

# 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**

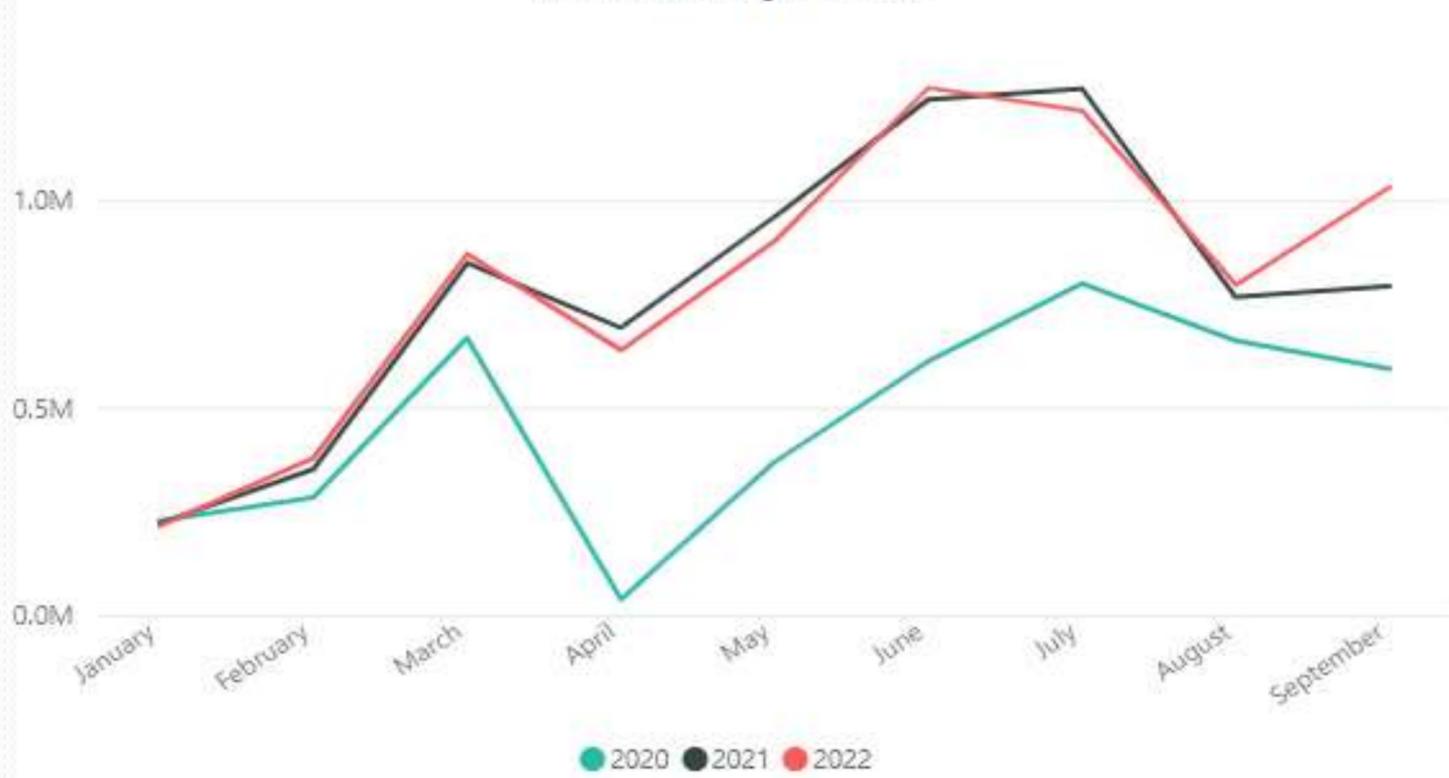


# Quarter 3 2022

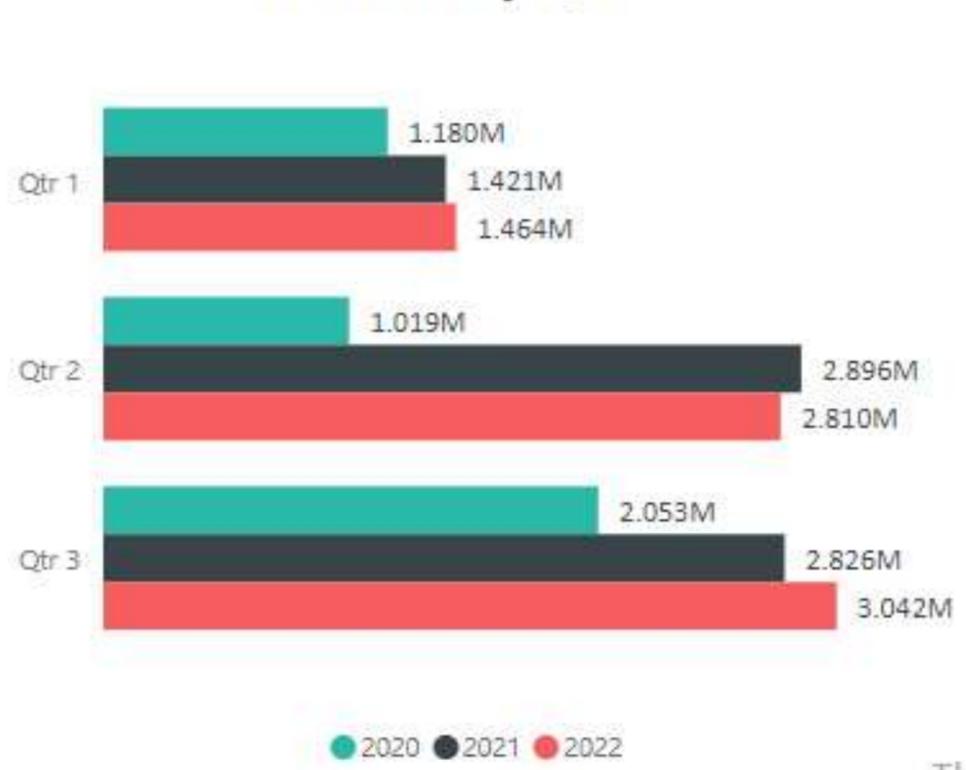
## BRANSON PERFORMANCE

Estimated Visitation YTD Thru September 2022

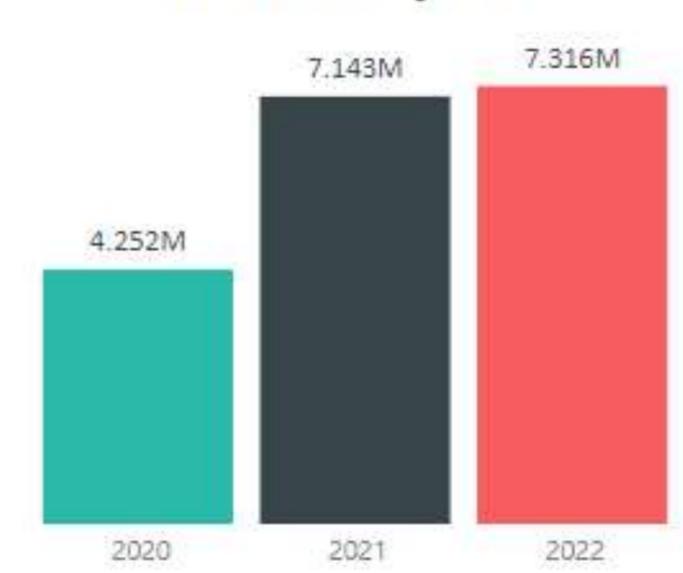
