

2011 HOLIDAY RETAIL WINNERS & LOSERS

BIG-NAME WINNERS	SPECIALTY WINNERS	BIG-NAME LOSERS

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%

COMPARED TO NEW YEARS EVE FOR THE NEW HOLIDAY RELEASES.

http://www.theftafile.com/2011/12/07/11-an-television-competes-with-the-holidays/

SPRING Season	SUMMER Season	FALL Season	WINTER (Holiday) Season
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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.

70 percent of truckload business is RETAIL DRIVEN for less-than-truckload carriers, it's around 40%

27 PERCENT among retailers increased in November from the same time last year, the highest rate since 2007, and October retail hiring increased around 15% from 2010.

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

Businesses that benefit	Businesses that struggle
WINNERS RETAIL JEWELRY HOSPITALITY TRUCKING INDUSTRY MUSIC INDUSTRY	LOSERS During the holiday season. SUMMER VACATION RESORTS CONSTRUCTION RETAIL TELEVISION INDUSTRY CONSTRUCTION LANDSCAPING

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

GOOD TIMES FOR RESTAURANTS

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

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.

LANDSCAPING BUSINESS

Holiday Lights

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.

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Sources:
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