



2ND QUARTER 2019 MARKETING REPORT

Branson Convention & Visitors Bureau
August 22, 2019

PRESENTATION OVERVIEW

- U.S. Economic Outlook
- U.S. Travel Performance
- Travel Industry Update
- Branson 2019 Q2 Performance
- Branson Visitor Update

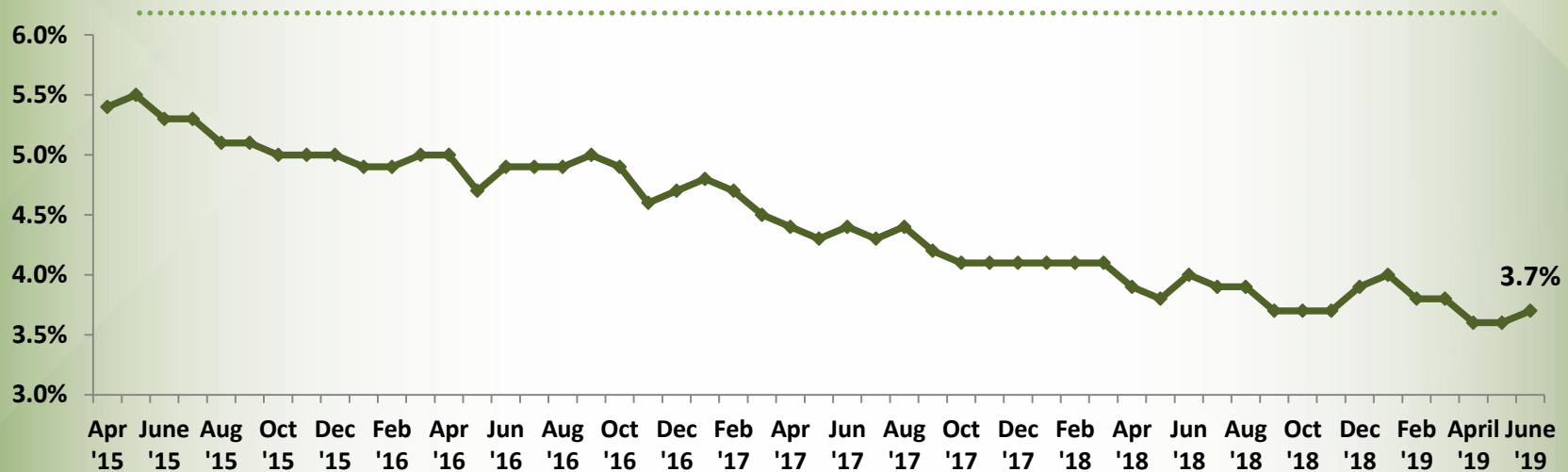


ECONOMIC OUTLOOK

ALL INFORMATION REPORTED IS THE MOST RECENT AVAILABLE AS OF AUGUST 13, 2019

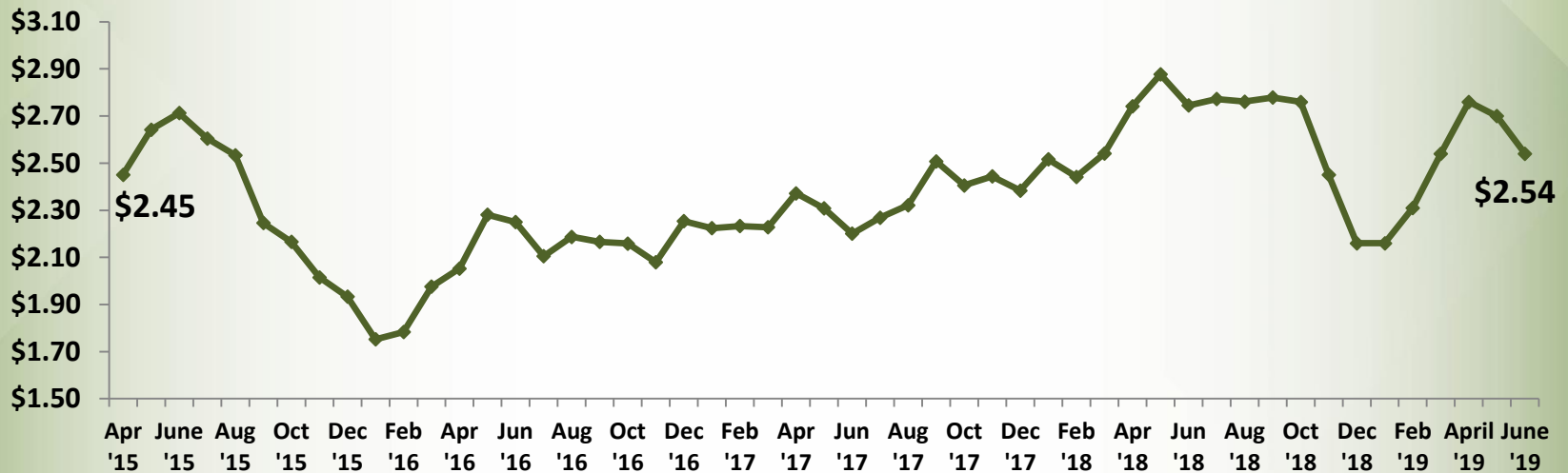
U.S. UNEMPLOYMENT

The U.S. unemployment rate has held near historic lows, ending Q2 2019 at 3.7%.



