

Key Performance Indicators Dashboard

Prepared for Branson Convention & Visitors Bureau

Delivered September 2024

THE CLOSEST TO THE CUSTOMER WINS.



01. Branson Performance

02. VISITOR PROFILE KEY PERFORMANCE INDICATORS

03. U.S. ECONOMIC KEY PERFORMANCE INDICATORS



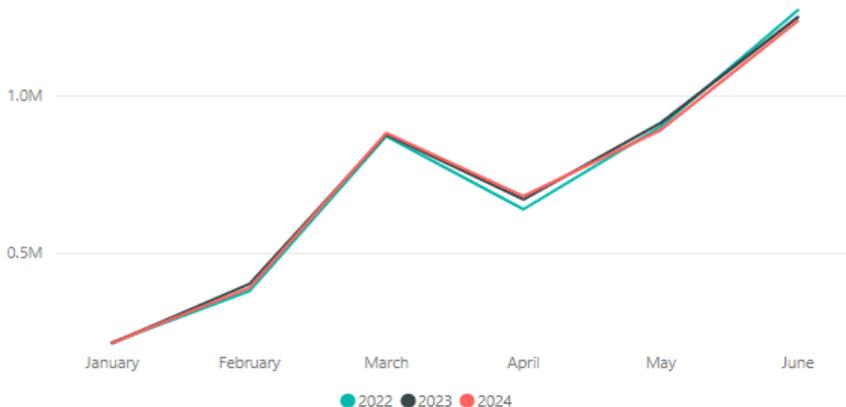
Branson/Lakes Area CVB Key Performance Indicators Dashboard

Quarter 2 2024

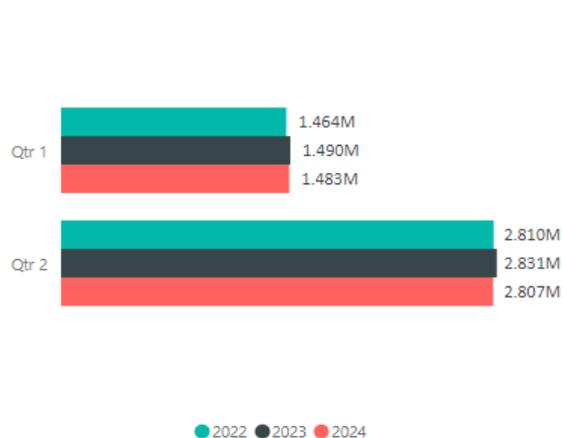
BRANSON PERFORMANCE

Estimated Visitation YTD Thru June 2024

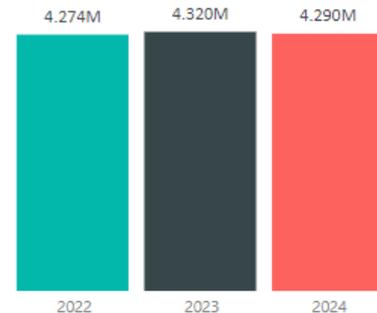
Visitation by Month



Visitation by Quarter



Visitation by Year



-0.7%

This Year vs. Last Year

0.4%

This Year vs. 2 Years Ago





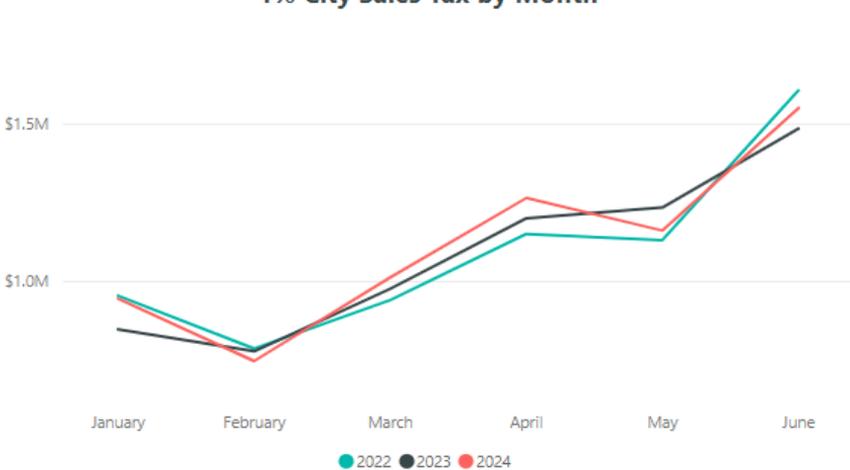
Branson/Lakes Area CVB Key Performance Indicators Dashboard