### Visitation by Month



### Visitation by Quarter



### Visitation by Year



2.4%

This Year vs. Last Year

72.1%

This Year vs. 2 Years Ago



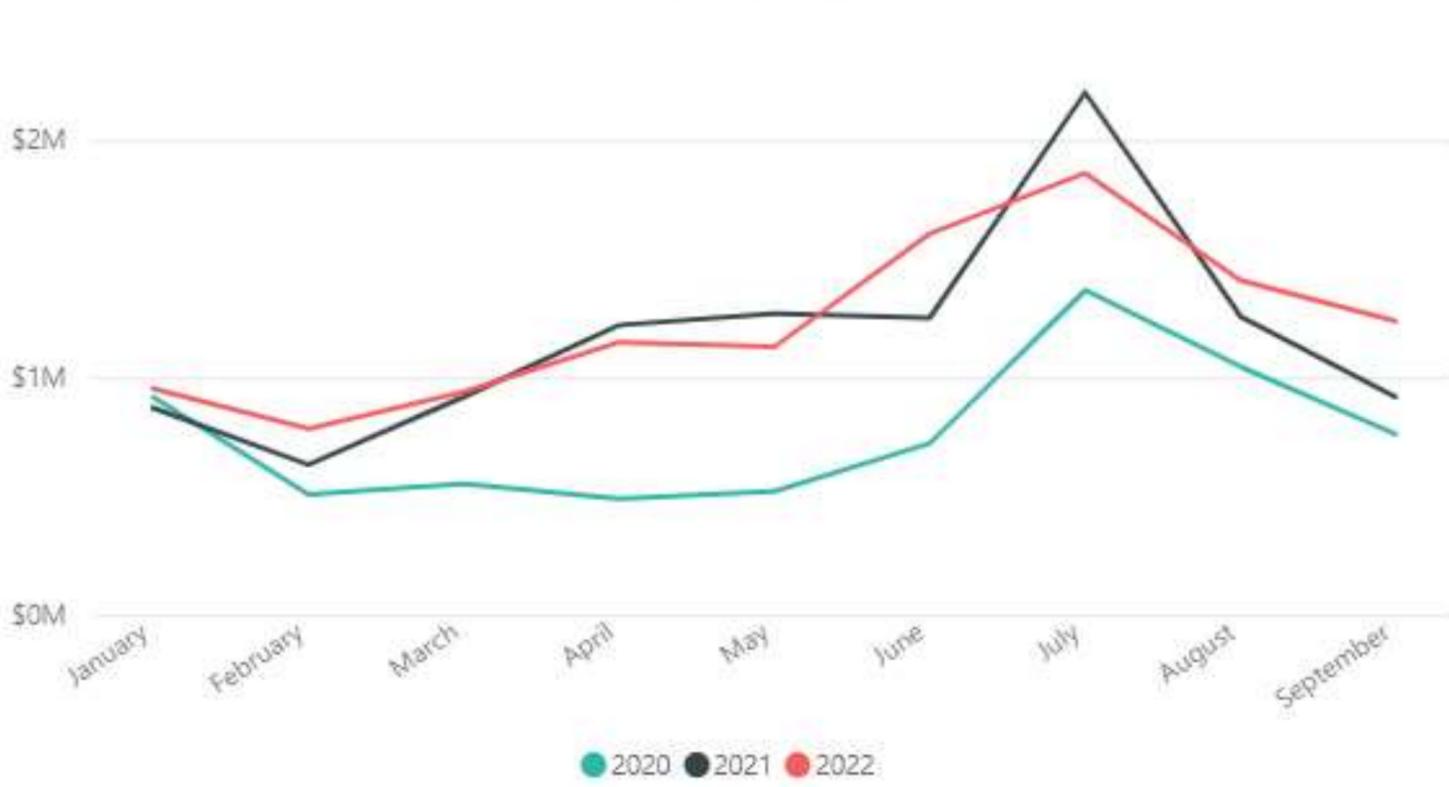


# Quarter 3 2022

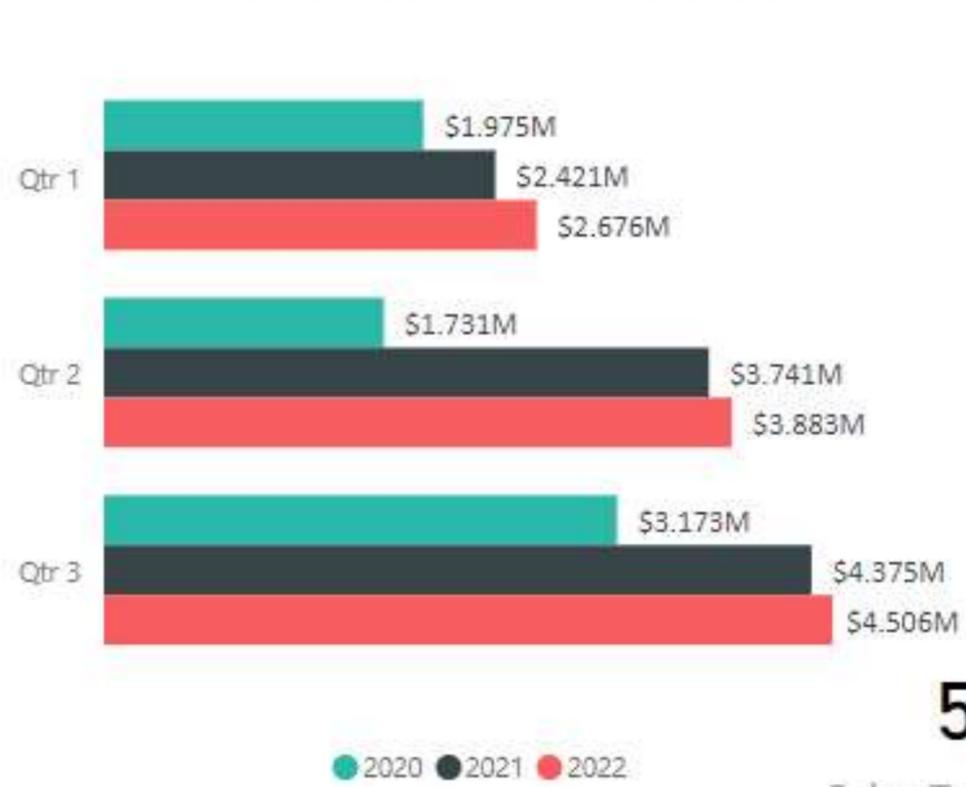
## BRANSON PERFORMANCE

### 1% City Sales Tax YTD Thru September 