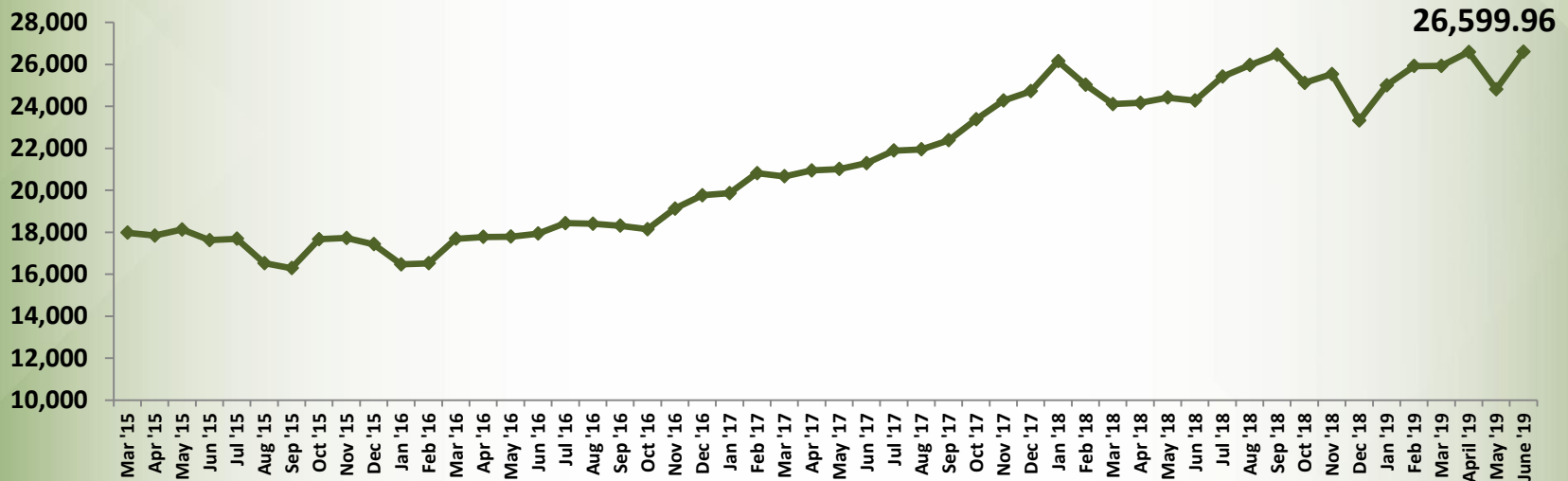
GASOLINE PRICES

After jumping to \$2.76 per gallon in April, U.S. gasoline prices ended Q2 averaging \$2.54.



DOW JONES (DJIA)

The Dow Jones Industrial Average slipped during the second quarter of 2019 but ended the quarter with returns slightly higher than those seen at the end of Q1.





TRAVEL PERFORMANCE

ALL INFORMATION REPORTED IS THE MOST RECENT AVAILABLE AS OF AUGUST 13, 2019



U.S. LEISURE & BUSINESS TRAVEL

According to the U.S. Travel Association, domestic travel is expected to grow approximately 1.8% YOY in 2019 with leisure travel (+1.8%) contributing slightly more growth than business travel (+1.5%). The growth in leisure travel is projected to cool from the levels recorded over the previous 3 years but is forecasted to remain steady over the next 3 years.

The extended forecast shows leisure travel increasing by 1.7% and business travel increasing by 1.4% in 2020 while total travel spending is projected to grow by 3.7% in the coming year.

YTD U.S. ROOM DEMAND +2.1%

According to STR, U.S. room demand increased 1.9% in the 2nd quarter and is up 2.0% over the past 12 months (compared to the previous 12 months). Additionally, YTD ADR is running 1.1% ahead of last year.

- June 2019 YTD* Occupancy: +0.0%
- June 2019 YTD* Room Demand: +2.0%
- June 2019 YTD* Revenue: +1.7%

SOURCE: STR, JUNE 2019

**Compared to June 2018 YTD metrics*

ROOM DEMAND

BY CHAIN SCALE*

Upscale Room Demand (+2.5%) has continued growing the most this year while the gap between Upper Midscale (+1.8%) and Midscale (+1.2%) has widened. Both Luxury (-2.2%) and Economy (-1.9%) have dropped.

-2.2%

LUXURY

+0.0%

UPPER UPSCALE

+2.5%

UPSCALE

+1.8%

UPPER MIDSCALE

+1.2%

MIDSCALE

-1.9%

ECONOMY

+0.2%

INDEPENDENTS

ROOM DEMAND

BY CENSUS REGION*

The West South Central and East South Central regions of the U.S. experienced notable growth in room demand, up 2.1% and 2.0% respectively. Additionally, the West North Central region, which includes Missouri, continues to post strong growth from last year—up 1.8%.