Quarter 2 2024

BRANSON PERFORMANCE

1% City Sales Tax YTD Thru June 2024

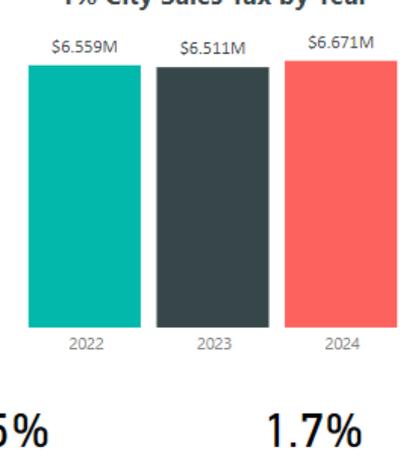
1% City Sales Tax by Month



1% City Sales Tax by Quarter



1% City Sales Tax by Year



2.5%

Sales Tax vs. Last Year

1.7%

Sales Tax vs. 2 Years Ago



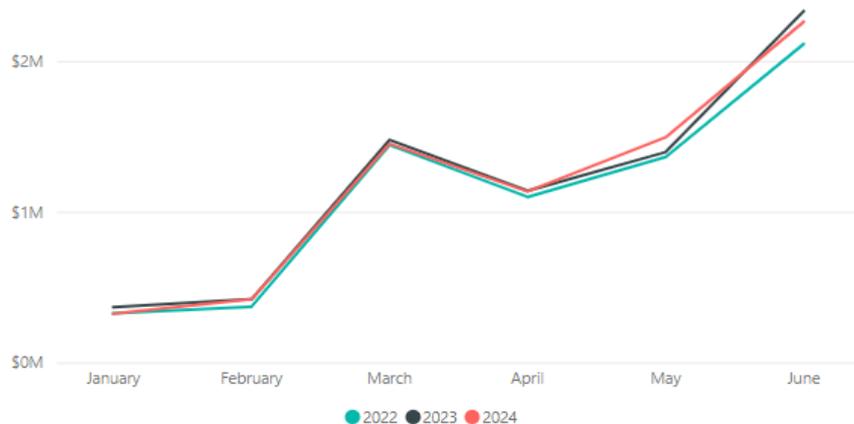


Quarter 2 2024

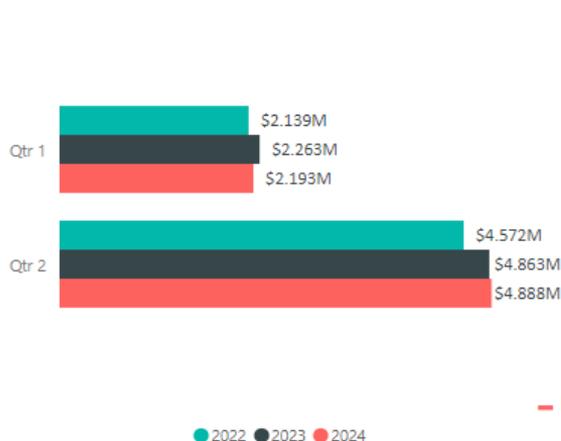
BRANSON PERFORMANCE

Tourism Tax YTD Thru June 2024

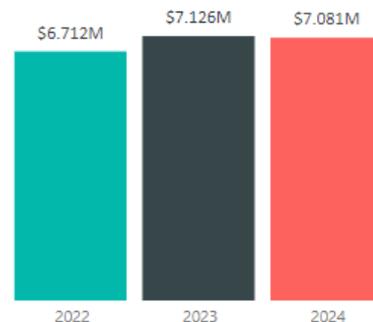
Tourism Tax by Month



Tourism Tax by Quarter



Tourism Tax by Year



-0.6%

Tourism Tax vs. Last Year

5.5%