2022

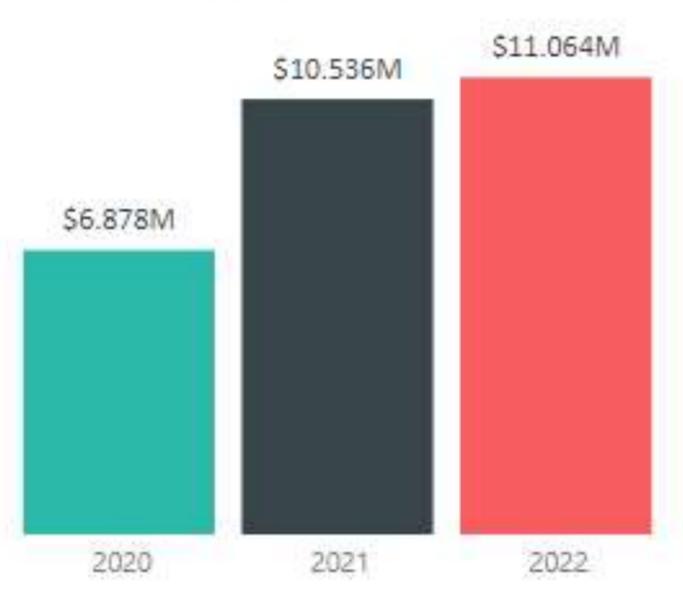
1% City Sales Tax by Month



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



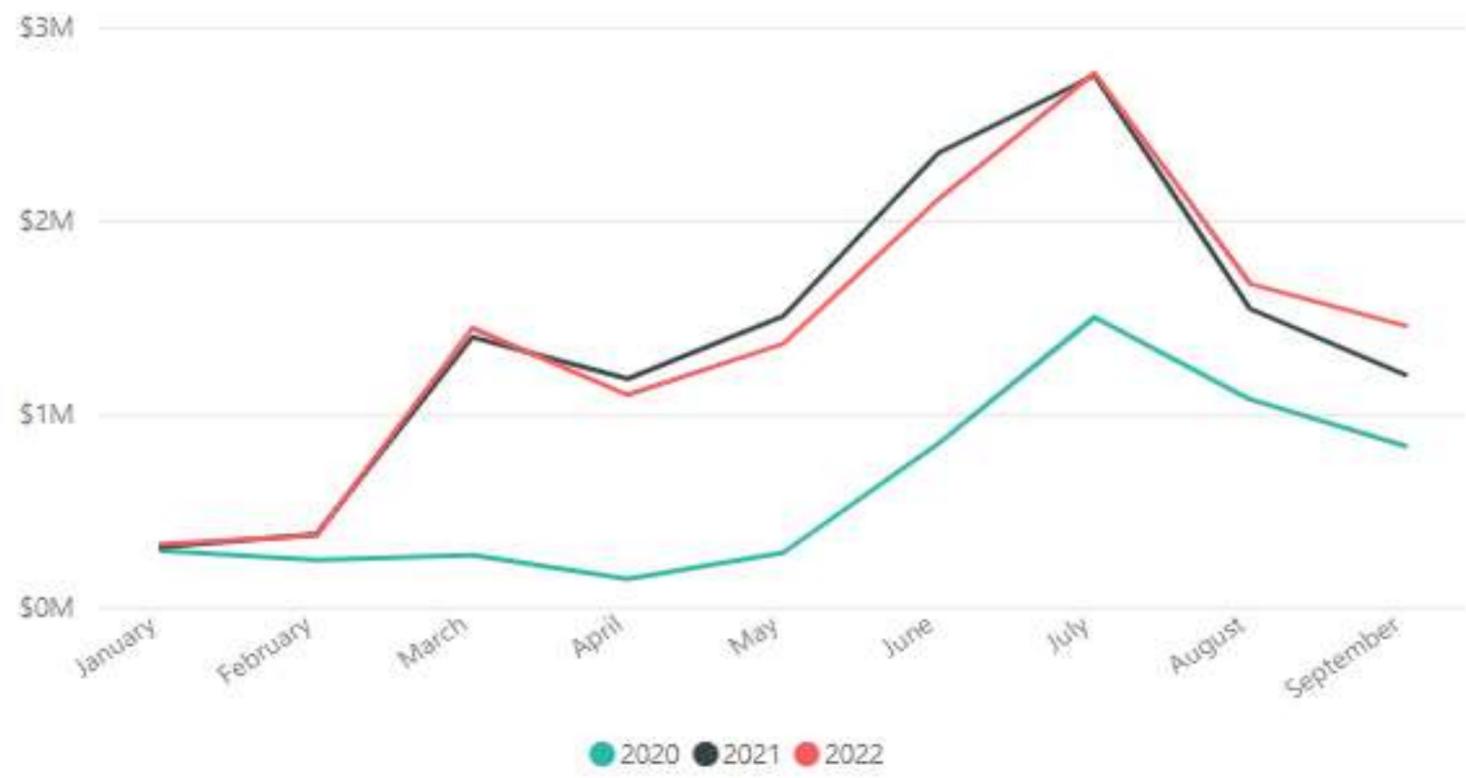


# Quarter 3 2022

## BRANSON PERFORMANCE

### Tourism Tax YTD Thru September 2022

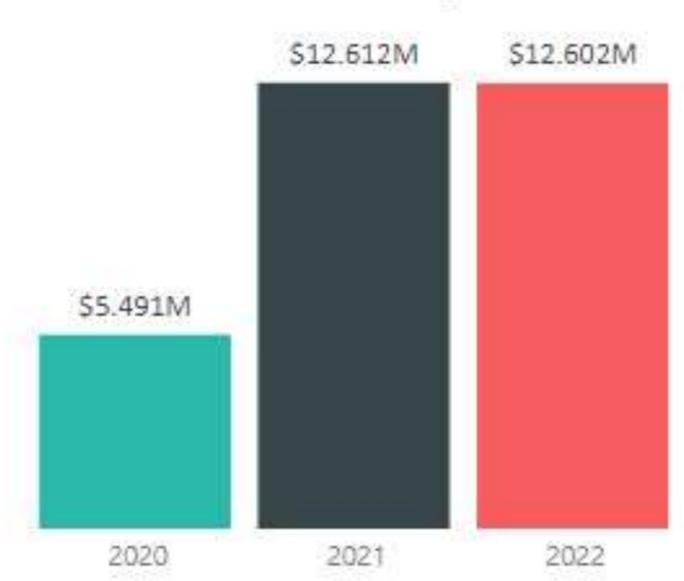
