

Key Performance Indicators Dashboard

Prepared for Branson Convention
& Visitors Bureau

Thru September 2022

THE CLOSEST TO THE CUSTOMER WINS.



01. Branson Performance



02. VISITOR PROFILE KEY PERFORMANCE INDICATORS

03. U.S. ECONOMIC KEY PERFORMANCE INDICATORS

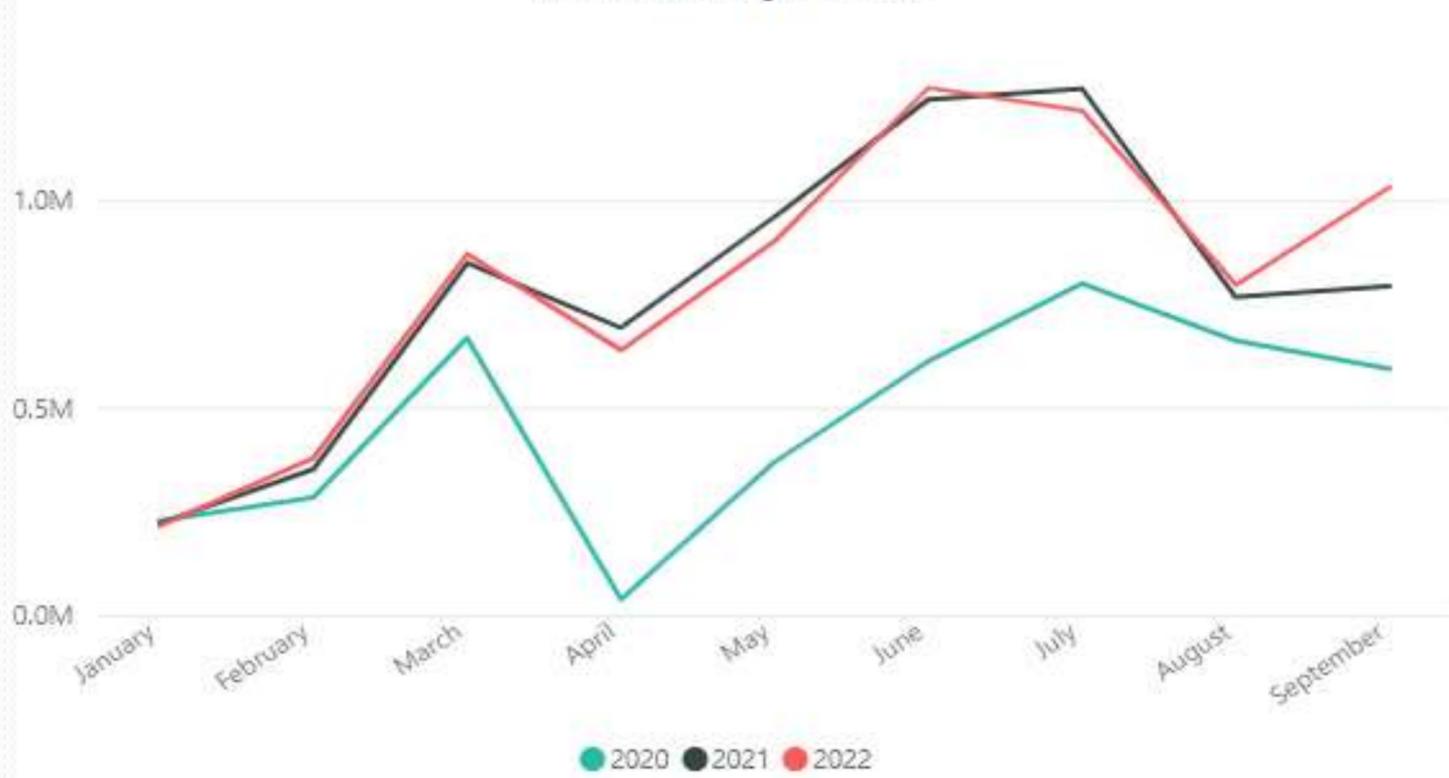


Quarter 3 2022

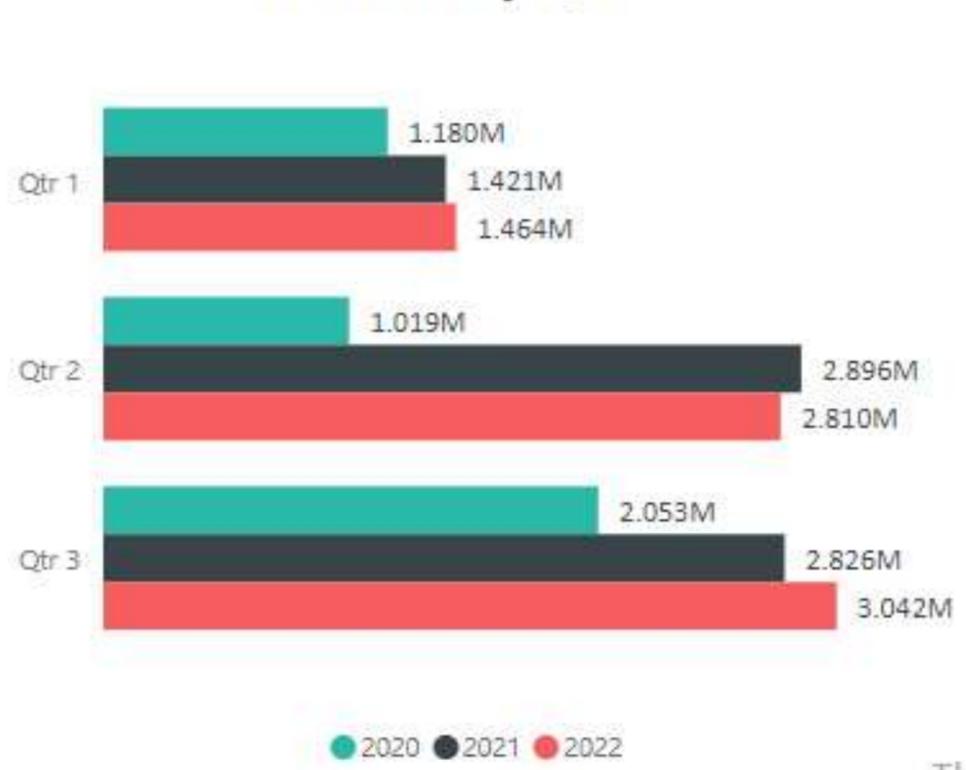
BRANSON PERFORMANCE

Estimated Visitation YTD Thru September 2022

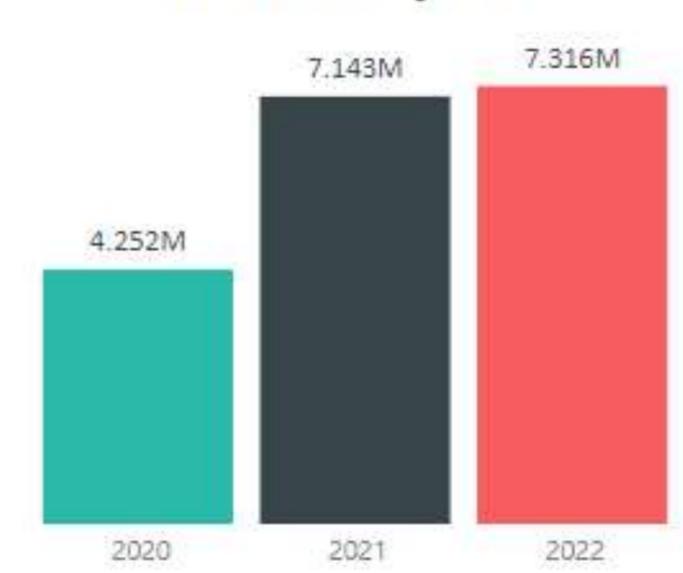
Visitation by Month



Visitation by Quarter



Visitation by Year



2.4%