Tourism Tax vs. 2 Years Ago





Branson/Lakes Area CVB Key Performance Indicators Dashboard

Quarter 2 2024

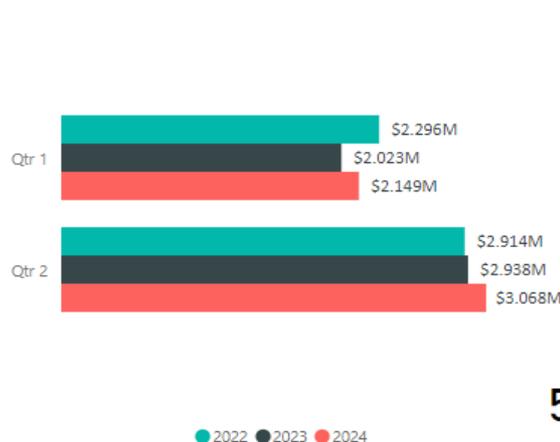
BRANSON PERFORMANCE

TCED Tax YTD Thru June 2024

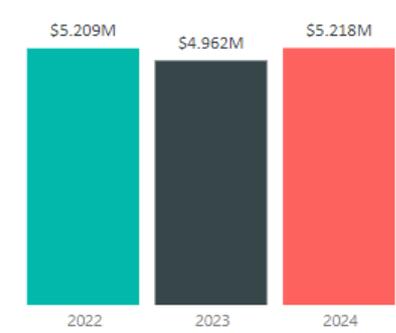
TCED Tax by Month



TCED Tax by Quarter



TCED Tax by Year



5.2%

TCED Tax vs. Last Year

0.2%

TCED Tax vs. 2 Years Ago



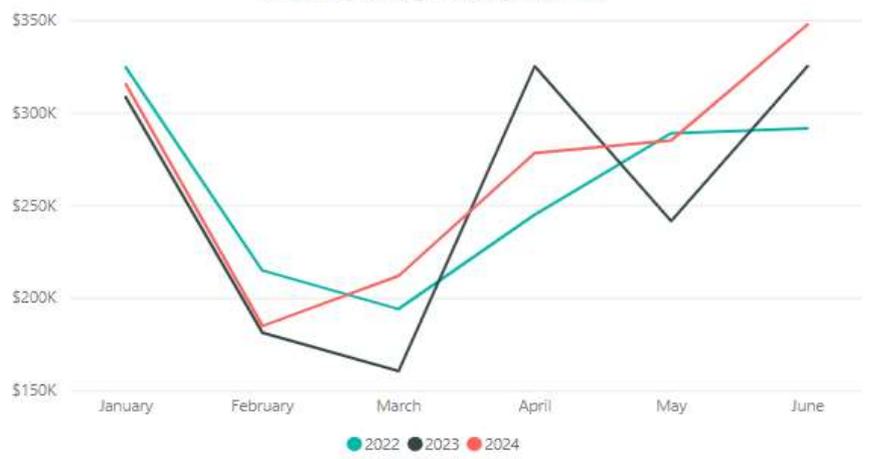


Quarter 2 2024

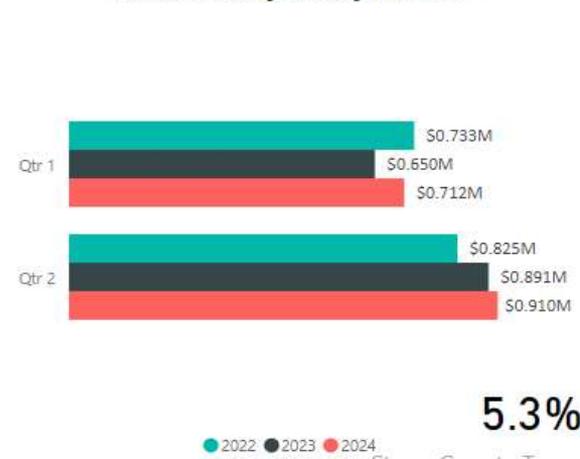
BRANSON PERFORMANCE

Stone County Tax YTD Thru June 2024

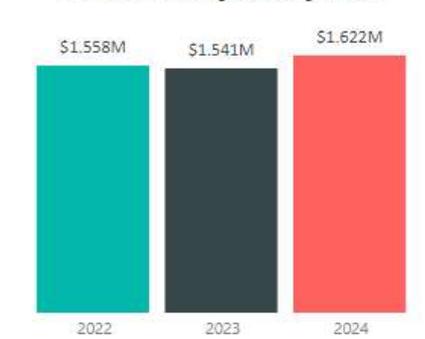
Stone County Tax by Month