Tourism Tax by Month



Tourism Tax by Quarter



Tourism Tax by Year



**-0.1%**

Tourism Tax vs. Last Year

**129.5%**

Tourism Tax vs. 2 Years Ago



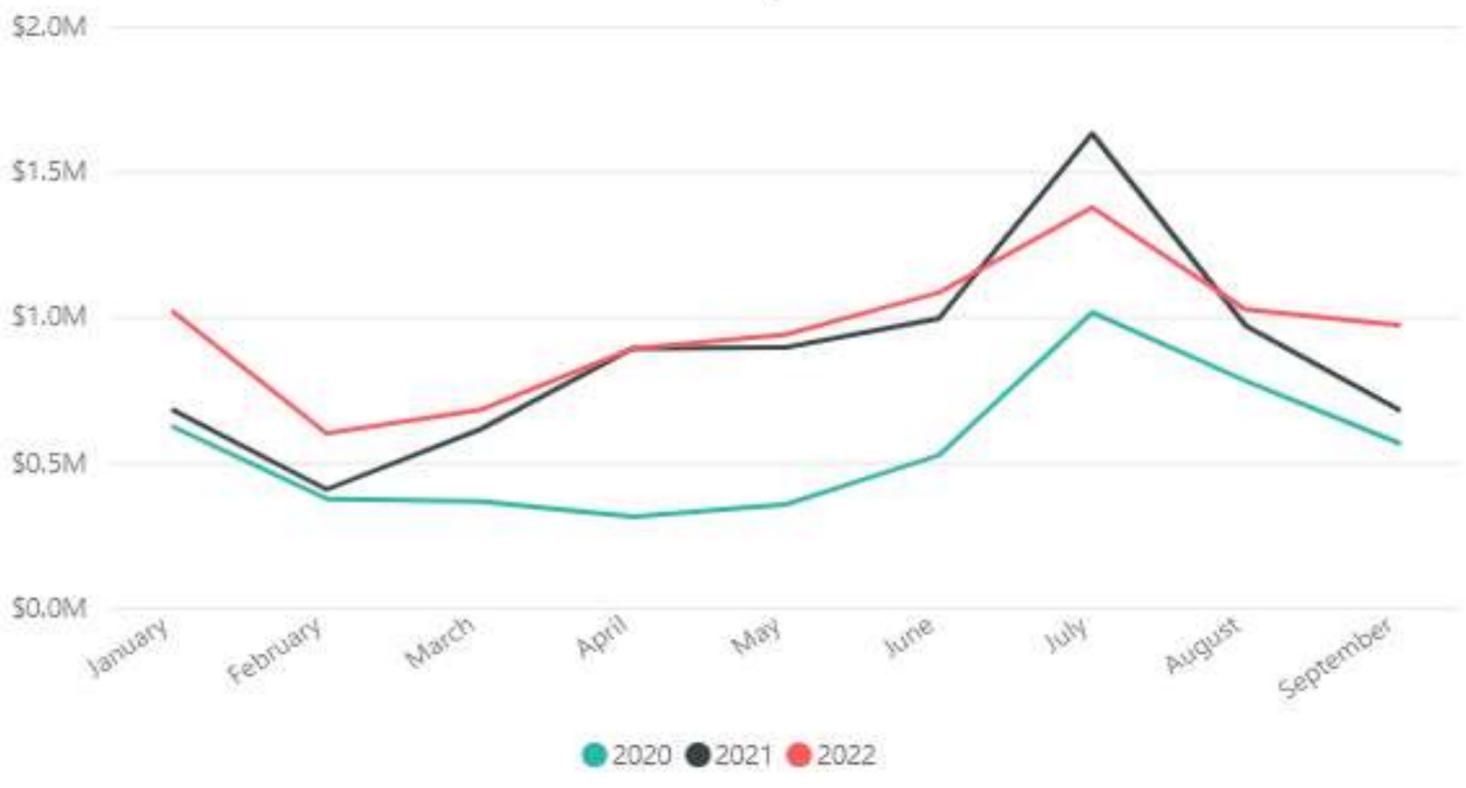


# Quarter 3 2022

## BRANSON PERFORMANCE

### TCED Tax YTD Thru September 2022

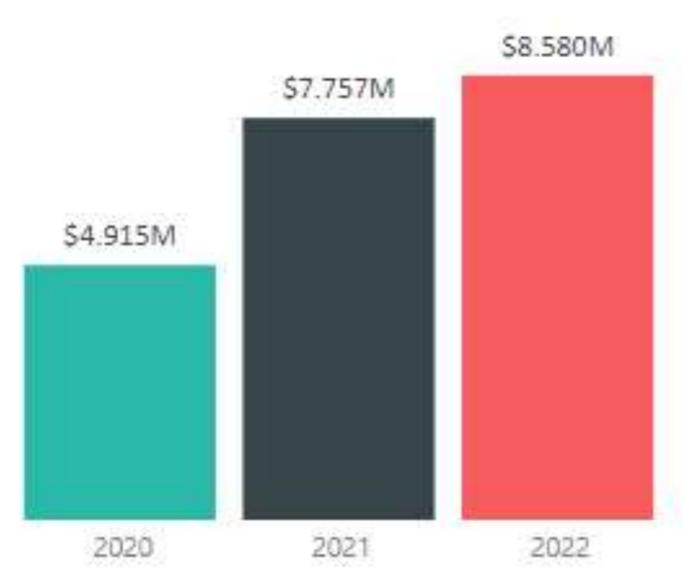