+0.8%

NEW ENGLAND

+0.9%

MIDDLE ATLANTIC

-0.5%

SOUTH ATLANTIC

-0.2%

EAST NORTH CENTRAL

+2.0%

EAST SOUTH CENTRAL

+1.8%

WEST NORTH CENTRAL

+2.1%

WEST SOUTH CENTRAL

-0.8%

MOUNTAIN

+1.4%

PACIFIC



INDUSTRY UPDATE

ALL INFORMATION *REPORTED* IS THE MOST RECENT AVAILABLE AS OF AUGUST 13, 2019

WHILE TRAVEL INDUSTRY
EMPLOYMENT SHRUNK IN
APRIL, 19,400 JOBS WERE
ADDED TO THE INDUSTRY IN
SECOND- QUARTER.

During the 2nd quarter the travel industry saw increases in employment, with June alone adding more than 12,000 jobs to the industry. While unemployment edged up to 3.7%, travel employment grew to account for 6.1% of nonfarm jobs added in 2019 alone—a significant increase from the 3.1% they accounted for this time last year. Source: [U.S. Travel Association](#)

CONSUMER CONFIDENCE FELL
IN SECOND-QUARTER DUE TO
THE POLITICAL AND
ECONOMICAL CLIMATE.

Consumer Confidence, while strong in April (129) and May (131) reported a rapid decline in June, down 7 points to 124. This decline was seen after trade and tariff tensions became more prevalent. The good news is, those Consumer Confidence numbers are already rebounding as we look towards third-quarter.

Source: [The Conference Board](#)

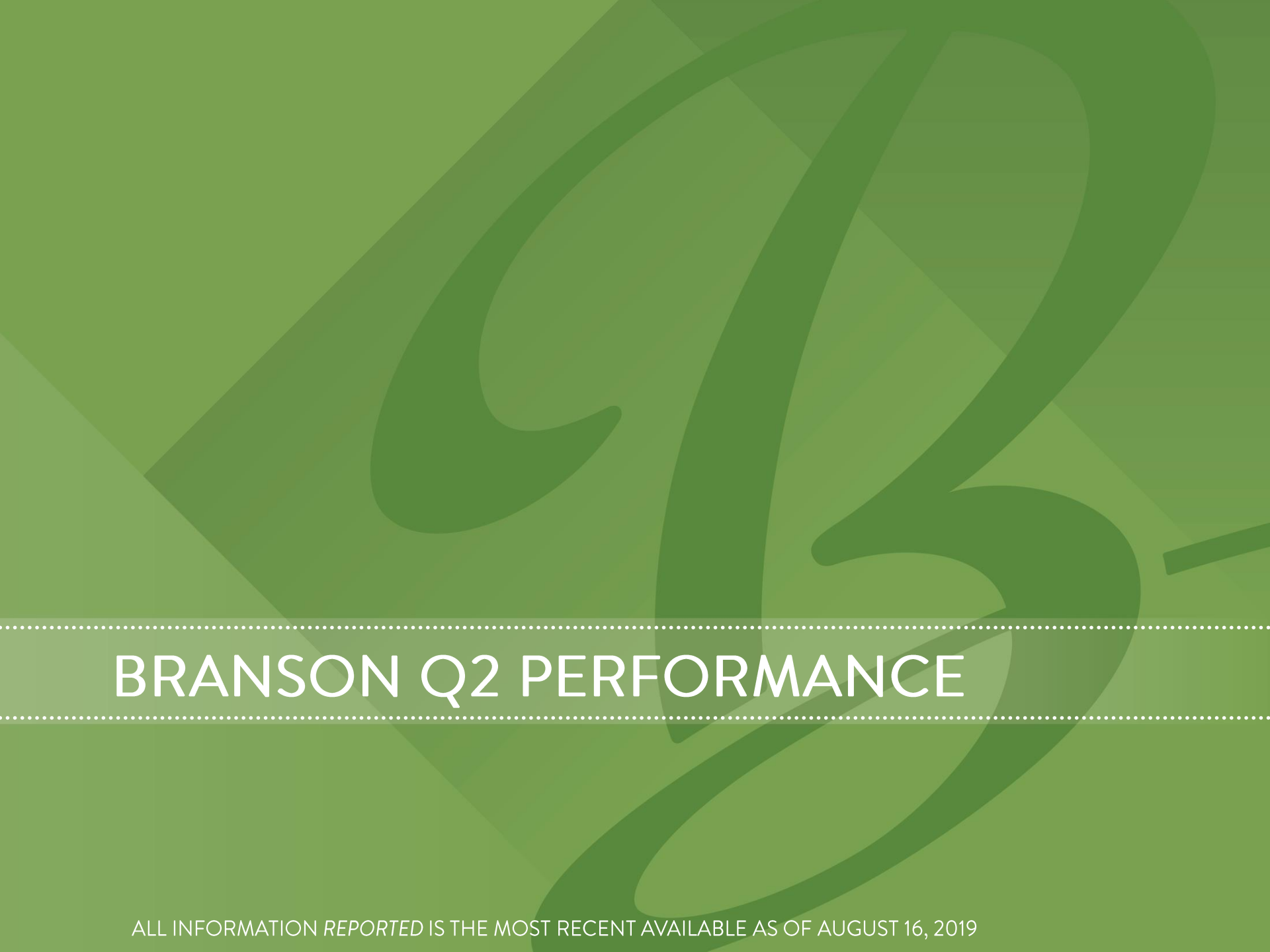
AFTER A PUSH FROM
MISSOURI'S TOURISM
INDUSTRY, A NEW LAW
IMPACTING MISSOURI PUBLIC
SCHOOLS' START DATES IS IN
EFFECT STARTING NEXT YEAR.