This Year vs. Last Year

72.1%

This Year vs. 2 Years Ago



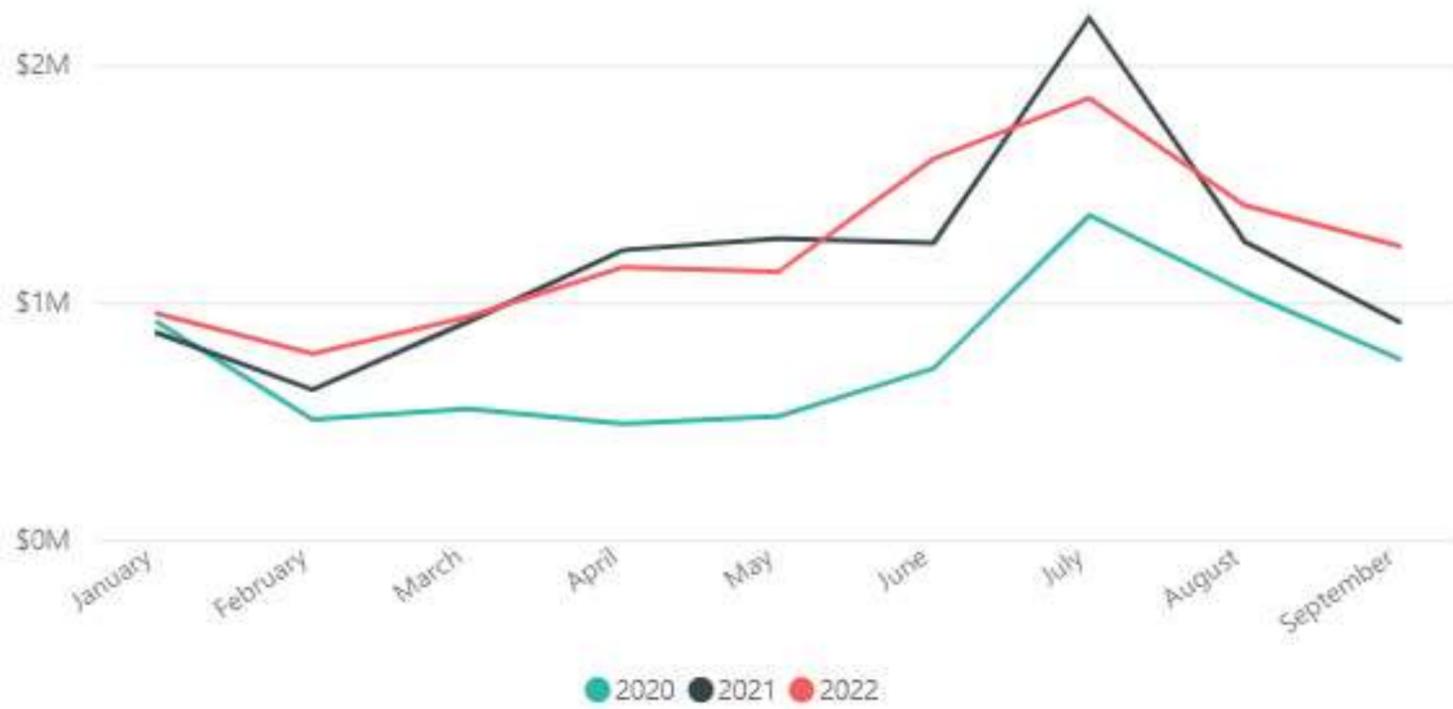


Quarter 3 2022

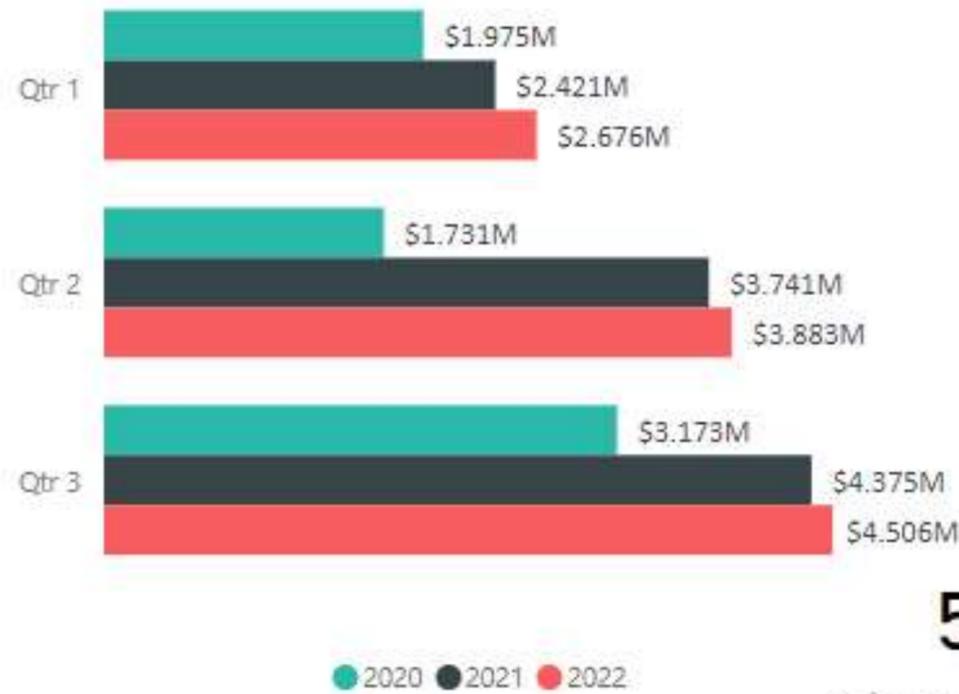
BRANSON PERFORMANCE

1% City Sales Tax YTD Thru September 2022

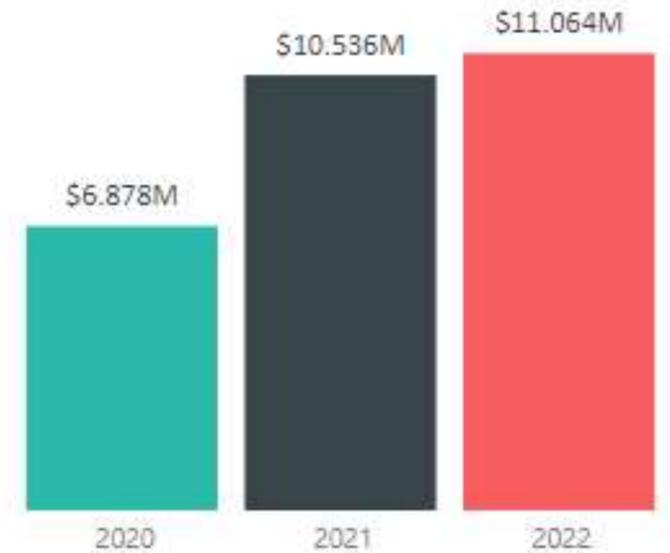
1% City Sales Tax by Month



1% City Sales Tax by Quarter



1% City Sales Tax by Year



5.0%

Sales Tax vs. Last Year

60.9%

Sales Tax vs. 2 Years Ago

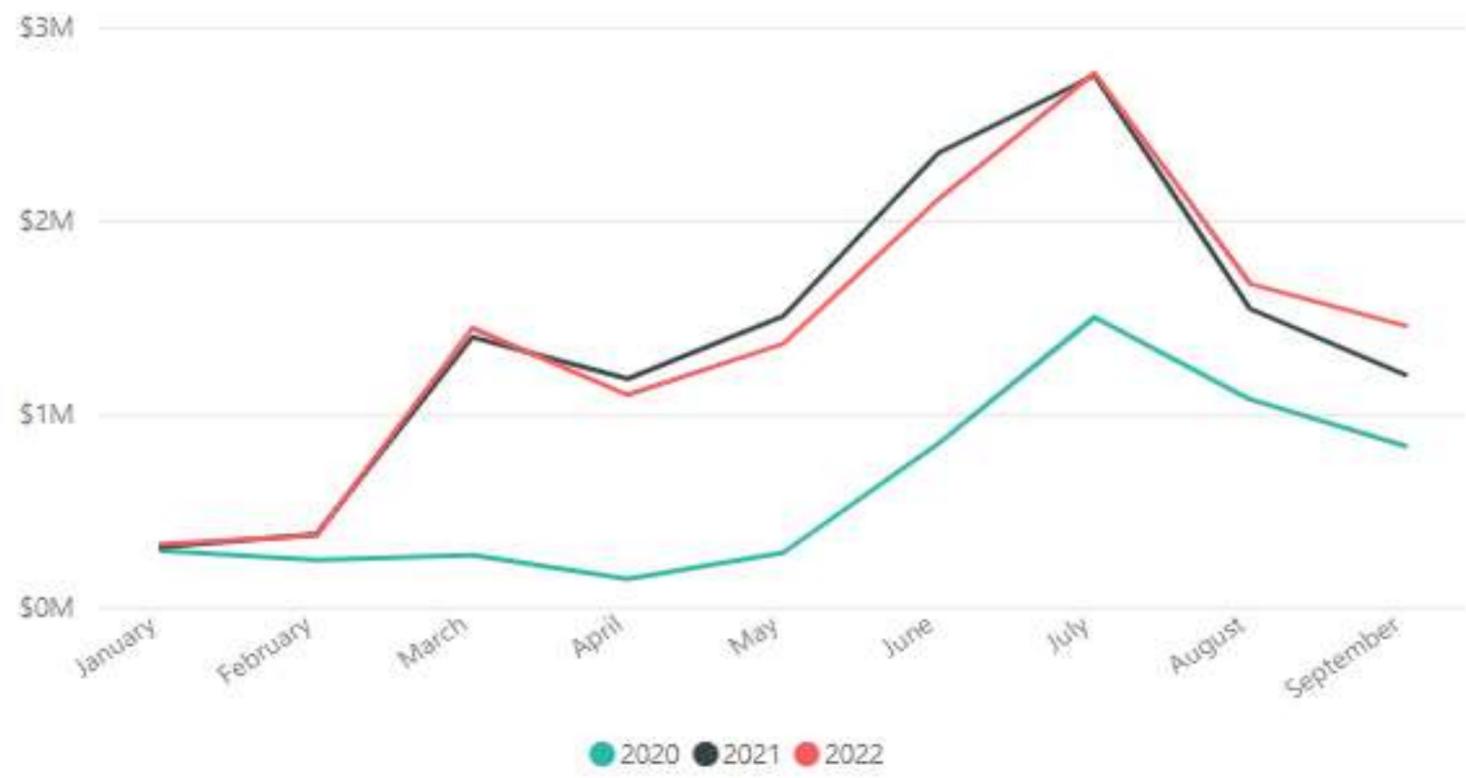


Quarter 3 2022

BRANSON PERFORMANCE

Tourism Tax YTD Thru September 2022

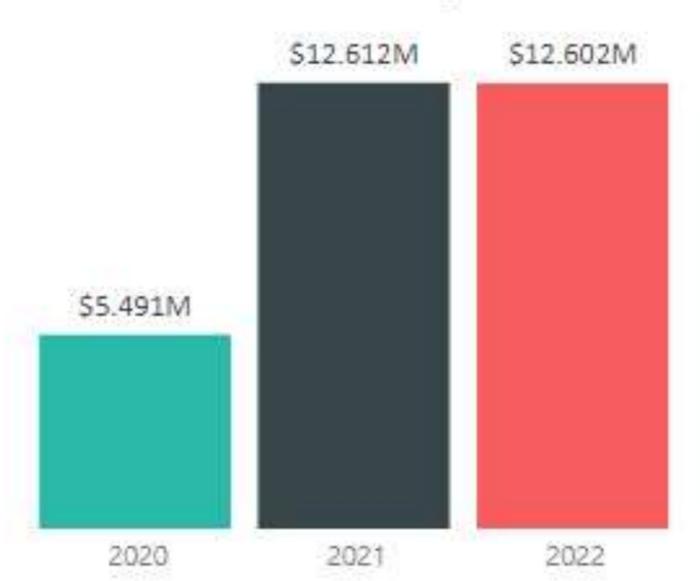