TCED Tax by Month



TCED Tax by Quarter



TCED Tax by Year



10.6%

TCED Tax vs. Last Year

74.6%

TCED Tax vs. 2 Years Ago

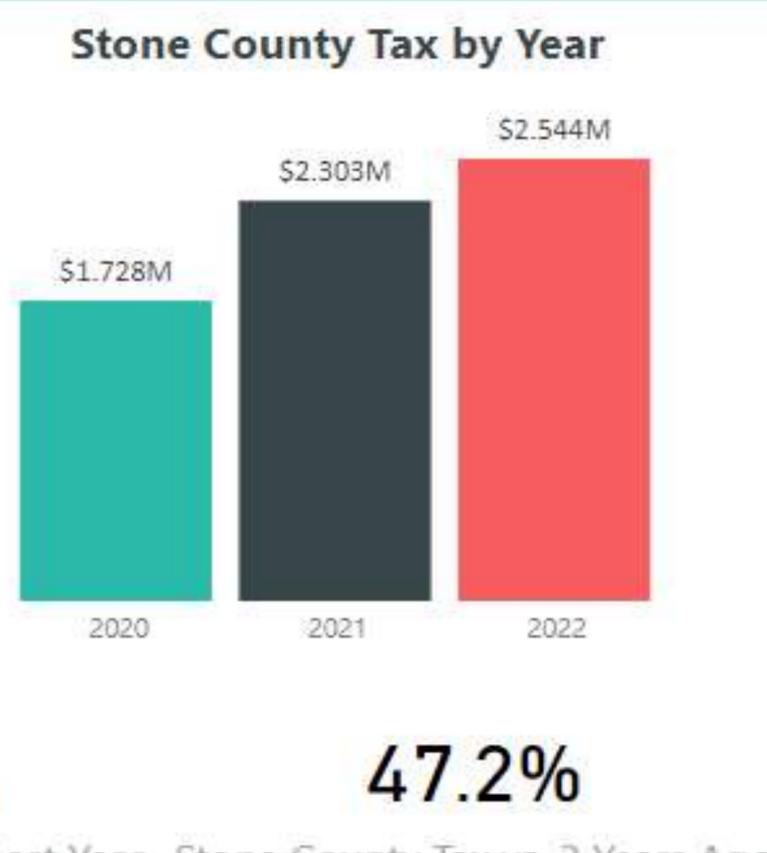
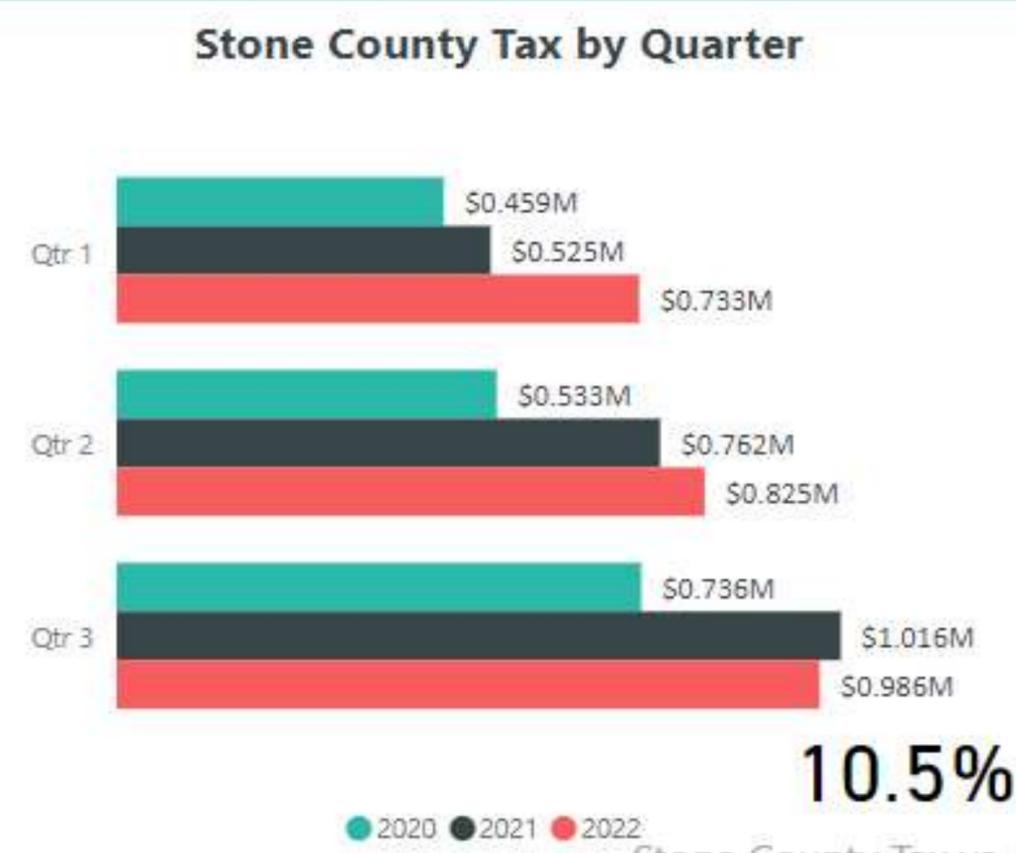
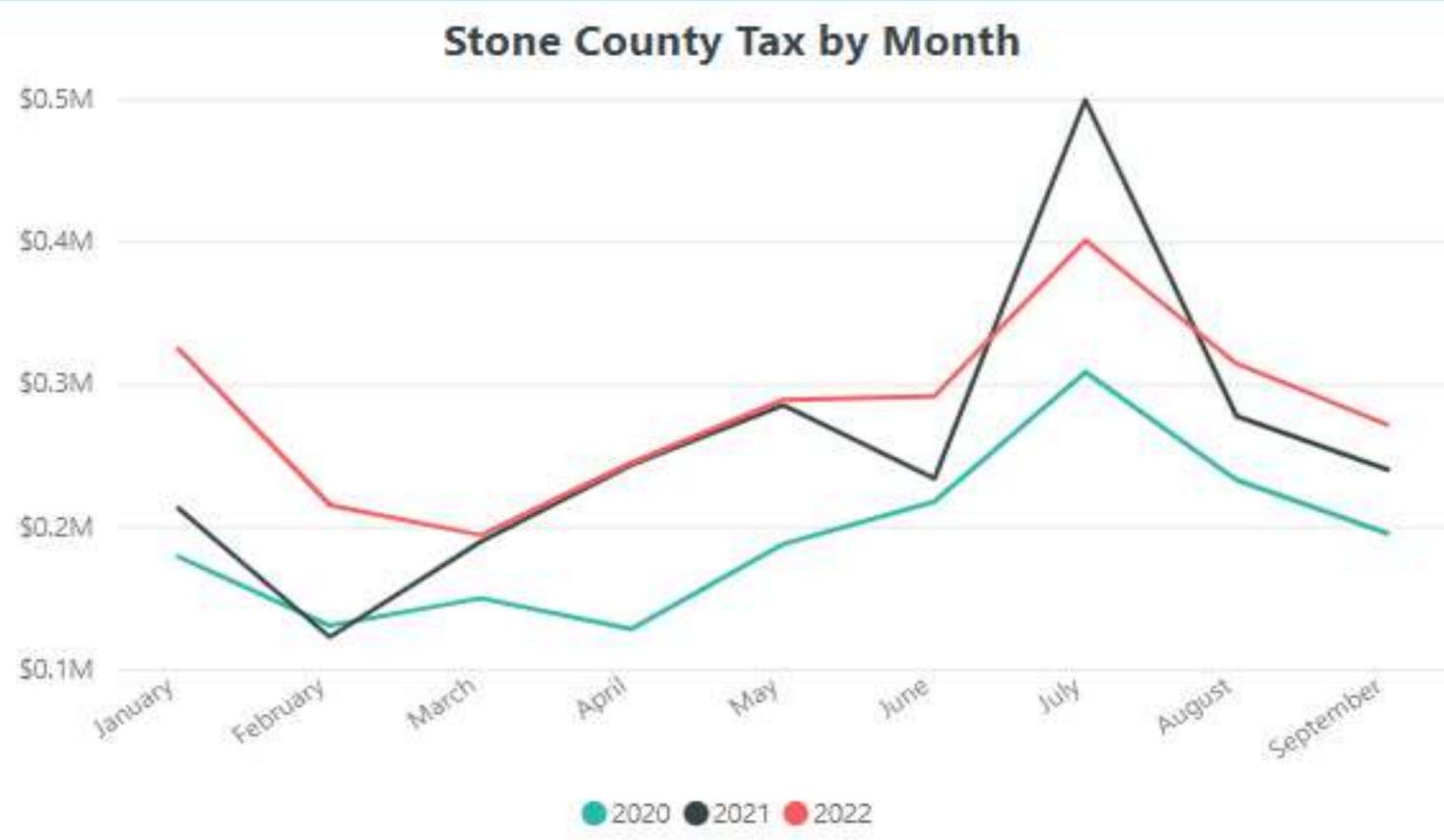




