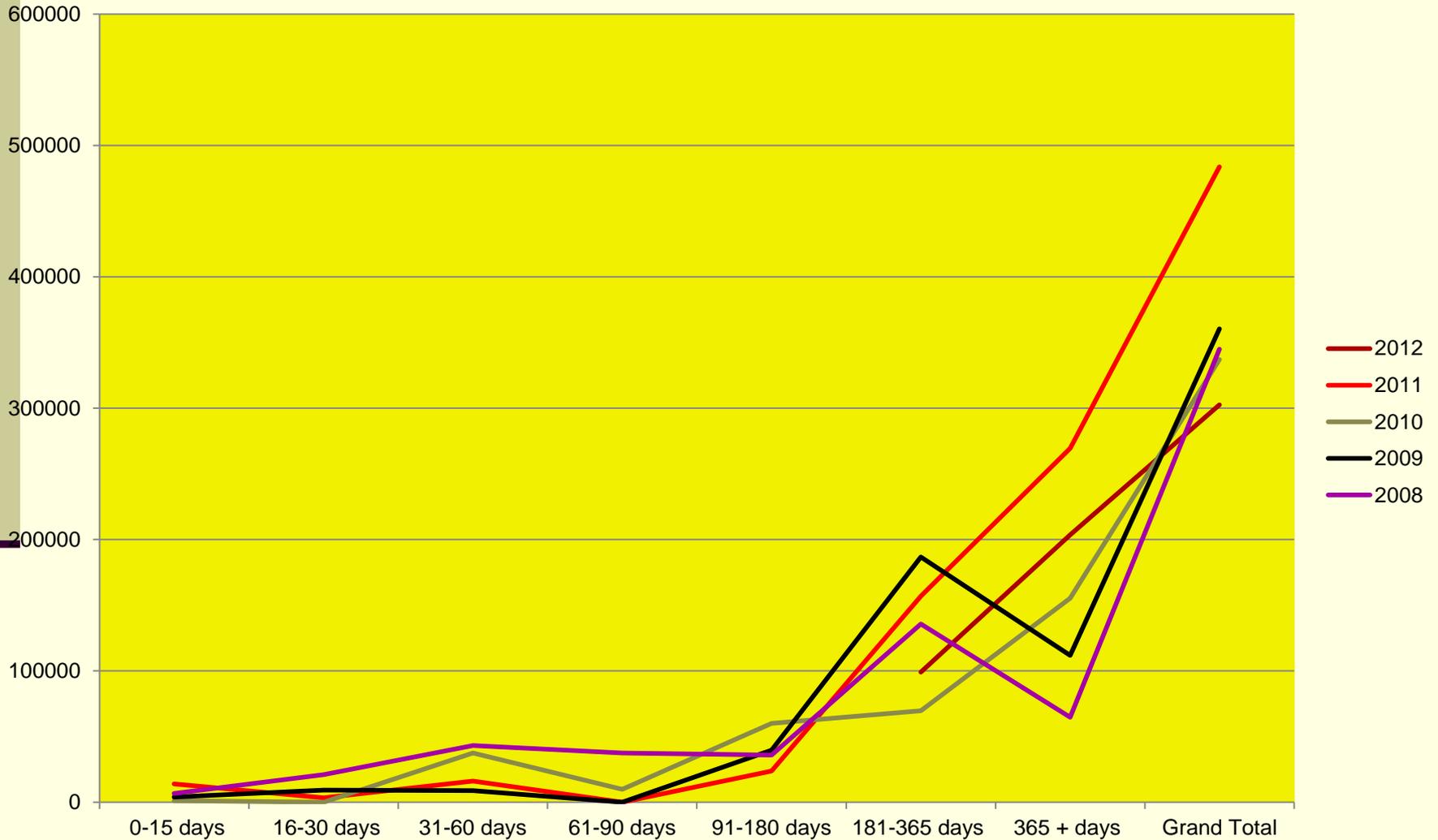
## Q1 Geographic Origins of Business



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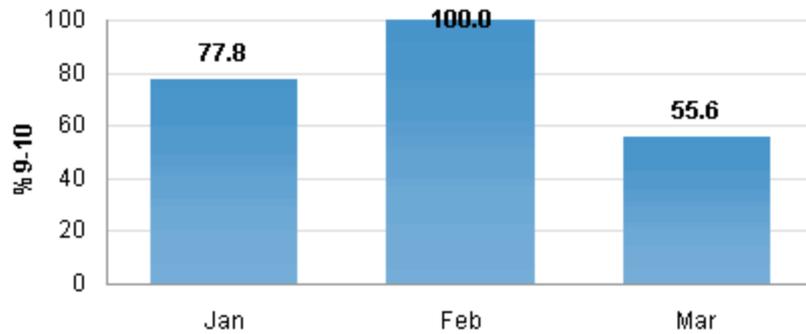