Tourism Tax by Month



Tourism Tax by Quarter



Tourism Tax by Year



-0.1%

Tourism Tax vs. Last Year

129.5%

Tourism Tax vs. 2 Years Ago



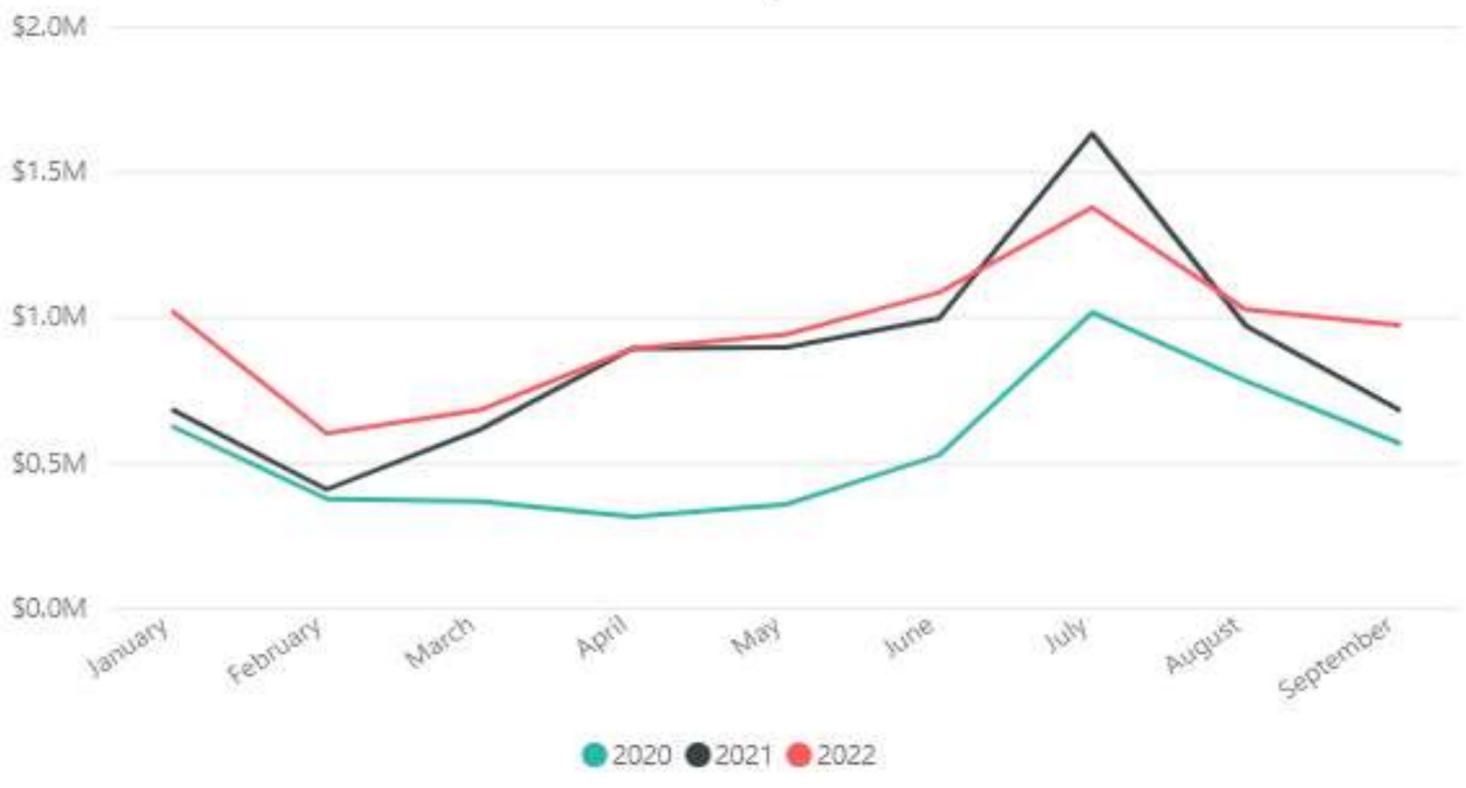


Quarter 3 2022

BRANSON PERFORMANCE

TCED Tax YTD Thru September 2022

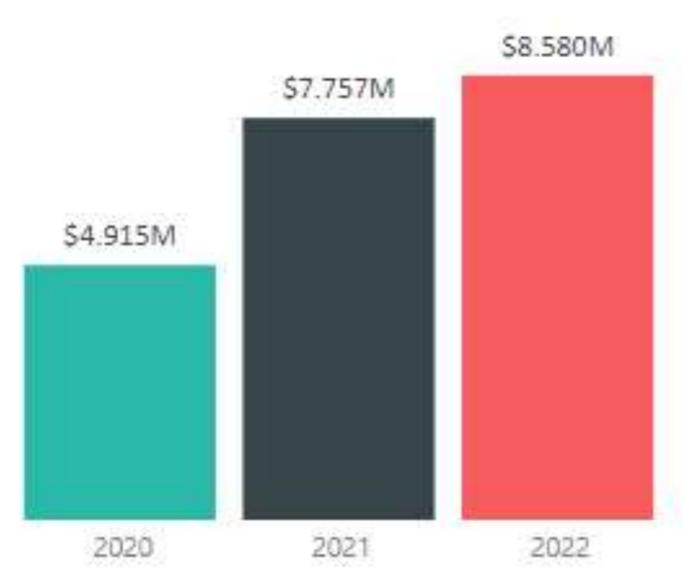
TCED Tax by Month



TCED Tax by Quarter



TCED Tax by Year



10.6%

TCED Tax vs. Last Year

74.6%

TCED Tax vs. 2 Years Ago

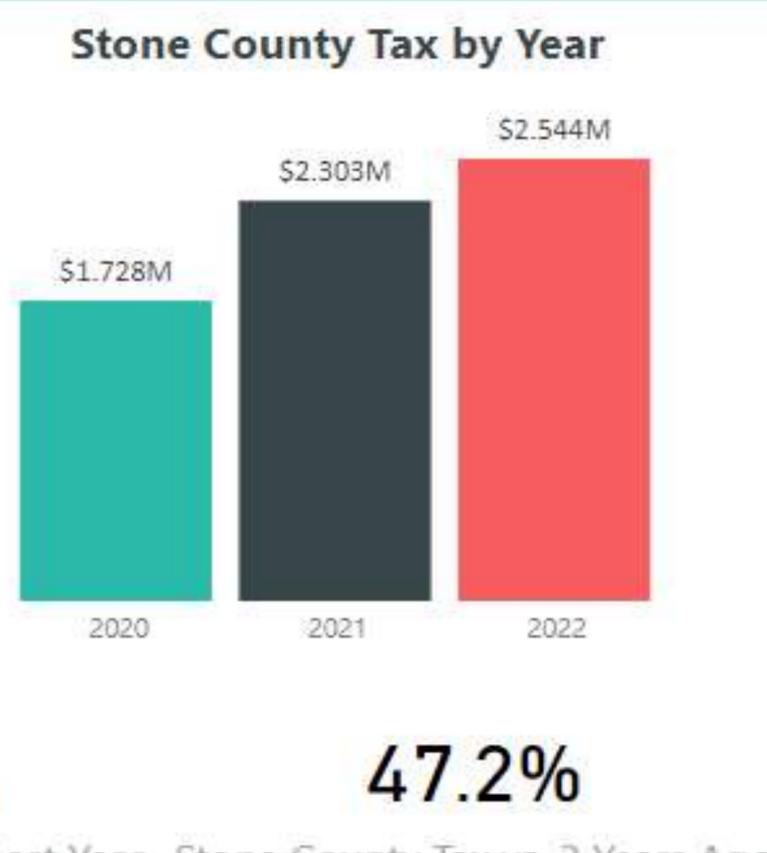
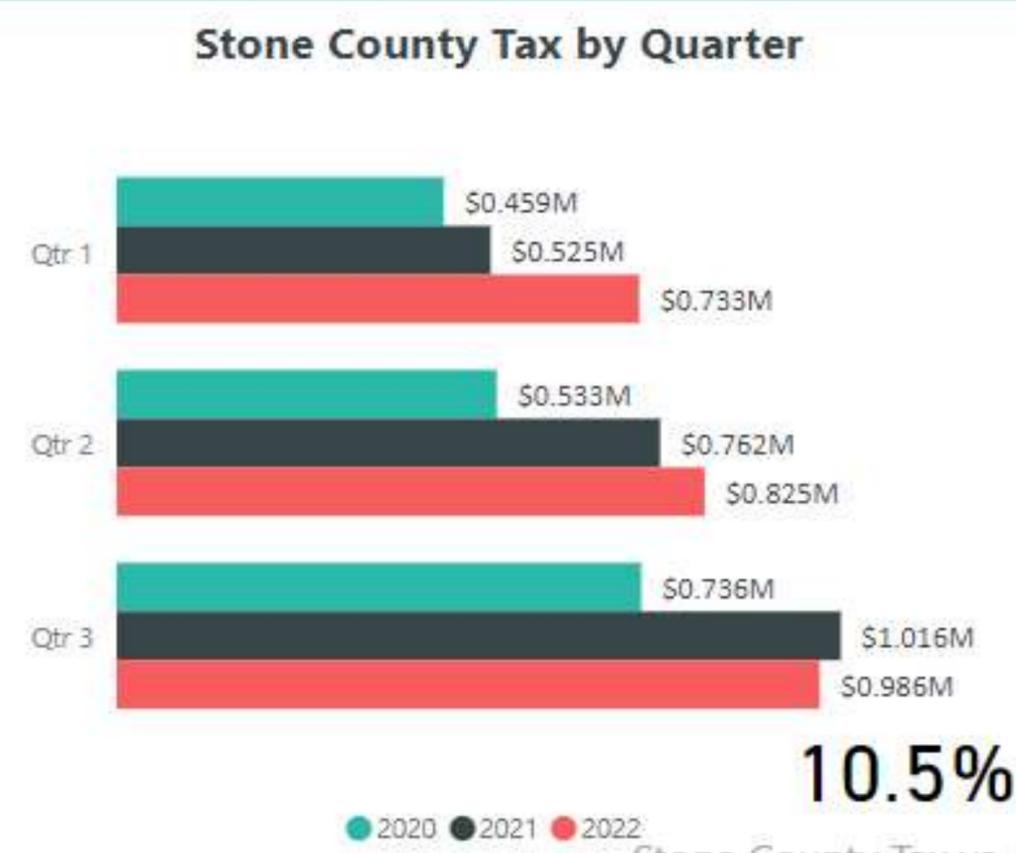
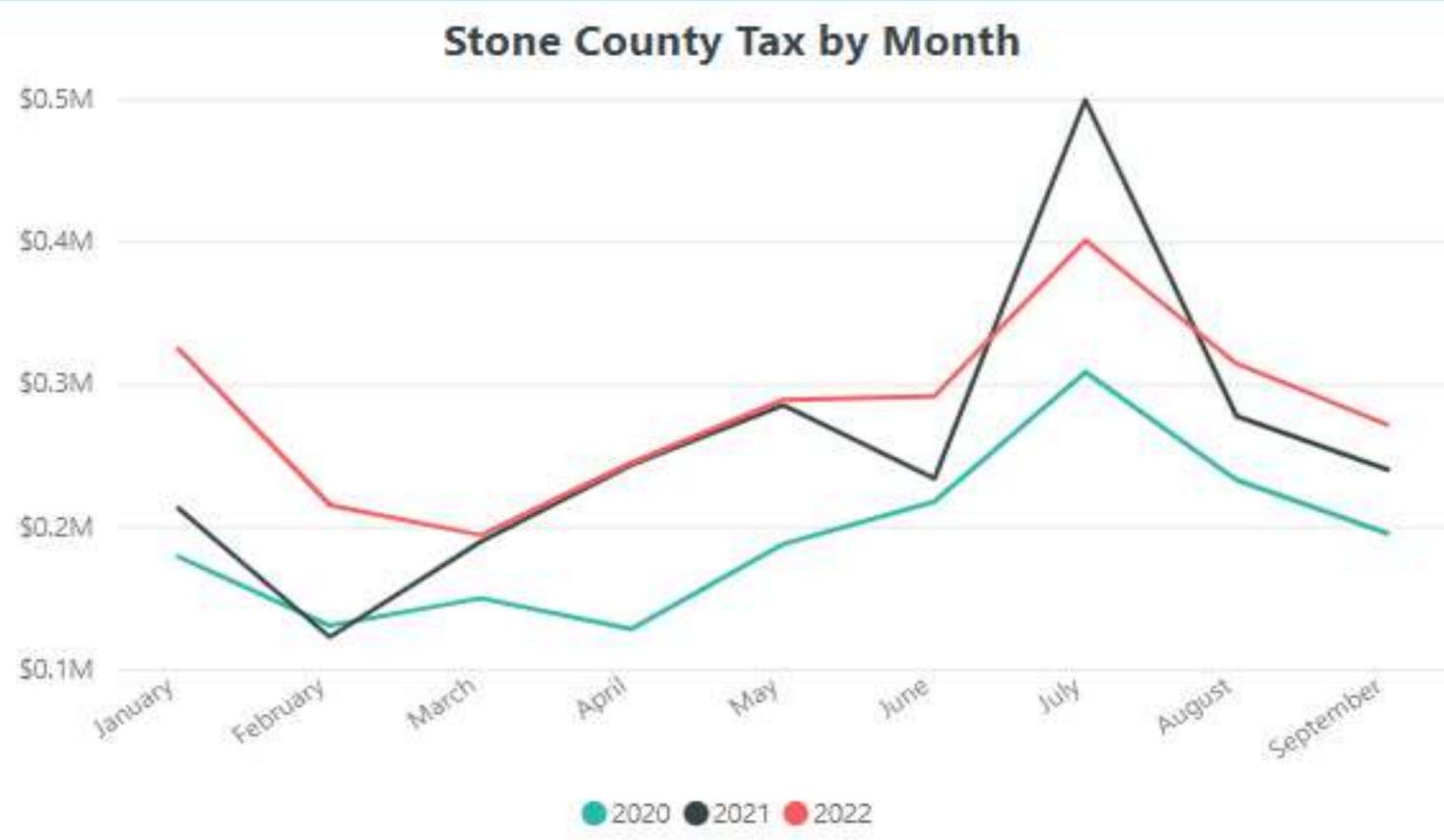