# Quarter 3 2022

## 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





# Quarter 3 2022

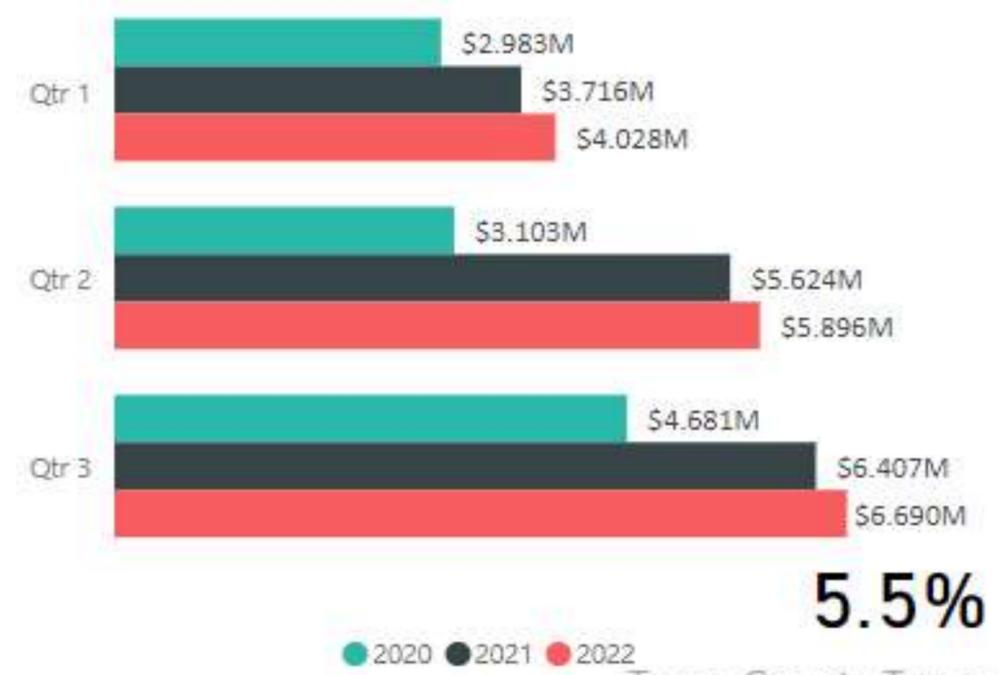
## BRANSON PERFORMANCE

### Taney County Tax YTD Thru September 2022

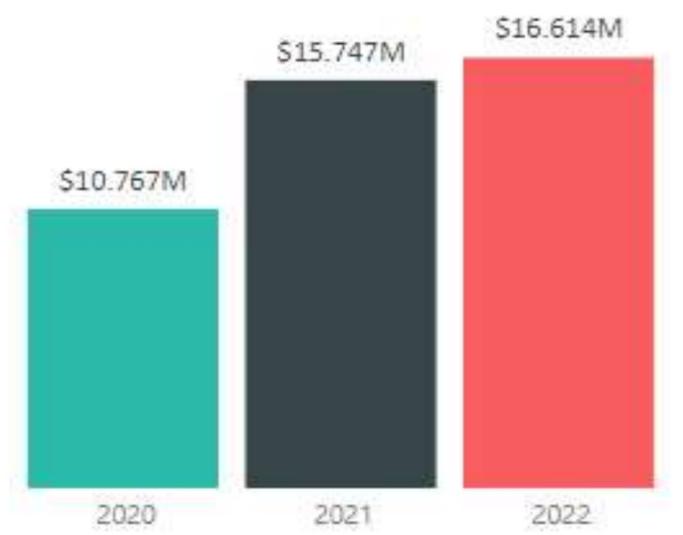
Taney County Tax by Month



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





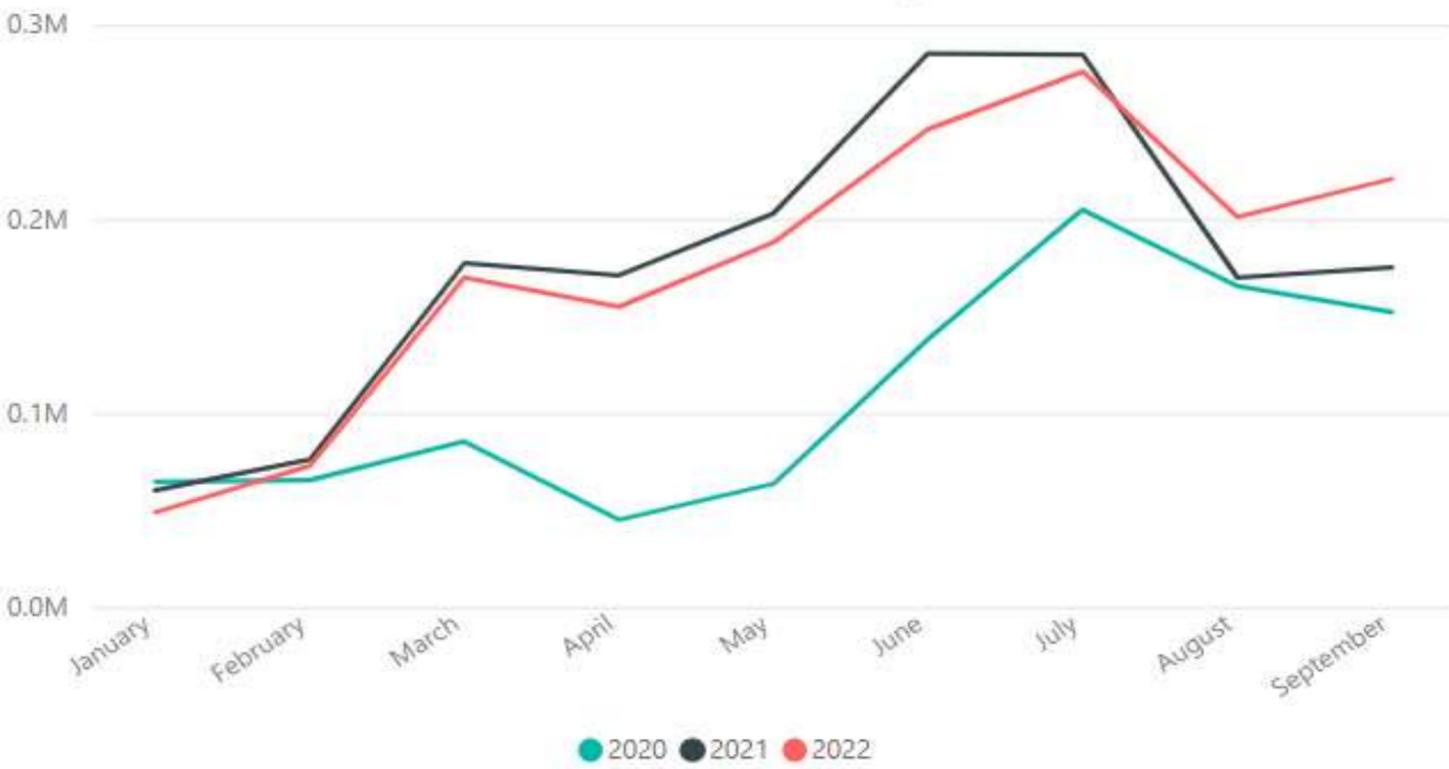
# Branson/Lakes Area CVB Key Performance Indicators Dashboard

