

# 2011 HOLIDAY RETAIL WINNERS & LOSERS

## BIG-NAME WINNERS

amazon.com

Walmart  
Save money. Live better.

DICK'S Sporting Goods ★ macy's

## SPECIALTY WINNERS

COACH

TIFFANY & Co.

Abercrombie & Fitch

## BIG-NAME LOSERS

sears

jcpenny

GAP

## TELEVISION VIEWERSHIP DECREASES AROUND THE HOLIDAYS

Television viewership competes with time spent holiday shopping. Increased competition from the film industry also cuts into the available television audience.

THE HOLIDAY BOX OFFICE SEASON IS THE SECOND LARGEST SEASON FOR MOVIES. (behind summer - which is almost twice as long.)

NORTH AMERICAN BOX OFFICE NUMBERS FOR CHRISTMAS EVE, AND CHRISTMAS DAY, WERE UP +60% IN 2011

COMPARED TO NEW YEARS EVE FOR THE NEW HOLIDAY RELEASES.

<http://www.thetvaddict.com/2011/12/07/can-television-compete-with-the-holidays/>

SPRING Season

SUMMER Season

FALL Season

WINTER (Holiday) Season

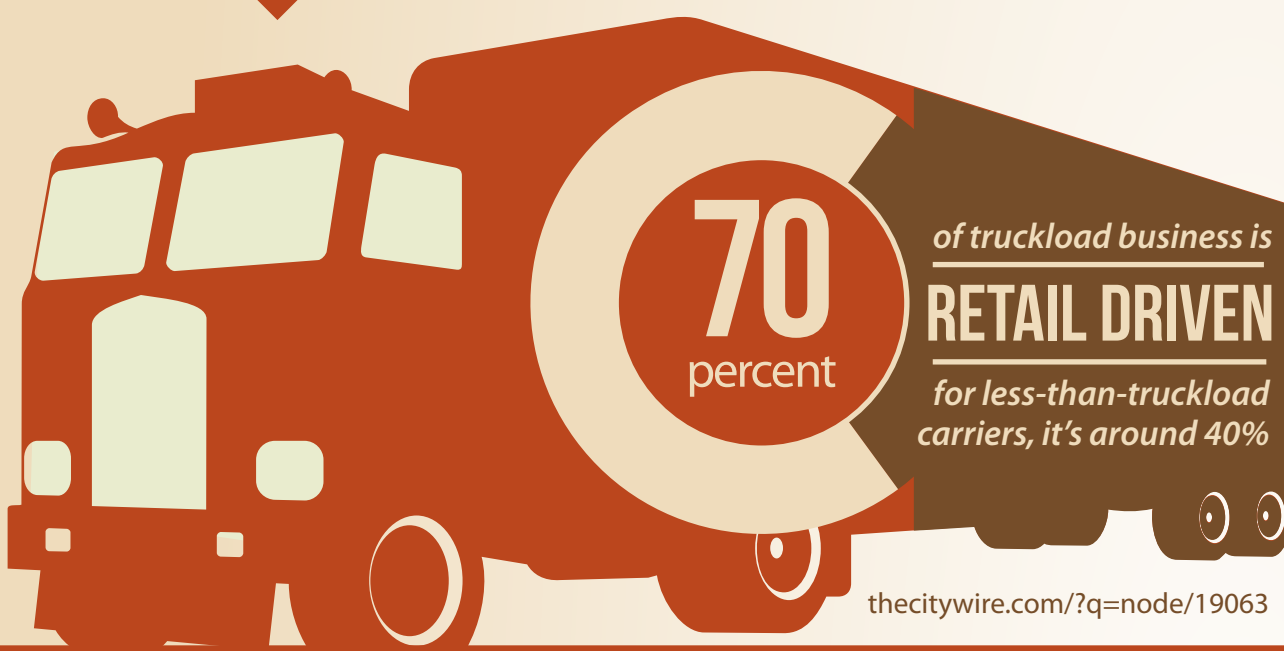
FOR SOME RETAILERS, THE HOLIDAY SEASON CAN REPRESENT

25-40% OF ANNUAL SALES

<http://www.foxbusiness.com/personal-finance/2011/12/06/holiday-seasonal-hiring/>

## HOLIDAY SALES SEASON

is a great season for truckers, and trucking businesses.



[thecitywire.com/?q=node/19063](http://thecitywire.com/?q=node/19063)

Increased freight due to Black Friday and Cyber Monday sales means more business for trucking and delivery services.

## SEASONAL HIRING

among retailers increased in November by

27 PERCENT

from the same time last year. the highest rate since 2007. and October retail hiring increased around 15% from 2010.

## WINNERS

- RETAIL
- JEWELRY
- HOSPITALITY
- TRUCKING INDUSTRY  
More freight traffic because of retail sales
- MUSIC INDUSTRY  
Particularly Holiday Music



## LOSERS

- SUMMER VACATION RESORTS  
Especially North-Eastern parts of US
- CONSTRUCTION RETAIL
- TELEVISION INDUSTRY
- CONSTRUCTION
- LANDSCAPING

During the holiday season.



For most people, holidays mean a time for celebrating with family, eating too much and taking a day off from work, its...



## JUST ANOTHER WORKDAY FOR MANY

"For many workers in the hospitality industry, the holidays are the culmination of one of the busiest periods of the year."

<http://www.hcareers.com/us/resourcecenter/tabid/306/articleid/530/default.aspx>



## GOOD TIMES FOR RESTAURANTS



November to December season is the second busiest time of the year for restaurants.



While the recession has affected the music industry during other times of the year,

HOLIDAY MUSIC SEEMS TO BE RECESSION-PROOF

at least over the past 10 years.

BLACK FRIDAY & CYBER MONDAY are the most profitable days for online retailers.



JEWELRY STORES are among the HIGHEST PROFIT BUSINESSES

with nearly 30% of their annual profit from the holiday season.

IN THE WEEKS BETWEEN THANKSGIVING AND NEW YEARS Restaurants typically see a disproportionately high percentage of their annual business.

[OpenTable.com](http://OpenTable.com)



While the need for LANDSCAPING BUSINESS DWINDLES DURING THE HOLIDAY SEASON

many landscaping businesses provide holiday decorating services to stay afloat during the off-season.



to apply for FAST BUSINESS WORKING CAPITAL visit <http://www.FastUpFront.com>

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<http://www.tennessean.com/article/20111211/BUSINESS06/312110021/Holiday-music-perennial-bright-spot-recording-industry>  
<http://www.boxofficemojo.com/seasonal/?chart=byseason&season=Holiday&view=releasedate>  
<http://insights.marinssoftware.com/category/trends/>  
[http://www.msnbc.msn.com/id/15831722/ns/business-holiday\\_retail/t/happier-holidays-restaurant-industry/#.TujSB7Ik67s](http://www.msnbc.msn.com/id/15831722/ns/business-holiday_retail/t/happier-holidays-restaurant-industry/#.TujSB7Ik67s)  
<http://www.sitesourcebusinesscoaching.com/blog/bid/108253/Holiday-Decorating-is-a-Great-Way-to-Extend-the-Landscape-Season>  
<http://www.marketwatch.com/story/holiday-winners-and-losers-2011-11-25>  
[http://www.nrf.com/modules.php?name=Pages&sp\\_id=1140](http://www.nrf.com/modules.php?name=Pages&sp_id=1140)  
<http://www.deadline.com/2011/12/first-box-office-mission-impossible-4-1-girl-with-the-dragon-tattoo-2-tintin-5/>  
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