Stone County Tax by Quarter



Stone County Tax by Year



5.3%

4.1%

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





Branson/Lakes Area CVB Key Performance Indicators Dashboard

Quarter 2 2024

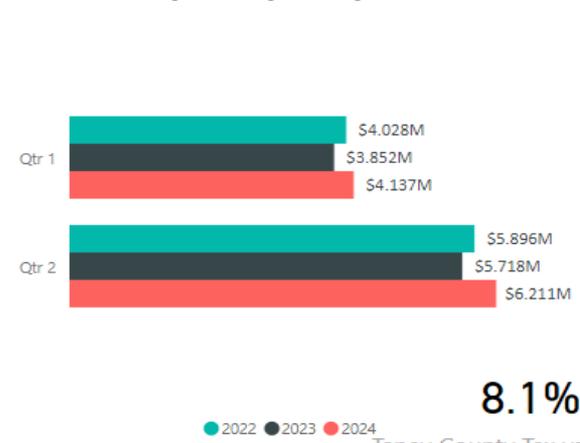
BRANSON PERFORMANCE

Taney County Tax YTD Thru June 2024

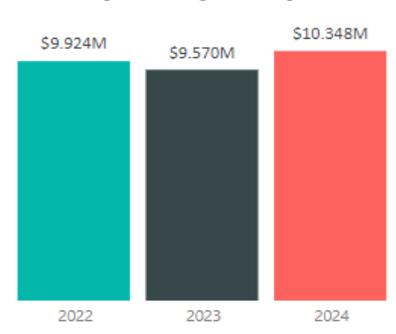
Taney County Tax by Month



Taney County Tax by Quarter



Taney County Tax by Year



8.1%

4.3%

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





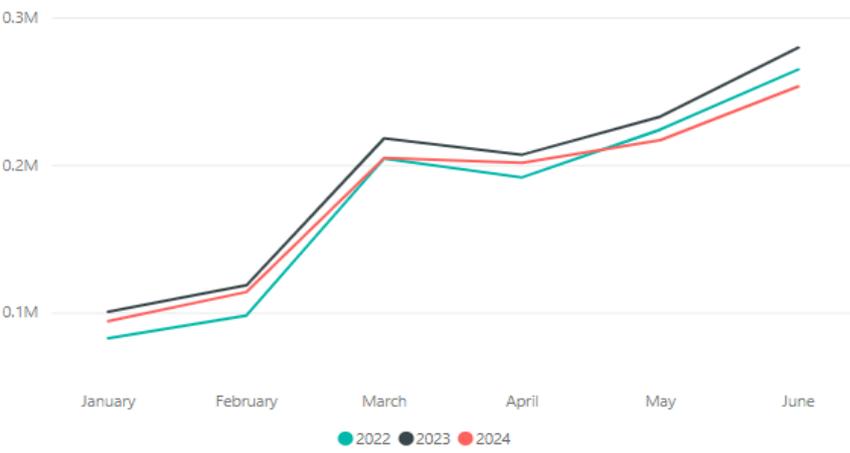
Branson/Lakes Area CVB Key Performance Indicators Dashboard