Missouri Governor Mike Parson has signed legislation to push back the start date of public schools across the state of Missouri—effective in 2020. This new law states that public schools cannot begin classes until two weeks before Labor Day. The Missouri Tourism Industry hopes to see an increase in profit in late August due to this change.

Source: [Springfield News-Leader](#)

JUNE MARKED THE LONGEST
AMOUNT OF TIME THE U.S.
HAS GONE WITHOUT A
RECESSION.

After 121 recession-free months, economists warn of what could be around the corner. With slowing growth rates, low inflation and interest rates the market is becoming primed for recession. As consumers become increasingly more aware of these factors, their confidence could fall—making a recession even more likely. Source: [Axios](#)

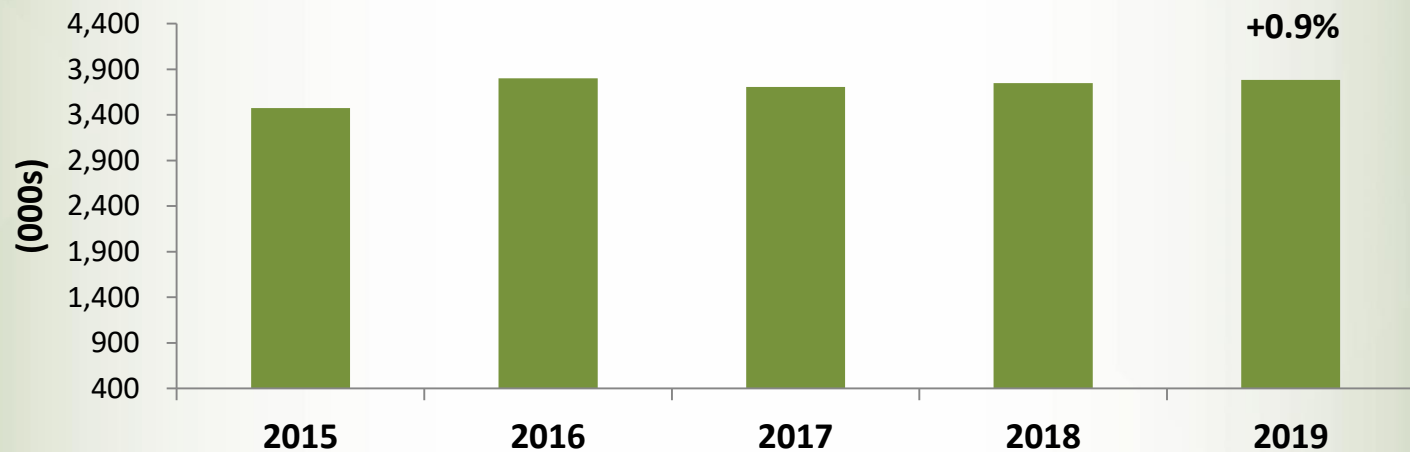


BRANSON Q2 PERFORMANCE

ALL INFORMATION REPORTED IS THE MOST RECENT AVAILABLE AS OF AUGUST 16, 2019

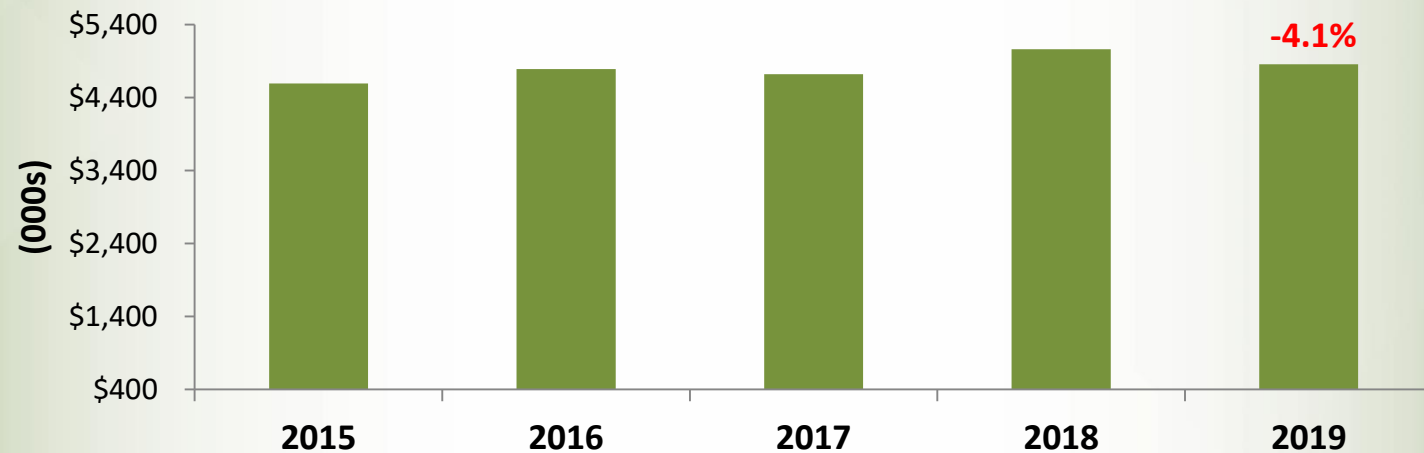
BRANSON ESTIMATED VISITATION

2nd Quarter YTD 2019



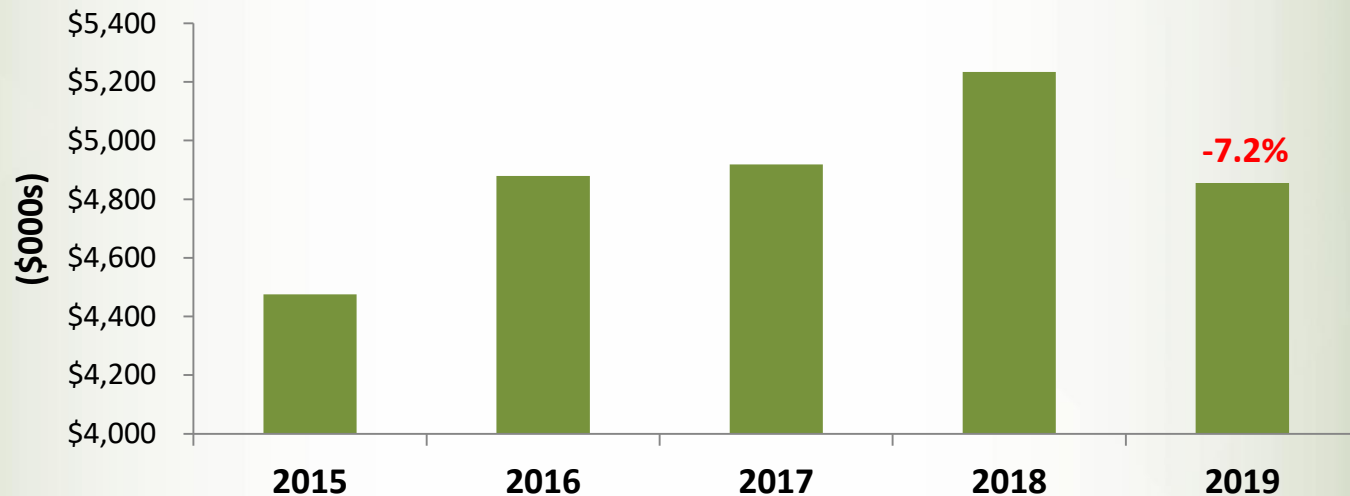
CITY OF BRANSON SALES TAX

2nd Quarter YTD 2019