Quarter 3 2022

BRANSON PERFORMANCE

Stone County Tax YTD Thru September 2022



10.5%

47.2%

Stone County Tax vs. Last Year Stone County Tax vs. 2 Years Ago





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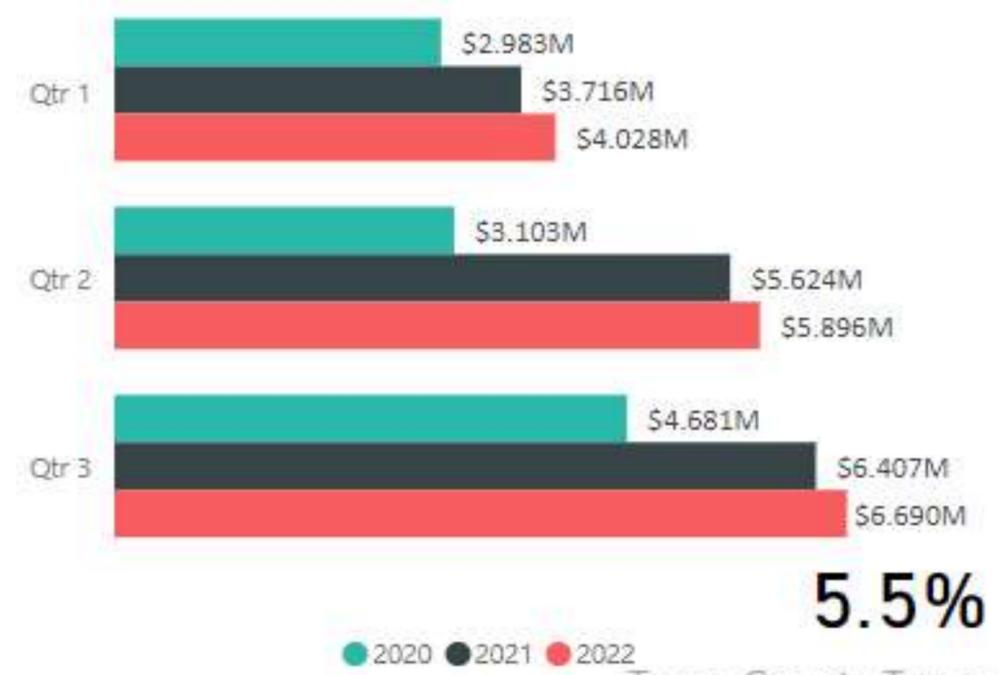
BRANSON PERFORMANCE

Taney County Tax YTD Thru September 2022

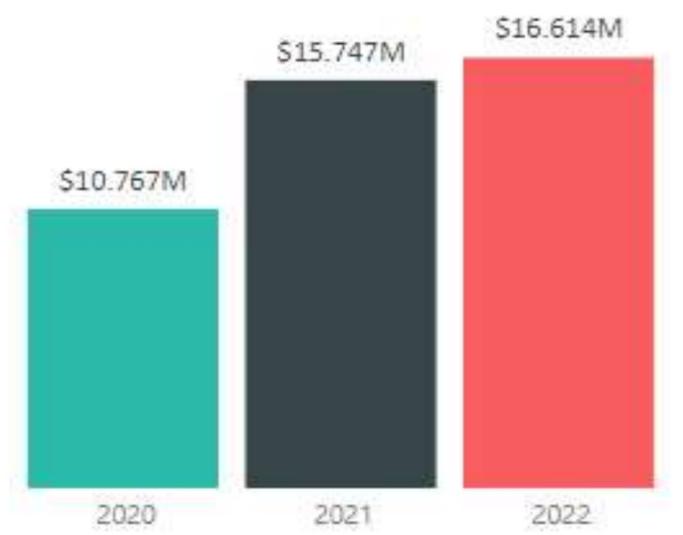
Taney County Tax by Month



Taney County Tax by Quarter



Taney County Tax by Year



5.5%

54.3%

Taney County Tax vs. Last Year Taney County Tax vs. 2 Years Ago





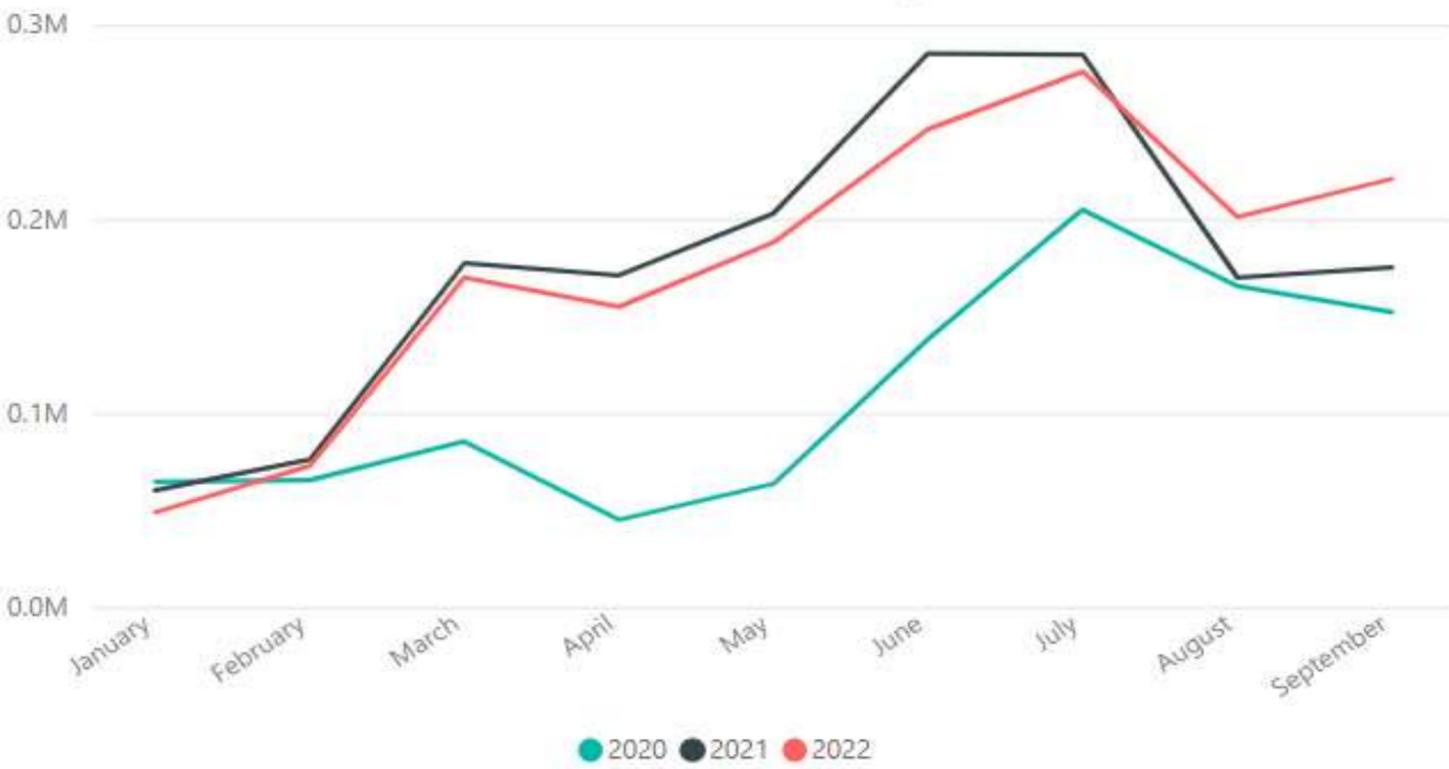
Branson/Lakes Area CVB Key Performance Indicators Dashboard