Quarter 2 2024

BRANSON PERFORMANCE

Branson STR Room Demand YTD Thru June 2024

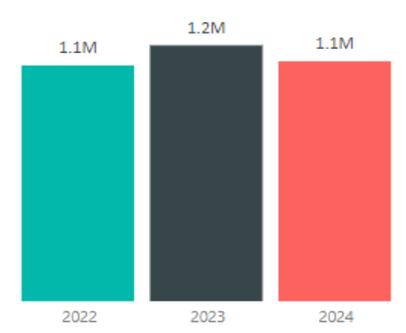
Branson Room Demand by Month



Branson Room Demand by Quarter



Branson Room Demand by Year



-6.2%

1.8%

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



01. BRANSON PERFORMANCE

02. Visitor Profile Key Performance Indicators

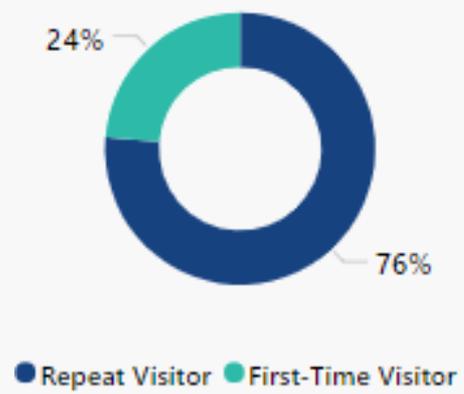
03. U.S. ECONOMIC KEY PERFORMANCE INDICATORS



Quarter 2 2024

VISITOR PROFILE KPIs

First Time vs. Repeat

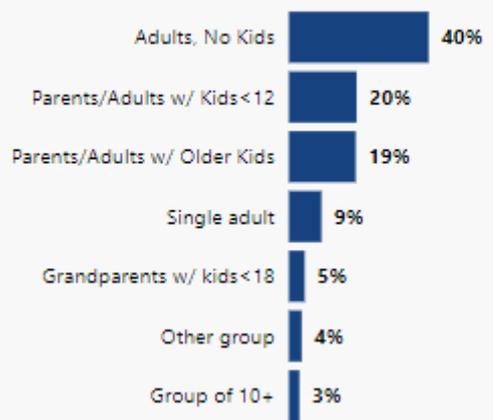




Quarter 2 2024

VISITOR PROFILE KPIs

Party Composition

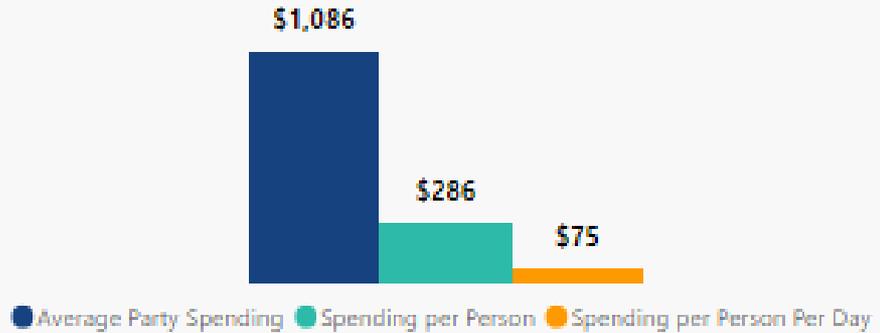




Quarter 2 2024

VISITOR PROFILE KPIs

Party Spending





Quarter 2 2024

VISITOR PROFILE KPIs

Branson Party Composition

Party Size	3.49
Average Adult Age	46.6
Average Child Age	9.6
Under 12	15%
12 to 17 years	10%
18 to 34 years	23%
35 to 54 years	26%
55+ years	25%
Families	60%
Adults	40%
Average HH Income	\$82,564