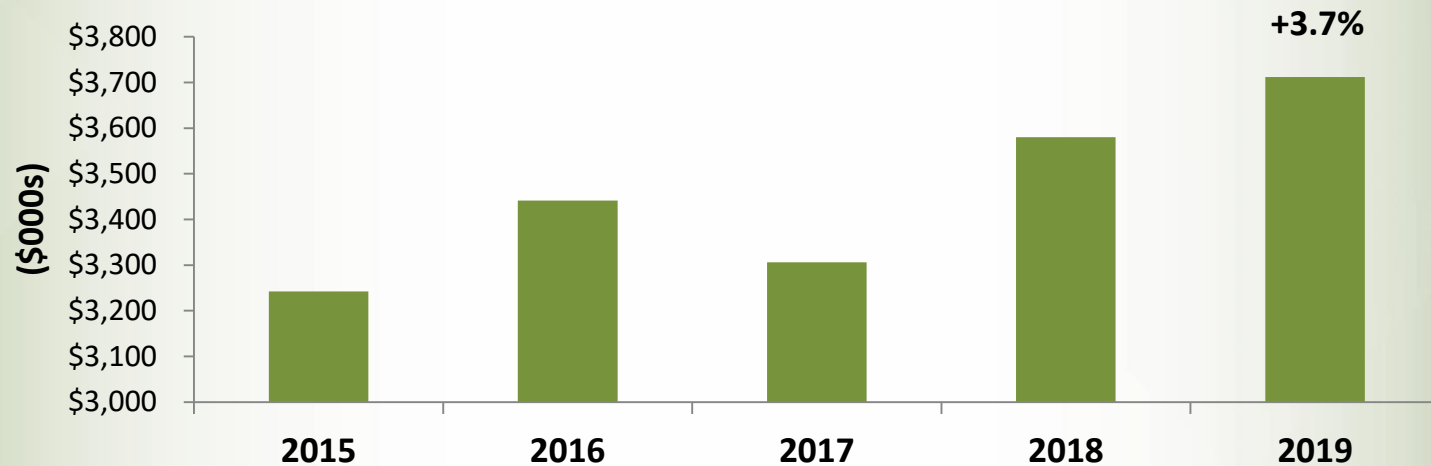
CITY OF BRANSON TOURISM TAX

2nd Quarter YTD 2019



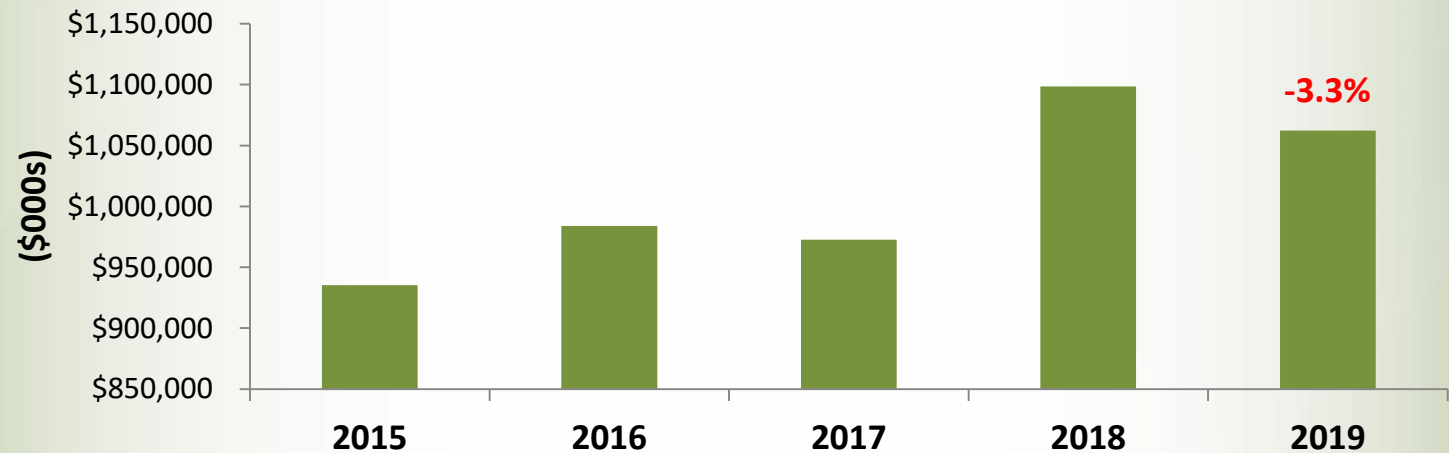
TCED TOURISM TAX

2nd Quarter YTD 2019



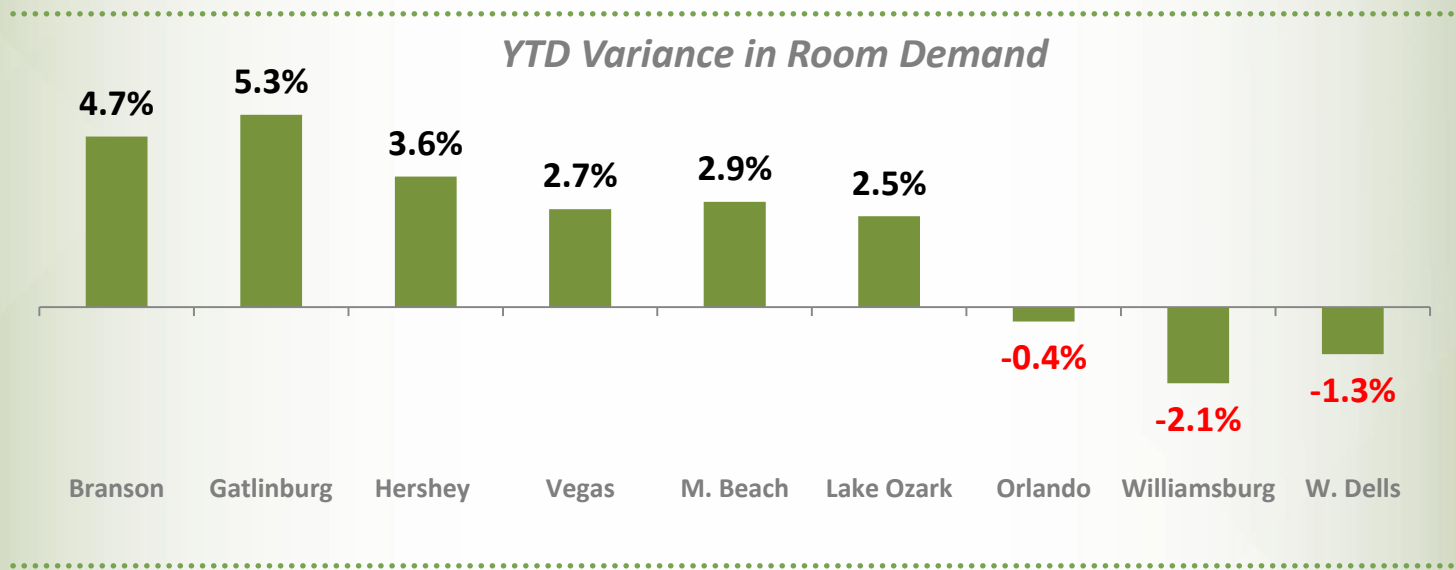
STONE COUNTY TAX

2nd Quarter YTD 2019



ROOM DEMAND COMPARISON

2nd Quarter YTD 2019





DEPARTMENT UPDATES

2Q PR AND COMMUNICATIONS

Lynn Berry and Courtney Goff

- Legends of Golf FAM: “New golf courses, a plethora of entertainment venues, and an eclectic array of eateries make Branson a place where everyone’s tastes and preferences are welcomed and satisfied.”
- Shepherd of the Hills Voted #1 USA Today's Best Aerial Adventure Park.
- North American Travel Journalists Assoc. met in Syracuse, NY. Lynn Berry will serve on NATJA Advisory Board beginning in 2020.
- Ad equivalency thru 2Q 2019 \$8,666,905 down 3% vs. 2018. Up against TimeTraveler opening last year. Still have Paula Deen, WonderWorks, SDC 2020 announcement and Pumpkin Nights to highlight for rest of 2019.



LEISURE GROUP SALES DEPARTMENT

2019 Q2 Report

April 2019 – 11th Annual Professional Travel Planner FAM, Branson, MO.