## Q1 - 5 Year Booking Trend

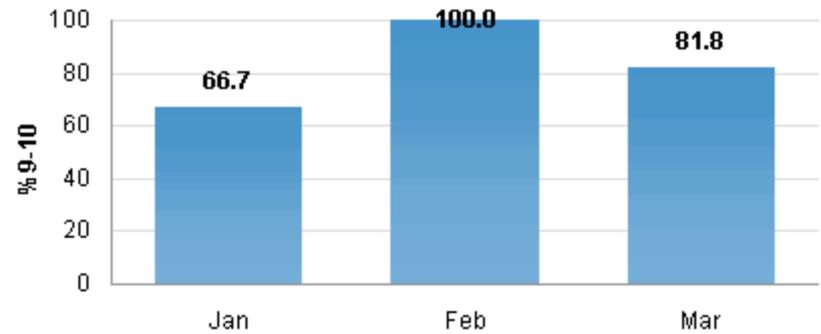


# Meeting Planner Survey

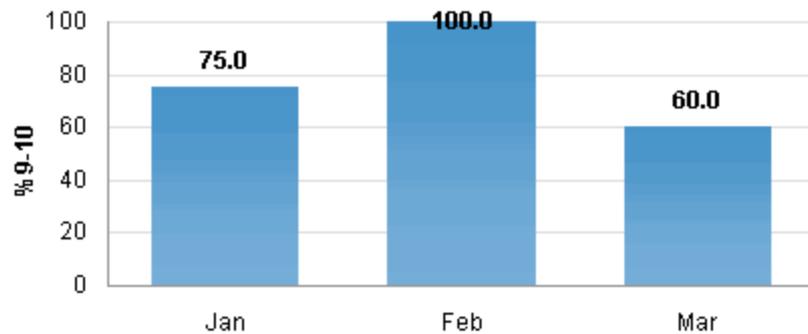
## Loyalty



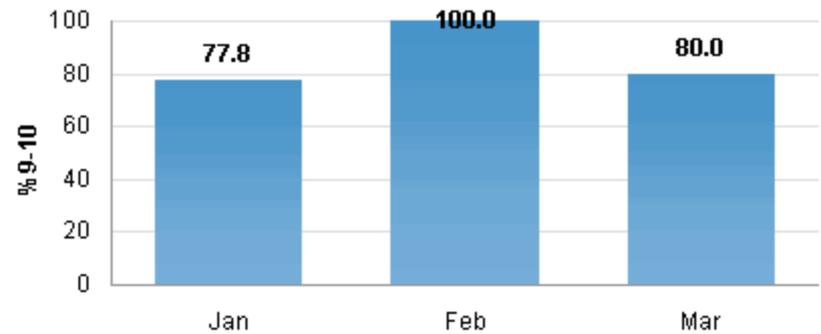
## Satisfaction



## Return to Property



## Recommend



# First Quarter Direct Sales Activities

- Attended Conference Direct Symposium in Washington D.C.
- Attended Helms Briscoe Annual Convention in Washington D.C.
- Attended the Professional Convention Management Association meeting in Las Vegas
- Attended Bridal Shows in both Springfield and Kansas City
- Attended Destination showcase with the Branson Convention and Visitors Bureau
- Attended the Georgia Chapter of Meeting Professionals International trade show with Hilton Worldwide Sales
- Attended Branson Bound for your town in Kansas City with the Branson Convention and Visitors Bureau
- Attended Conference Direct Annual Convention
- Attended Hilton Hotels Annual St. Patrick's Day Event in Kansas City
- Attended Experient Annual Convention

**Site visits - 74**

# First Quarter Advertising

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- *Rejuvenate Magazine*
- *Missouri Meetings and Events*
- *Meetings MidAmerica*
- *Connect Magazine (2 insertions)*

# Q1 Public Relations

- 47 articles
- 20,399,216 impressions
- \$133,456.85 in media value/ad equivalency

## Web Activity

	Jan	Feb	Mar	Total
Visits	1,987	1,895	2,375	6,257
Absolute Unique Visitors	1,788	1,680	2,126	5,594
Direct Traffic	203	276	256	735
Search Engine	1,194	1,388	1,704	4,286
Referring Sites	590	530	415	1,535
RFP's	3	3	4	10