## Quarter 3 2022

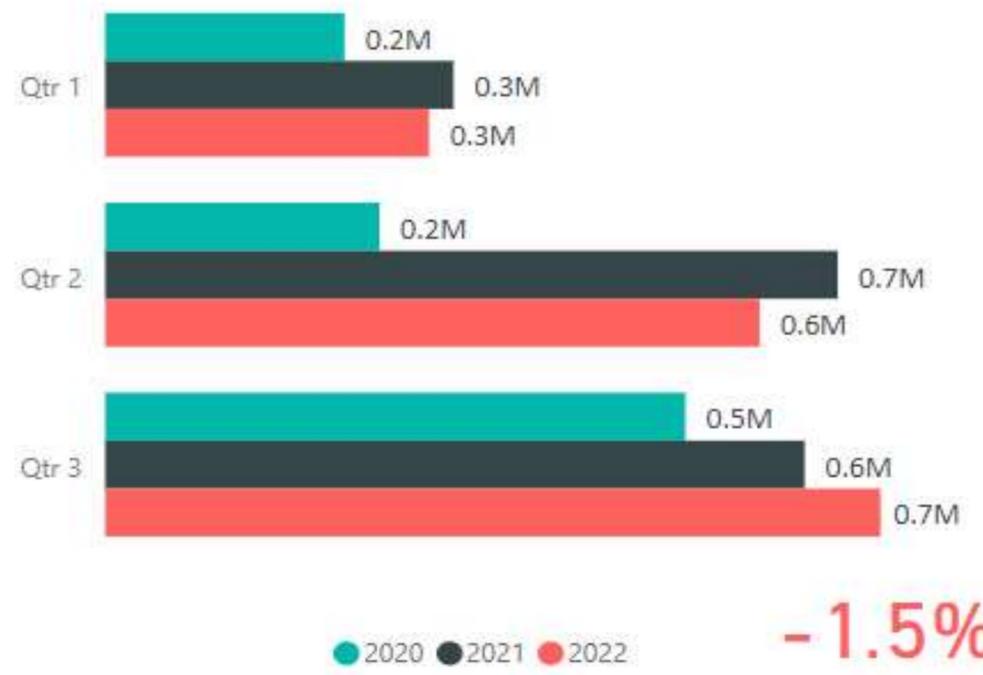
### BRANSON PERFORMANCE

Branson STR Room Demand YTD Thru September 2022

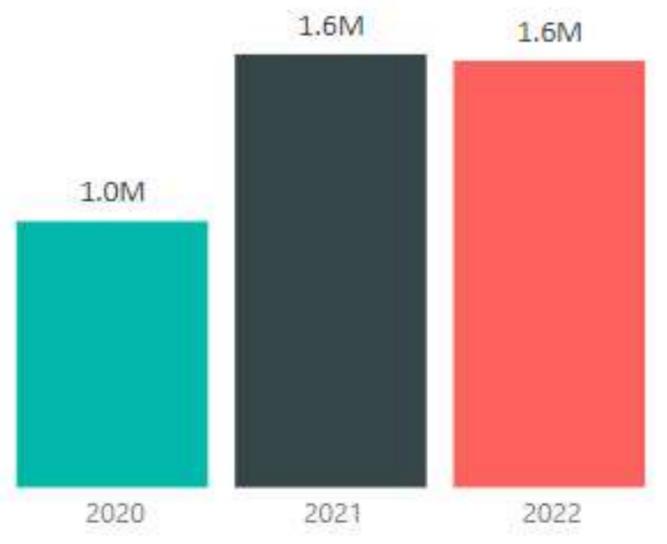
Branson Room Demand by Month



Branson Room Demand by Quarter



Branson Room Demand by Year



**-1.5%** Branson Demand vs. Last Year  
**60.3%** Branson Demand vs. 2 Years Ago



**01. BRANSON PERFORMANCE**

**02. Visitor Profile Key Performance Indicators**

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**03. U.S. ECONOMIC KEY PERFORMANCE INDICATORS**