- Hosted 37 tour operators & travel agents from 16 states for 4 days and 3 nights.
- 25 Branson sellers registered – Each had 10 minute 1-on-1 business appointments.

April 2019 – Missouri Group Travel Exchange Conference, Lake of the Ozarks, MO

- Full day of pre-schedule marketplace appointments w/Bank Clubs & College Alumni

May 2019 – 14th Military Reunion Planners Conference (MRPC) , Branson, MO.

- Hosted 21 reunion planners from 14 states for 4 days and 3 nights.
- 25 Branson sellers registered – Each had 10 minute 1-on-1 business appointments.

June 2019 – Travel Alliance Partners (TAP Dance) Group Sales Conference– Cheyenne, WY

- Hosted closing dinner sponsorship for 200 people (65 tour operators)
- Announced Branson will host TAP Dance Sales Conference in June 2020 –Ten Year Reunion.

June 2019 – 13th Annual Music Director FAM, Branson, MO.

- Hosted 28 music teachers from 9 states for 4 days and 3 nights.
- 25 Branson sellers registered – Each had 10 minute 1-on-1 business appointments.

June 2019 – Military Reunion Network Educational Summit, Nashville, TN

- Participated in appointments, networking, trade show and educational seminars with 50 military reunion planners in from around the US.





• Q2 HIGHLIGHTS | 2019 •

ECONOMIC IMPACT

MEETINGS & CONVENTIONS

13,110

ROOM NIGHTS (ACTUALIZED BUSINESS)

\$4,744,569

ESTIMATED ECONOMIC IMPACT (ACTUALIZED BUSINESS)

1,890

JOBS SUPPORTED (ACTUALIZED BUSINESS)

35,020

ROOM NIGHTS BOOKED (FUTURE BUSINESS)

\$11,295,236

ESTIMATED ECONOMIC IMPACT (FUTURE BUSINESS)

5,048

JOBS SUPPORTED (FUTURE BUSINESS)

- Attended WILMI in Boston – returned with new leads for Branson market. Social Village Sponsors at MPI WEC 2019 in Ontario – returned with an RFP.
- First ever attendance at Esports in Atlantic City – have RFP for 2020.
- Site Visits: Missouri Republican Convention, Missouri Community Action Network, Sporting Arms & Ammunition Manufacturers' Institute, American Quilt Society, Church of the Nazarene Global Ministries
- Planner Comments for Declined Business: Lack of hotel/venue availability, Board decision, received better incentive from competition, event not happening, not central in Missouri.
- RFPs Sent Out to Partners: 33