Quarter 2 2024

VISITOR PROFILE KPIs





Branson/Lakes Area CVB Key Performance Indicators Dashboard

Quarter 2 2024

VISITOR PROFILE KPIs

Activity Participation & Influence

Activity	Influenced Visit	Participated
Silver Dollar City	38%	51%
Live shows	29%	46%
Shopping	27%	68%
Outlook/Lake activities	23%	41%
Branson Landing	20%	48%
Unique Local Restaurants	19%	51%
Downtown Branson/Main Street	17%	54%
Rural Sightseeing	13%	33%
Museum attraction	13%	33%
Reunions/Family Events	9%	14%
Aquarium At The Boardwalk	9%	24%
Historical Places/Old Homes	8%	23%
Zip Line	7%	18%
Wine Tasting/Winery Tour	7%	20%
Golf	7%	15%
Excursion (Branson Railways, etc.)	6%	18%
Special Event/Festival	6%	15%
Spa/Health Club	5%	13%
Youth/Amateur/Collegiate Sporting Event	5%	10%
WonderWorks	4%	13%
None of the above		2%



Quarter 2 2024

VISITOR PROFILE KPIs

Live Shows Seen in Branson

# of Live Shows Seen on Most Recent Visit to Branson	2.59
Live Performances/Productions in Branson Theater	69%
Theme/Amusement Park Shows	34%
Dinner Show Productions	48%
Outdoor Light/Fountain/Fireworks Shows	24%
Celebrity Show/Concert in Branson Theater	27%

01. BRANSON PERFORMANCE

02. VISITOR PROFILE KEY PERFORMANCE INDICATORS

03. U.S. Economic Key Performance Indicators



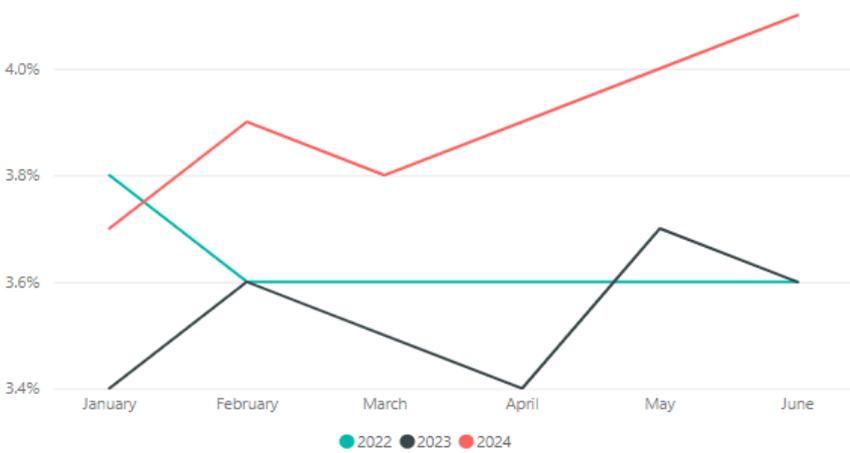
Branson/Lakes Area CVB Key Performance Indicators Dashboard