Quarter 3 2022

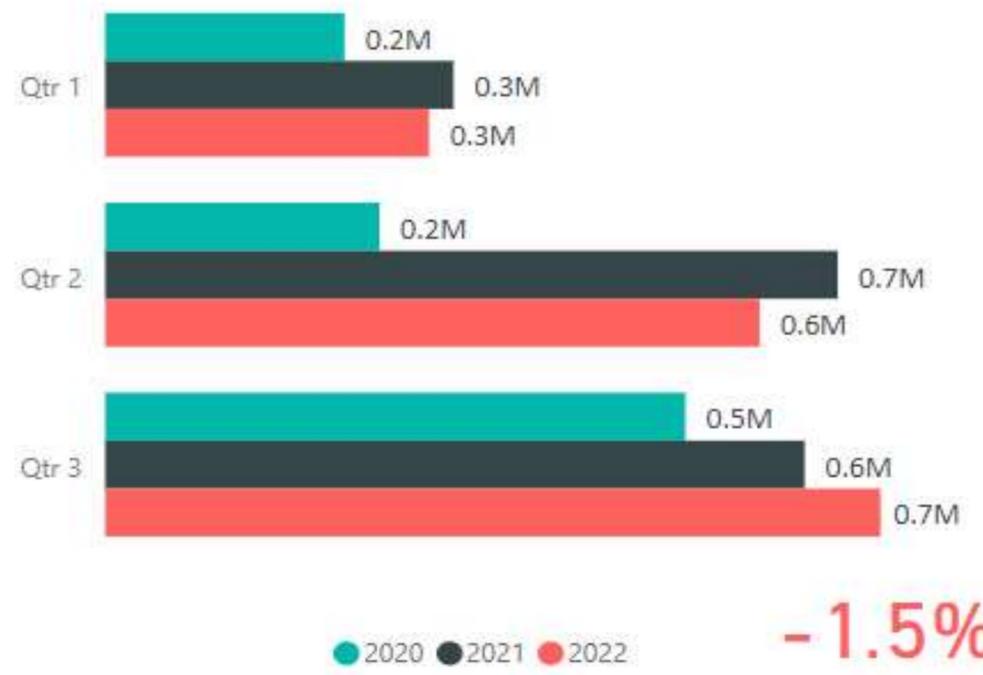
BRANSON PERFORMANCE

Branson STR Room Demand YTD Thru September 2022

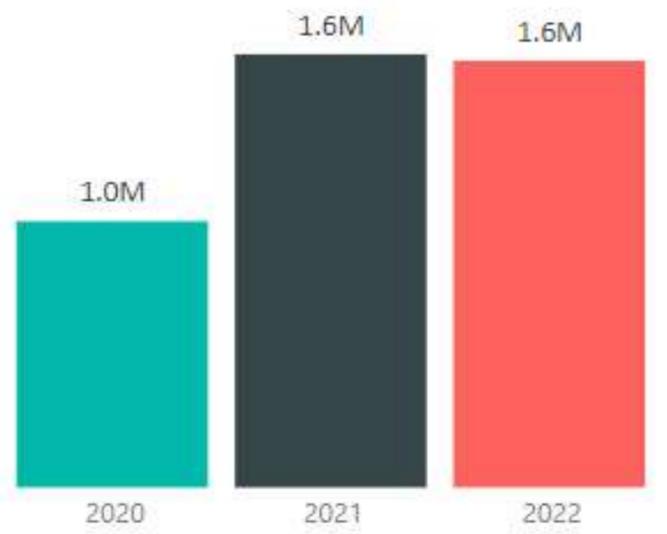
Branson Room Demand by Month



Branson Room Demand by Quarter



Branson Room Demand by Year



-1.5%

60.3%

Branson Demand vs. Last Year Branson Demand vs. 2 Years Ago



01. BRANSON PERFORMANCE

02. Visitor Profile Key Performance Indicators

03. U.S. ECONOMIC KEY PERFORMANCE INDICATORS



Quarter 3 2022

VISITOR PROFILE KPIS

First Time vs. Repeat

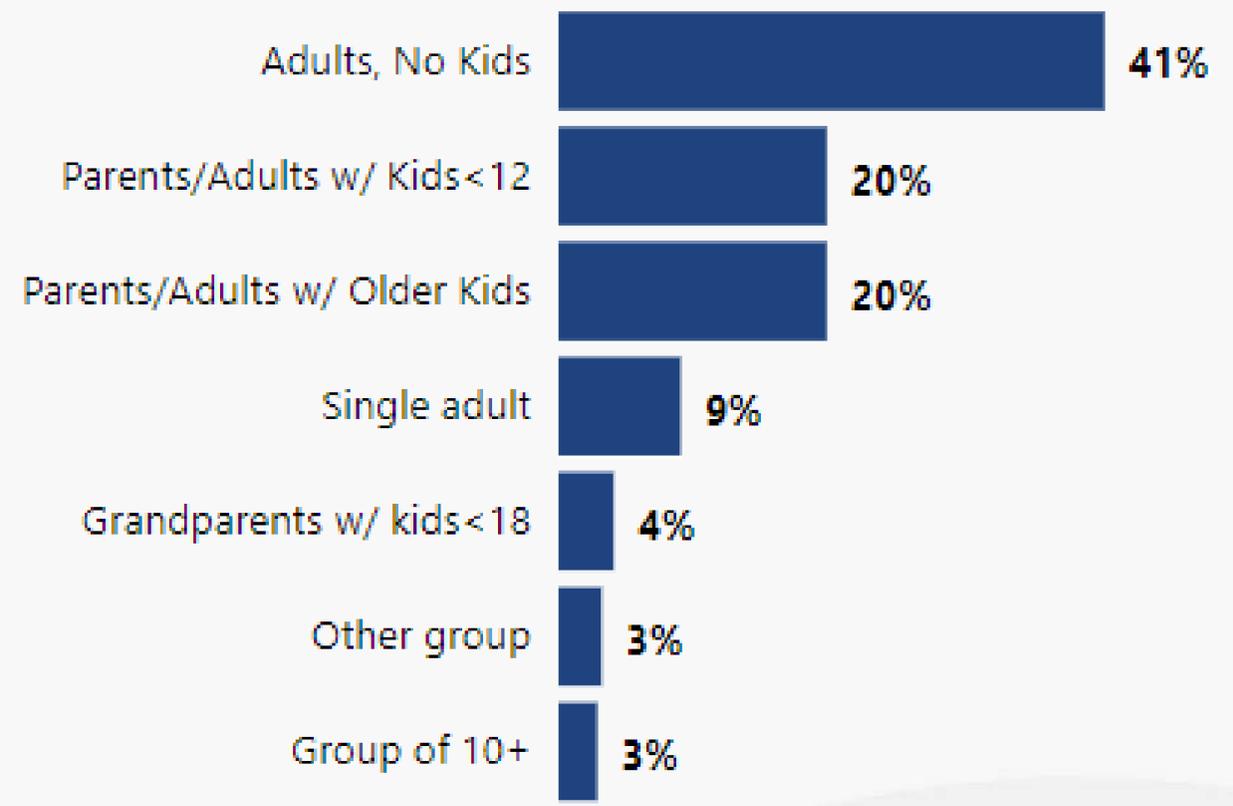




Quarter 3 2022

VISITOR PROFILE KPIs

Party Composition

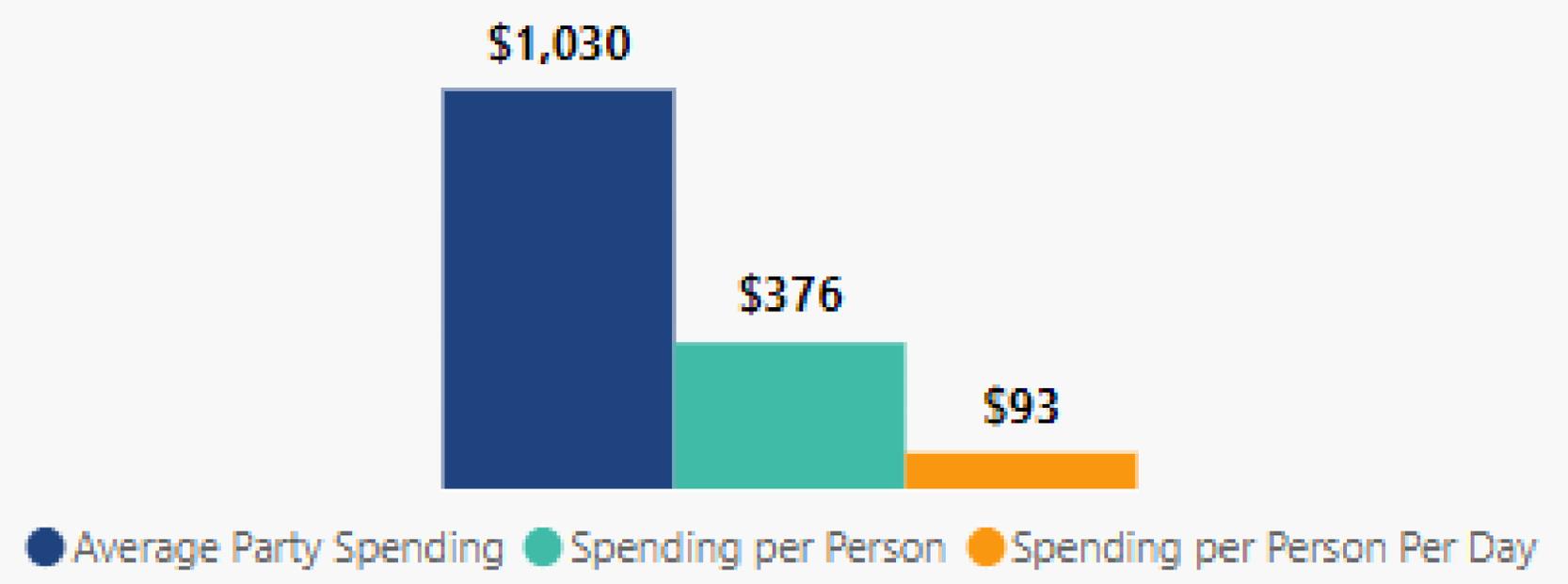




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VISITOR PROFILE KPIs

Party Spending





Quarter 3 2022

VISITOR PROFILE KPIS

Branson Party Composition

Party Size	2.74
Average Adult Age	43.8
Average Child Age	9.5
Under 12	16%
12 to 17 years	10%
18 to 34 years	28%
35 to 54 years	25%
55+ years	21%
Families	64%
Adults	36%
Average HH Income	\$89,541



Quarter 3 2022

VISITOR PROFILE KPIs





Quarter 3 2022

VISITOR PROFILE KPIs

Activity Participation & Influence

	Participated	Influenced Trip
Shopping	48%	20%
Live Shows	33%	20%
Downtown Branson/Main Street	40%	13%
Outdoor/Lake Activities	34%	20%
Unique local restaurants	34%	11%
Silver Dollar City	36%	27%
Branson Landing	32%	13%
Museum attraction	28%	12%
Historical places/Old homes	19%	9%
Wine tasting/Winery tour	19%	7%
Rural sightseeing	23%	10%
Excursion	16%	7%
Zip Line	17%	8%
Aquarium at the Boardwalk	19%	8%
Golf	14%	7%
Special event/festival	16%	6%
Youth/Amateur/Collegiate sporting event	14%	6%
Wonderworks	13%	4%
Spa/Health club	13%	5%
Reunions/Family events	13%	7%
None of the above	2%	4%