• Q2 HIGHLIGHTS | 2019 •

ECONOMIC IMPACT

SPORTS

 **1,842**

ROOM NIGHTS BOOKED

 **1,689***

JOBS SUPPORTED

 **5**

RFPs PRODUCED

 **\$3.6M***

ECONOMIC IMPACT ON ACTUALIZED BUSINESS

- Babe Ruth League announced that Branson will be the official home of the Cal Ripken Major70 World Series thru 2022.
- Kevin Van Dam Big Bass Classic returned to Branson April 5-7. A record 909 anglers competed over three days.
- Major League Fishing (MLF) hosted the Stage 6 and Stage 7 tournaments (back-to-back) in Branson. Branson was selected for the Stage 7 tournament after flooding in Grand Lake, OK caused MLF to seek a new location.
- Midwest Sports Productions hosted the USSSA Girl's NIT tournament at the Branson Rec Plex for the 11th year.
- Sports Facilities Tours: Ripken Experience in Pigeon Forge, TN and Rocky Top Sports World in Gatlinburg, TN.
- Site and Event Planning Visits: USA Bass (Pan-American Kayak Championship) and Powerboat Nationals (Grand Prix of Tennessee).
- Pre-NAC (North America Convention) FAM hosted in Branson for golf tour operators from Tulsa, Oklahoma; Chandler, AZ and Korea.
- June 25: Branson Sports Funding and Development Task Force presented their recommendation to City Council.

DIGITAL MARKETING-2019 2Q REPORT

Digital & Social Media:

- Continued full media program buys
- Launched niche lead generation social media campaign to grow segmented lists:
 - Shows
 - Family Fun
 - Outdoor Adventure
- National TV Overlay Campaign with TwoSix Digital launched in February 2019 – April 2019
- Launched Spring Shoulder Season “Empty Nester” Campaign with TwoSix Digital
- Partnered with Jeff Houghton from The Mystery Hour, airing each video twice in over 10 markets inside each Mystery Hour episode including: Springfield, Kansas City, Joplin, Jonesboro, Tulsa, Meridian, Hattiesburg, Charlotte, Lafayette, Mason City, and Rochester.
- Launched Spring-Summer Media Campaign with Matador Network, Miles Partnership





BRANSON VISITOR UPDATE

ALL INFORMATION *REPORTED* IS THE MOST RECENT AVAILABLE AS OF MAY 14, 2019

YTD VISITOR TRENDS

METRIC	2019	2018	VAR
SPENDING/PARTY	\$1,016	\$956	+\$60
FIRST-TIMERS	23%	27%	-4%
% FAMILIES	47%	46%	+1%
AVG ADULT AGE	55.4 yrs	57.2 yrs	-1.8 yrs
LENGTH OF STAY	4.2 nights	4.3 nights	-0.1 night
% SEEING SHOWS	66%	69%	-3%
AVG # SHOWS SEEN	2.9	3.3	-0.4

SOURCE: H2R MARKET RESEARCH, JUNE 2019 YTD
n = 1,068; MOE = +/- 3.0% at a 95% Confidence Interval

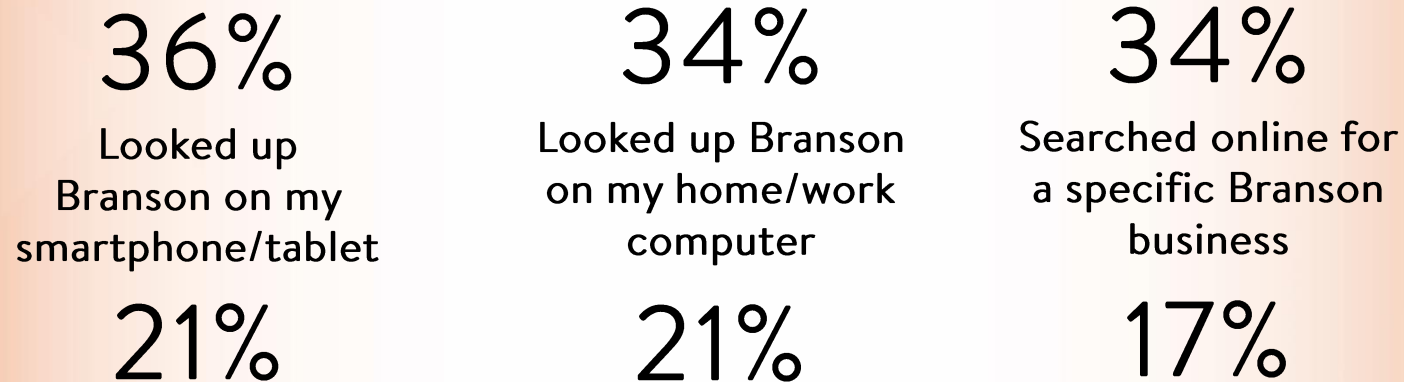
VISITATION BY MARKET

<u>METRIC</u>	<u>2019</u>	<u>2018</u>	<u>VAR</u>
CORE MARKETS	13.5%	13.6%	-0.1%
PRIMARY MARKETS	33.9%	33.9%	+0.0%
OUTER MARKETS	27.2%	27.0%	+0.2%
NATIONAL MARKETS	25.5%	25.5%	+0.0%
TOTAL	100.0%	100.0%	

SOURCE: H2R MARKET RESEARCH, JUNE 2019 YTD (WEIGHTED)

MOST USED & INFLUENTIAL SOURCES

Most Used Sources



Most Influential Sources

SOURCE: H2R MARKET RESEARCH, JUNE 2019 YTD
n = 1,068; MOE = +/- 3.0% at a 95% Confidence Interval

Questions?

THANK
YOU