Quarter 2 2024

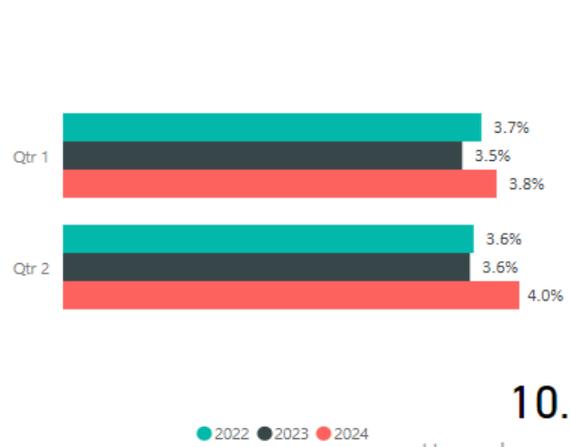
US ECONOMIC KPIS

US Unemployment Rate YTD Thru June 2024

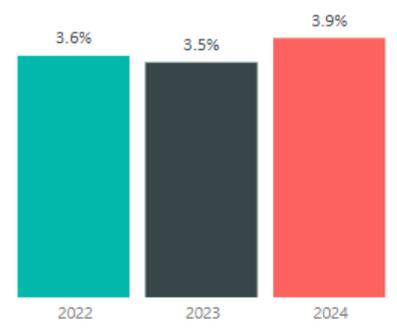
Unemployment by Month



Unemployment by Quarter



Unemployment by Year



10.4% Unemployment vs. Last Year
7.3% Unemployment vs. 2 years Ago





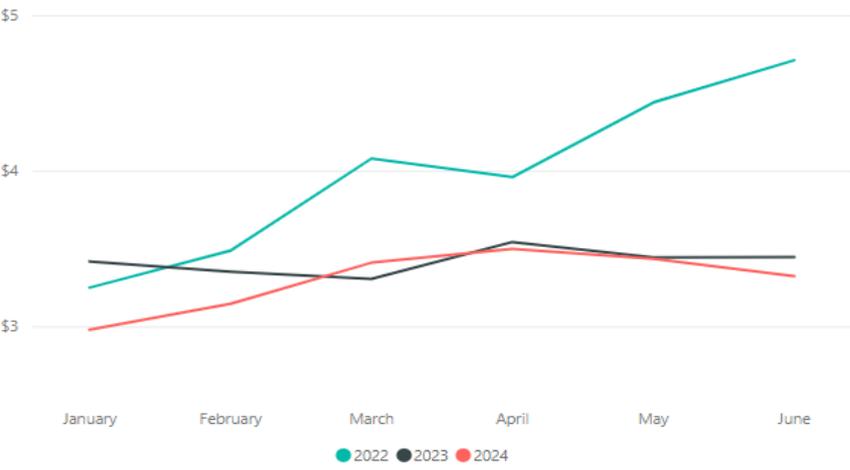
Branson/Lakes Area CVB Key Performance Indicators Dashboard