Quarter 3 2022

VISITOR PROFILE KPIs

Live Shows Seen in Branson

# of Live Shows Seen on Most Recent Visit to Branson	3.06
Live Performances/Productions in Branson Theater	70%
Theme/Amusement Park Shows	46%
Dinner Show Productions	46%
Outdoor Light/Fountain/Fireworks Shows	37%
Celebrity Show/Concert in Branson Theater	31%

01. BRANSON PERFORMANCE

02. VISITOR PROFILE KEY PERFORMANCE INDICATORS

03. U.S. Economic Key Performance Indicators



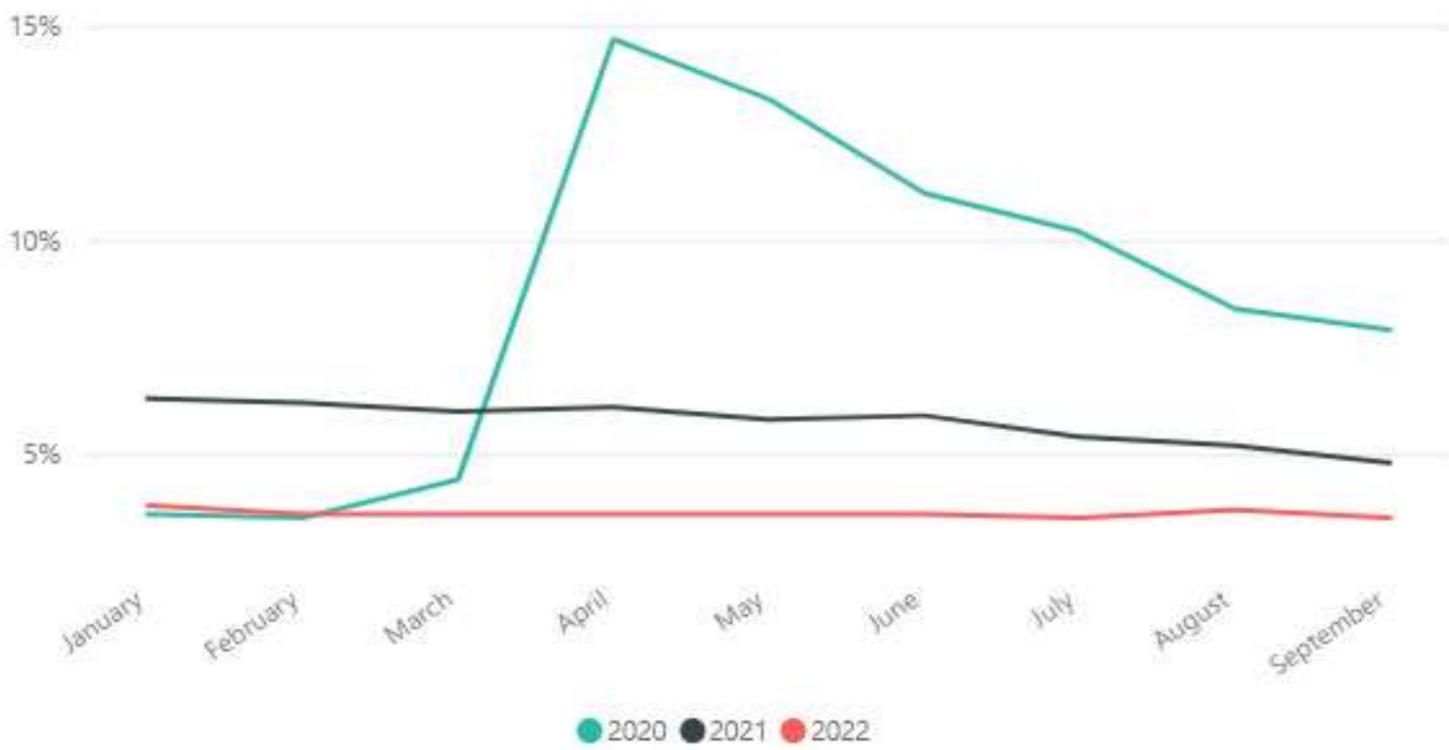
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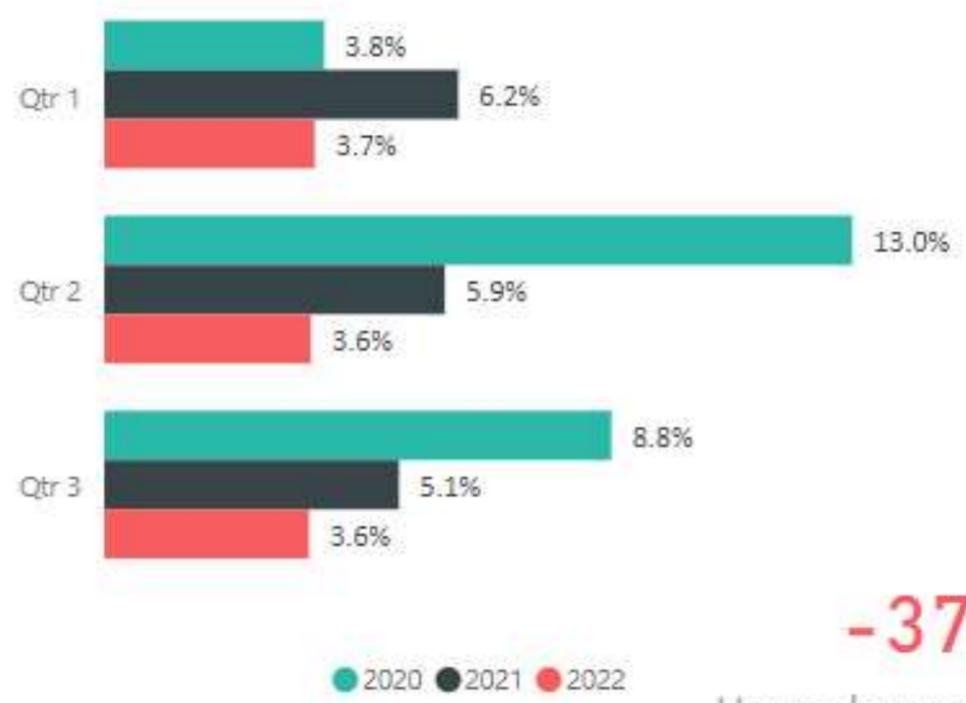
US ECONOMIC KPIS

US Unemployment Rate YTD Thru September 2022

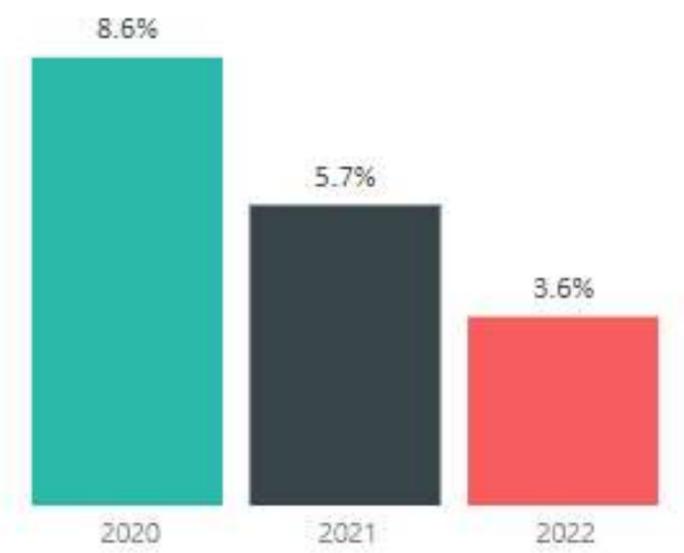
Unemployment by Month



Unemployment by Quarter



Unemployment by Year



-37.1%

-57.8%

Unemployment vs. Last Year Unemployment vs. 2 years Ago



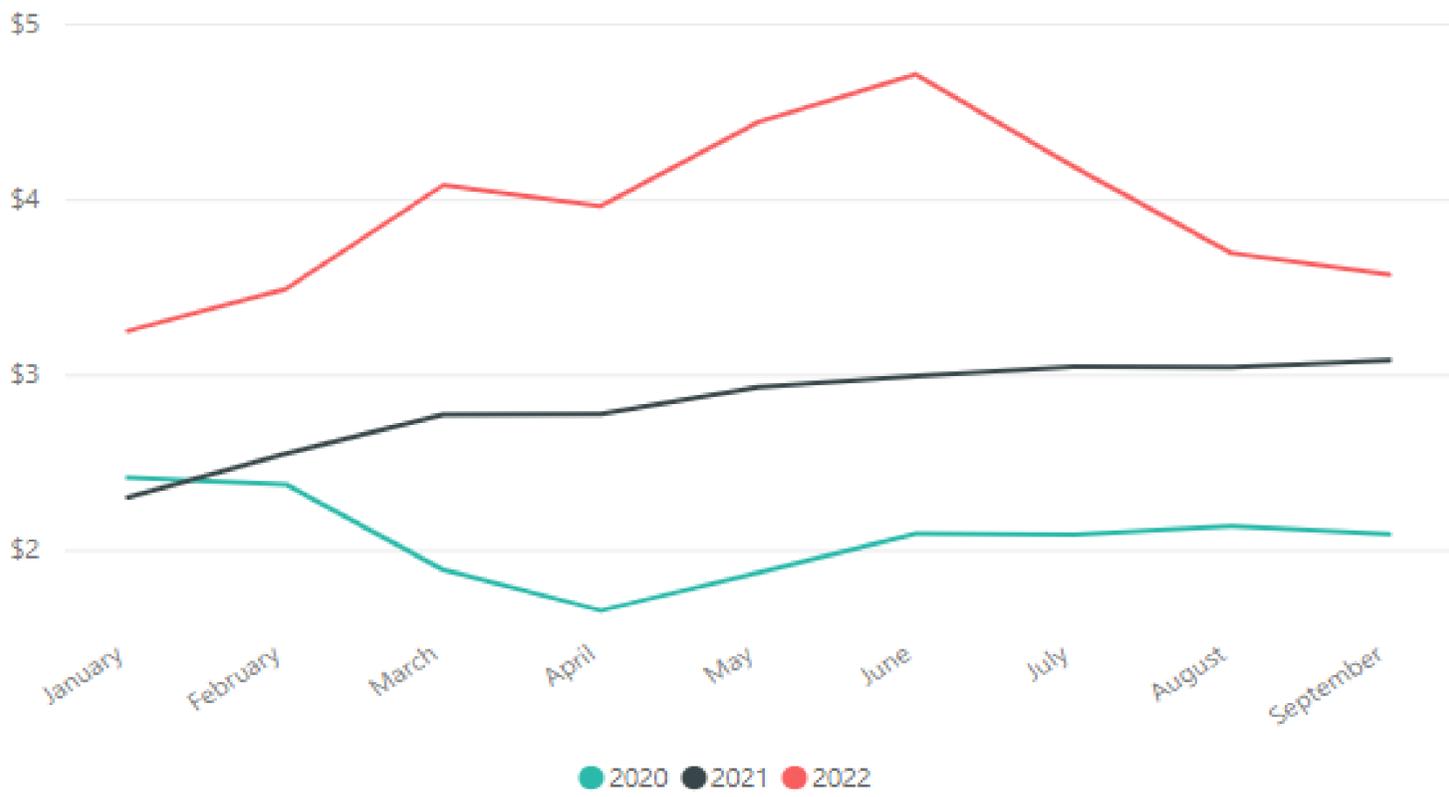


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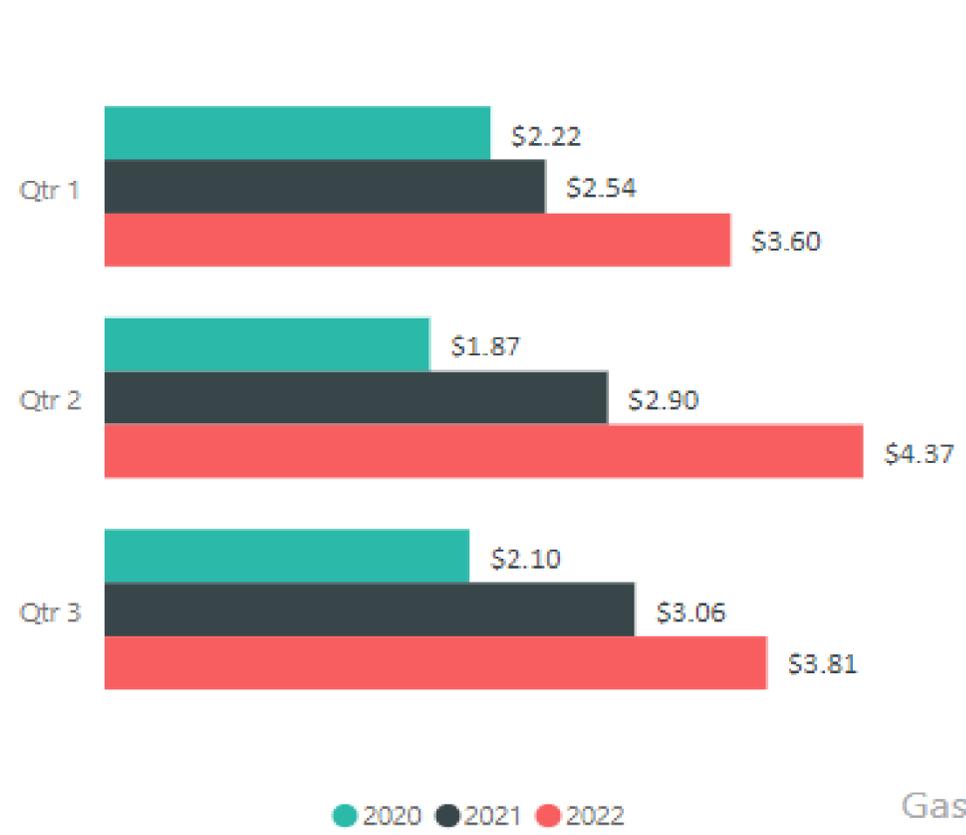
US ECONOMIC KPIS