Quarter 2 2024

US ECONOMIC KPIS

Gas Prices YTD Thru June 2024

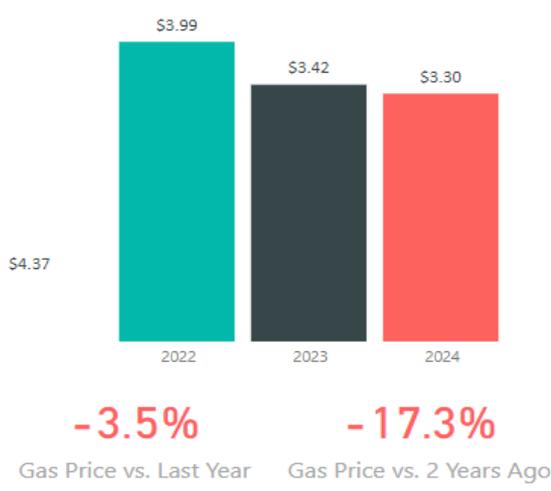
Gas Prices by Month



Gas Prices by Quarter



Gas Prices by Year





Branson/Lakes Area CVB Key Performance Indicators Dashboard

Quarter 2 2024

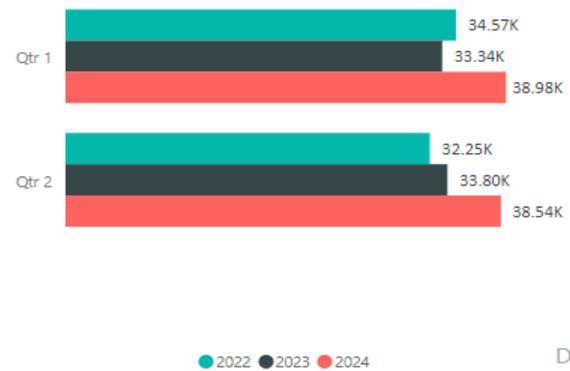
US ECONOMIC KPIS

Dow Jones Industrial Average (DJIA) YTD Thru June 2024

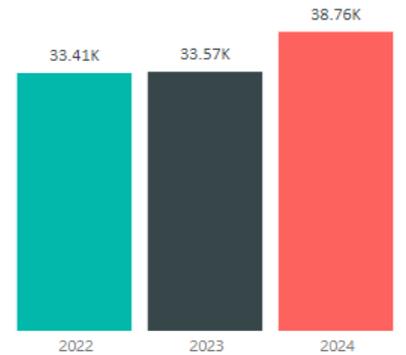
DJIA by Month



DJIA by Quarter



DJIA by Year



15.5%

DJIA vs. Last Year

16.0%

DJIA vs. 2 Years Ago





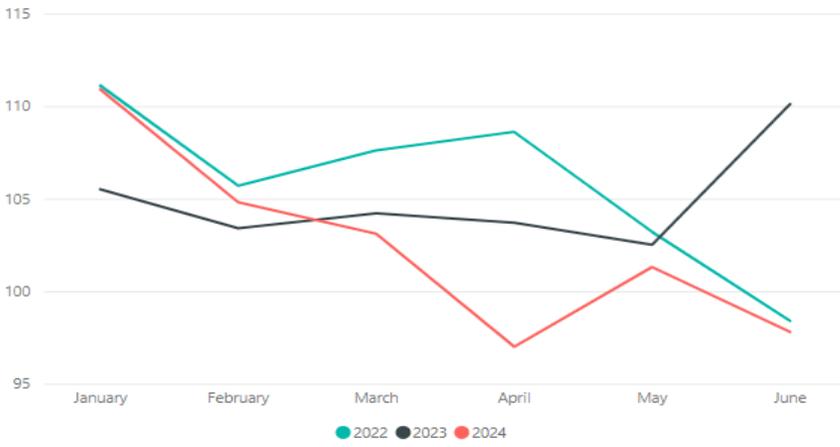
Branson/Lakes Area CVB Key Performance Indicators Dashboard

Quarter 2 2024

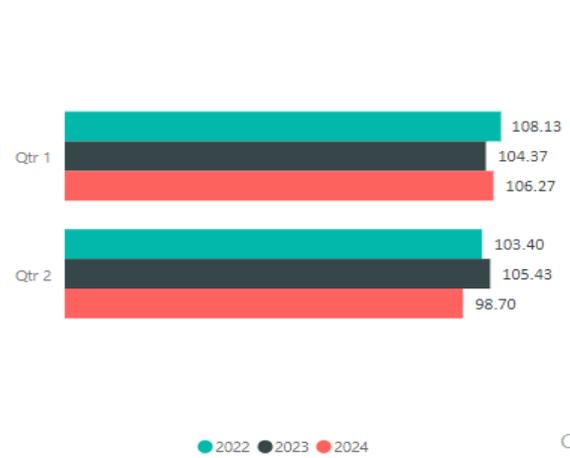
US ECONOMIC KPIS

Consumer Confidence Index (CCI) YTD Thru June 2024

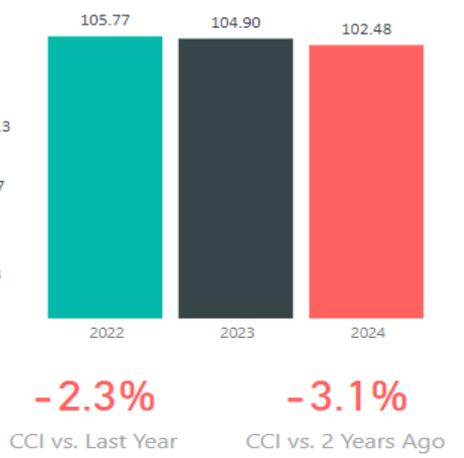
Consumer Confidence Index by Month



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.

Email: mbemarkt@h2rmarketresearch.com

Call: 417.880.2487

THE CLOSEST TO THE CUSTOMER WINS.