Gas Prices YTD Thru September 2022

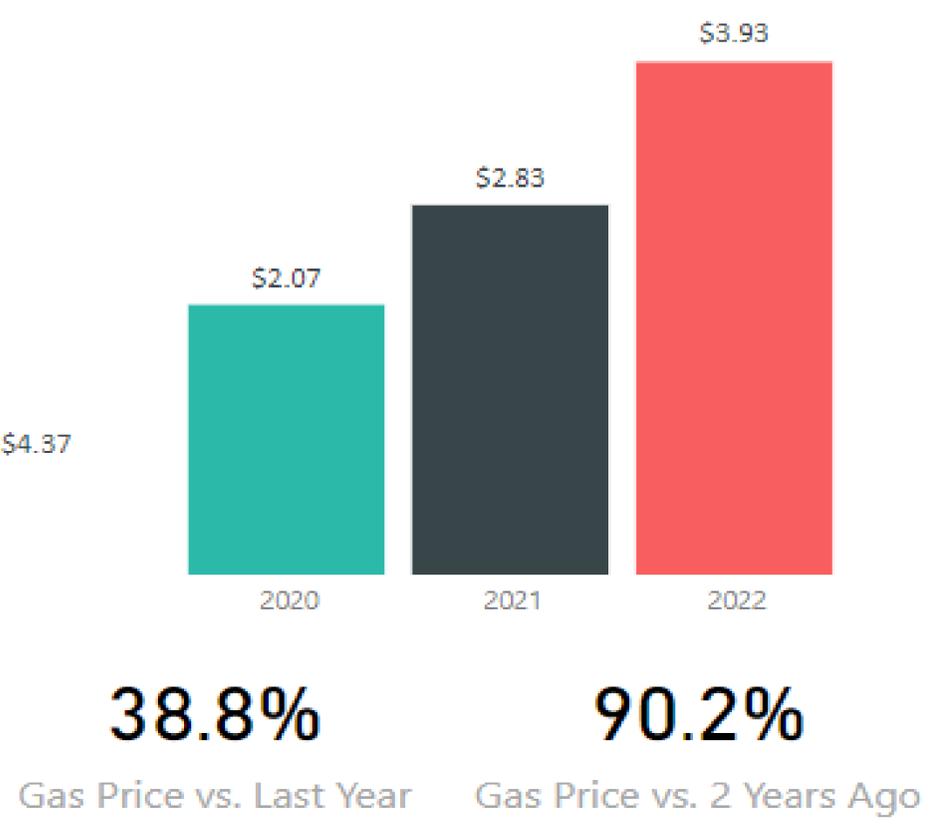
Gas Prices by Month



Gas Prices by Quarter



Gas Prices by Year



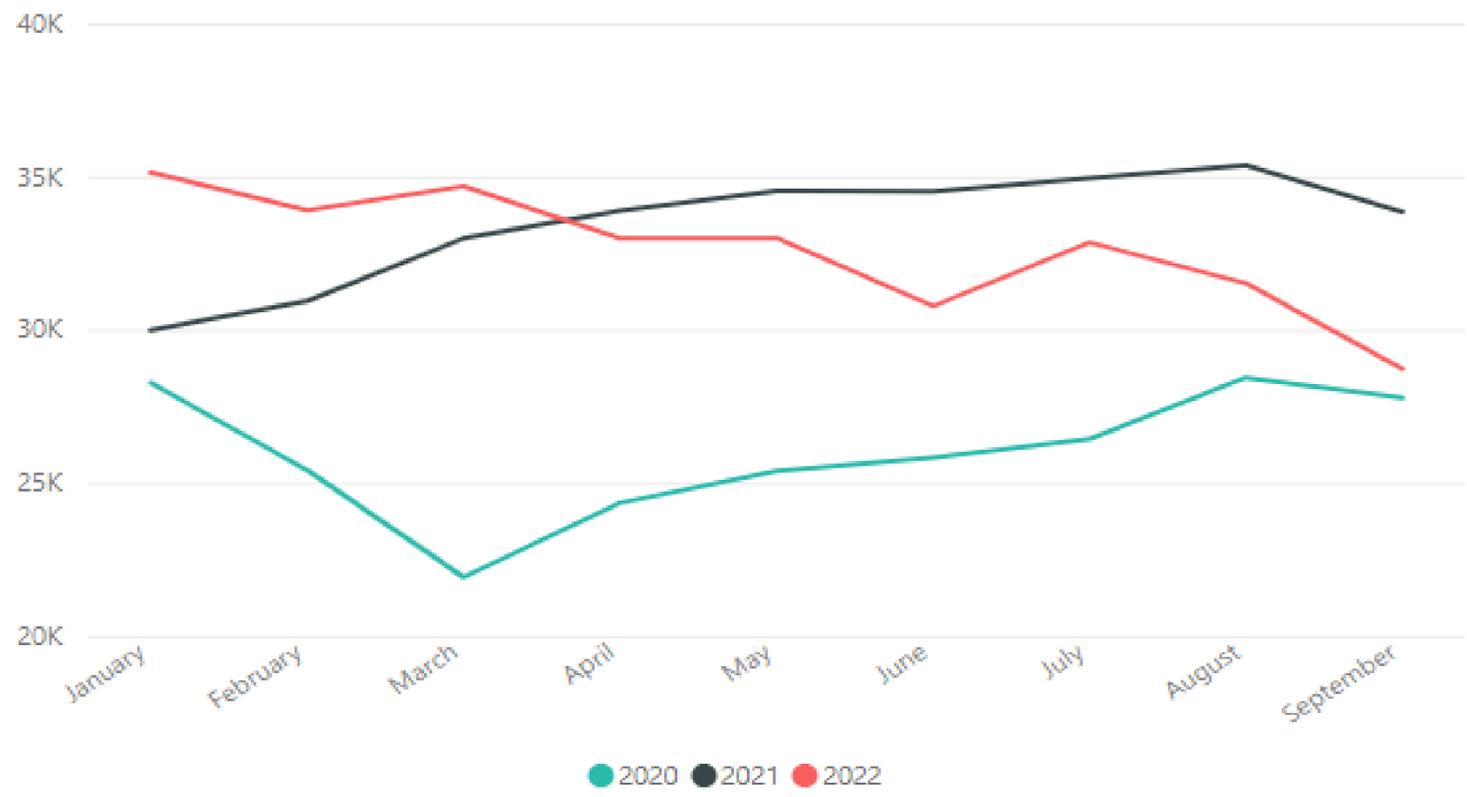


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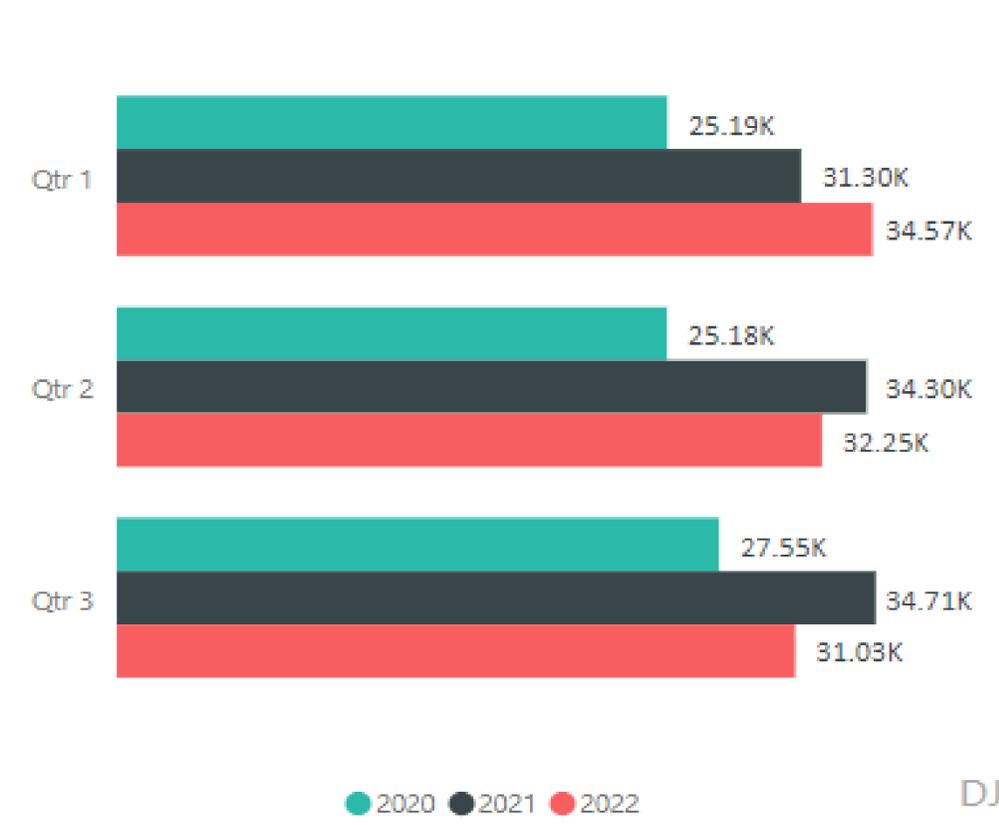
US ECONOMIC KPIS

Dow Jones Industrial Average (DJIA) YTD Thru September 2022

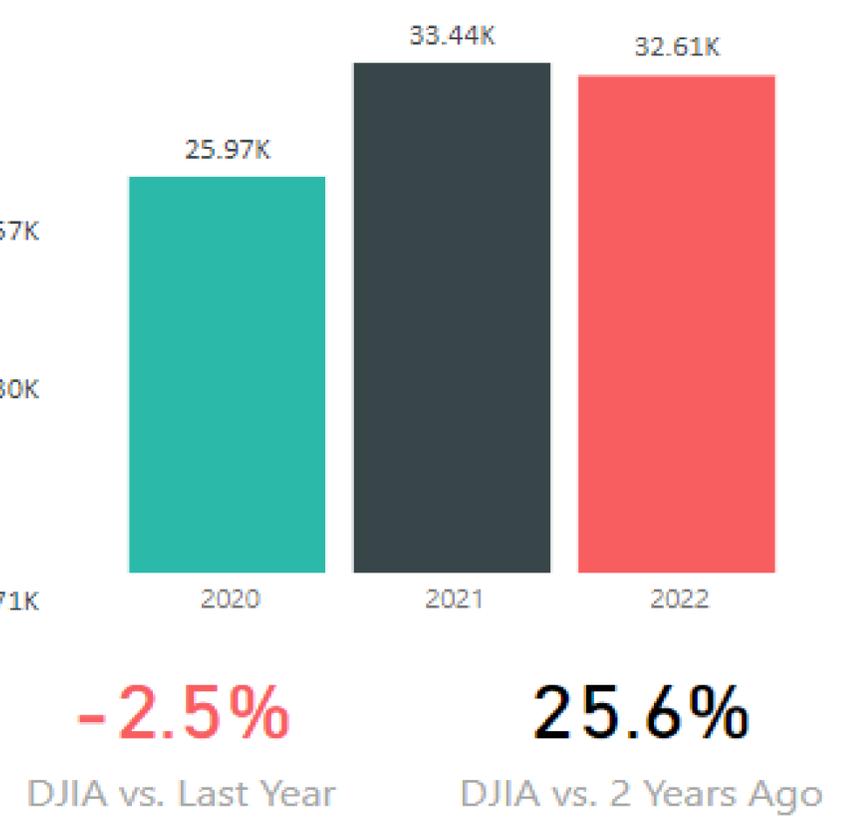
DJIA by Month



DJIA by Quarter



DJIA by Year



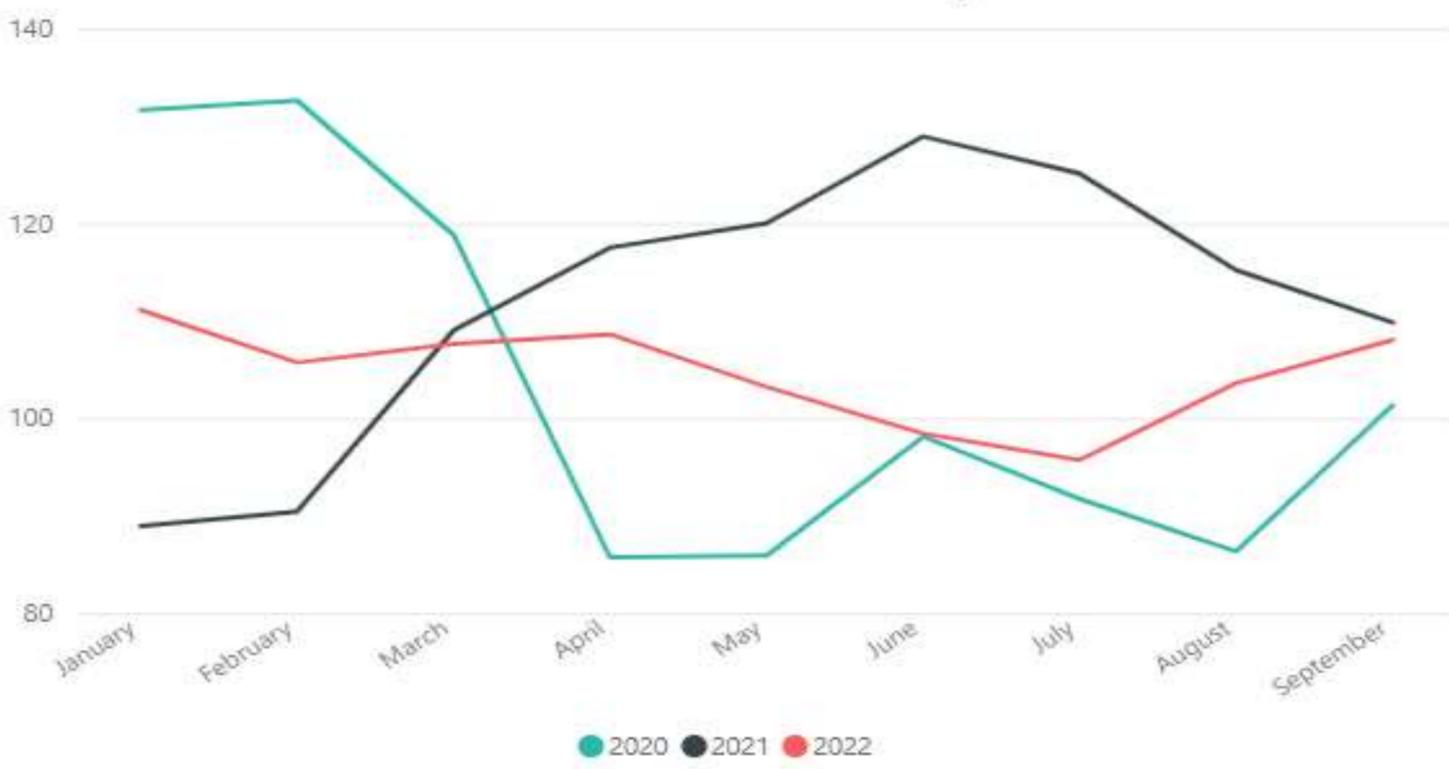


Quarter 3 2022

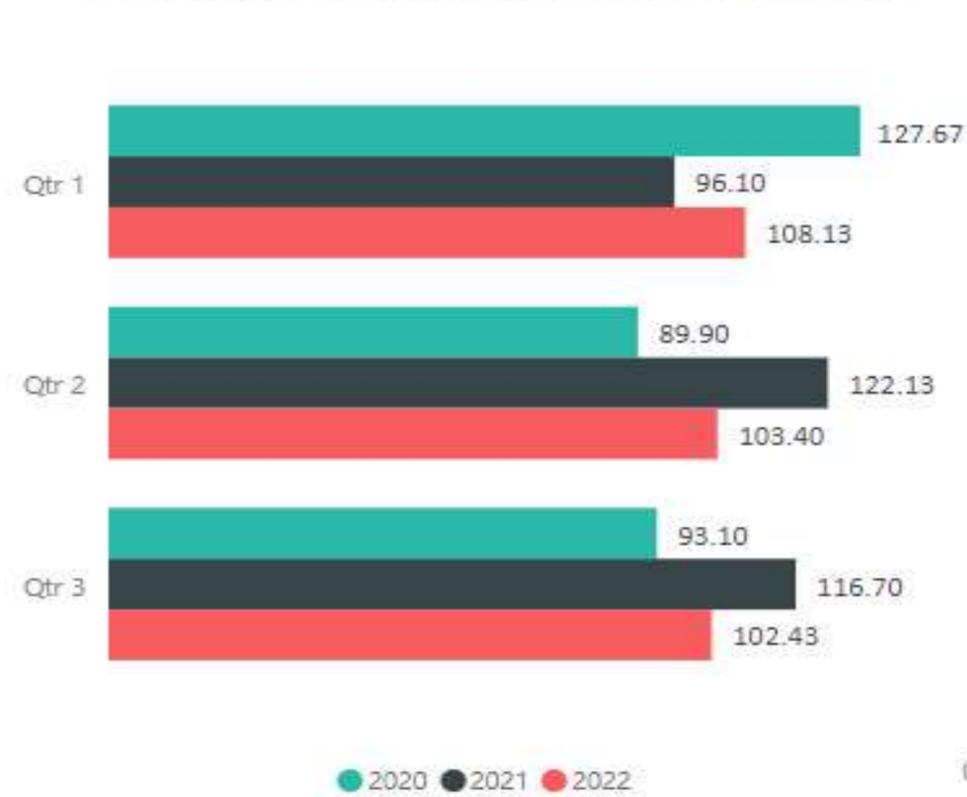
US ECONOMIC KPIS

Consumer Confidence Index (CCI) YTD Thru September 2022

Consumer Confidence Index by Month



Consumer Confidence Index by Quarter



Consumer Confidence Index by Year



Research developed for Branson, Missouri.

Our team loves the magic of data and research. We work until the voice of your customer is clear and you have the answers you need. If you have questions about this report, please let us know.

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