# Quarter 3 2022

## VISITOR PROFILE KPIs

First Time vs. Repeat

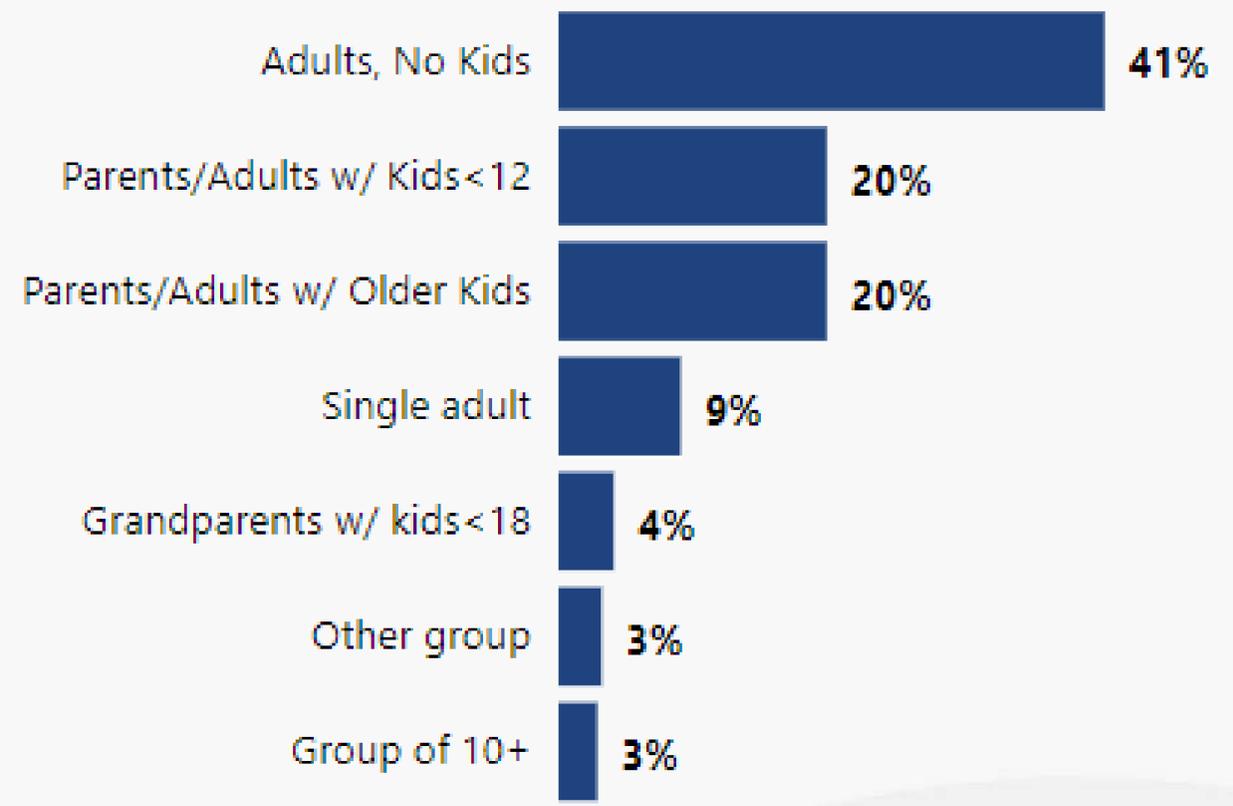




# Quarter 3 2022

## VISITOR PROFILE KPIs

### Party Composition

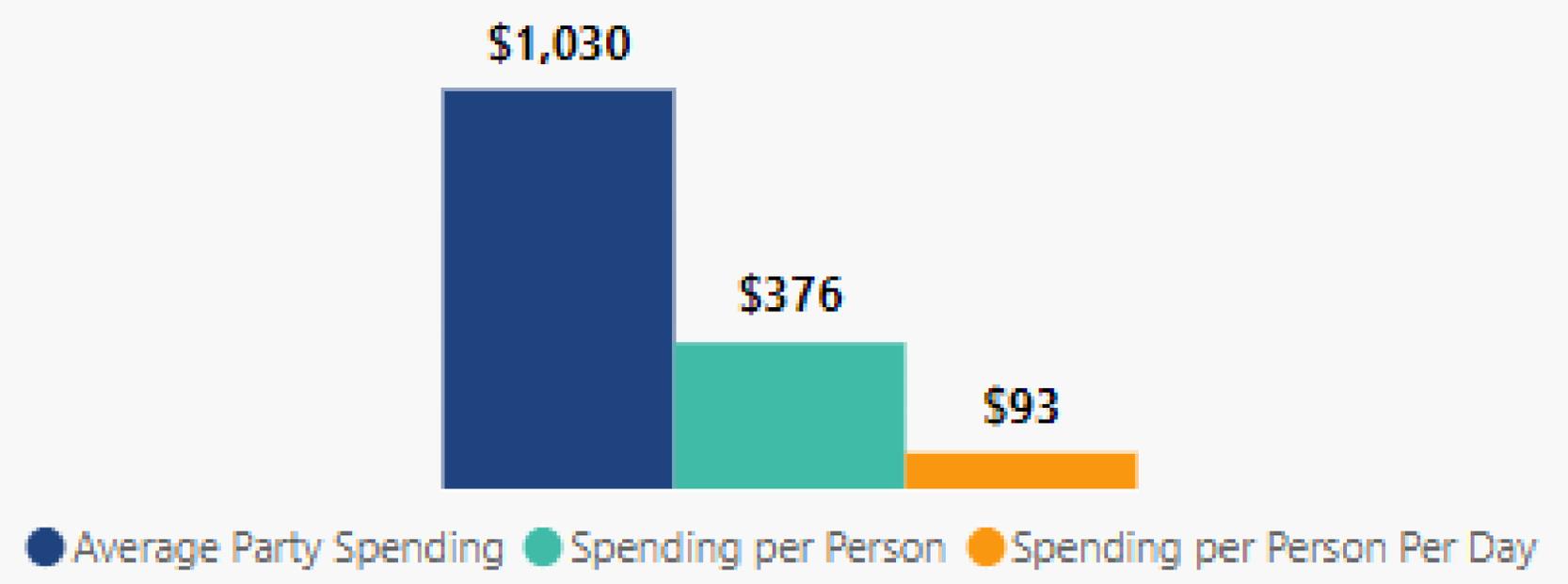




# Quarter 3 2022

## VISITOR PROFILE KPIs

### Party Spending





# Quarter 3 2022

## VISITOR PROFILE KPIS

### Branson Party Composition

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





# 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	<b>3.06</b>
Live Performances/Productions in Branson Theater	<b>70%</b>
Theme/Amusement Park Shows	<b>46%</b>
Dinner Show Productions	<b>46%</b>
Outdoor Light/Fountain/Fireworks Shows	<b>37%</b>
Celebrity Show/Concert in Branson Theater	<b>31%</b>

**01. BRANSON PERFORMANCE**

**02. VISITOR PROFILE KEY PERFORMANCE INDICATORS**

**03. U.S. Economic Key Performance Indicators**

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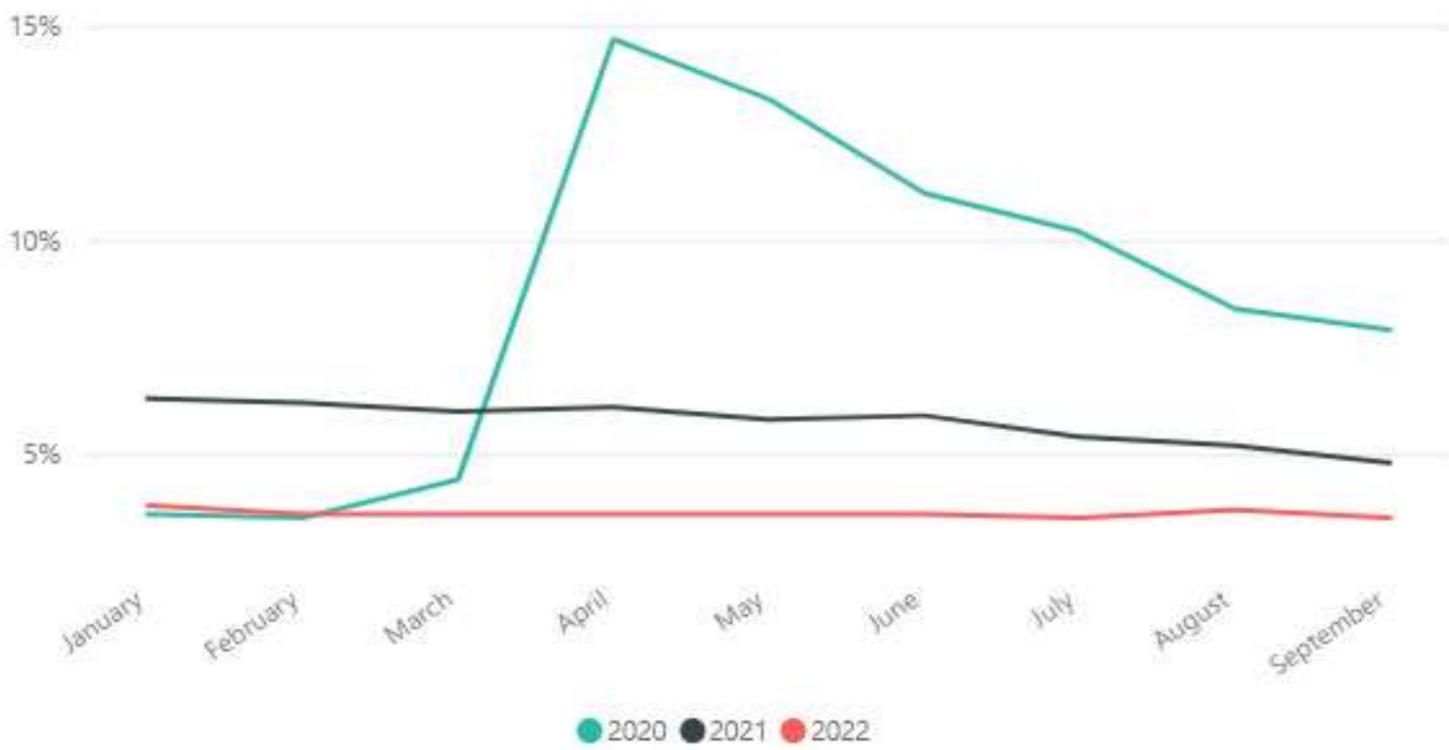
# Branson/Lakes Area CVB Key Performance Indicators Dashboard

## Quarter 3 2022

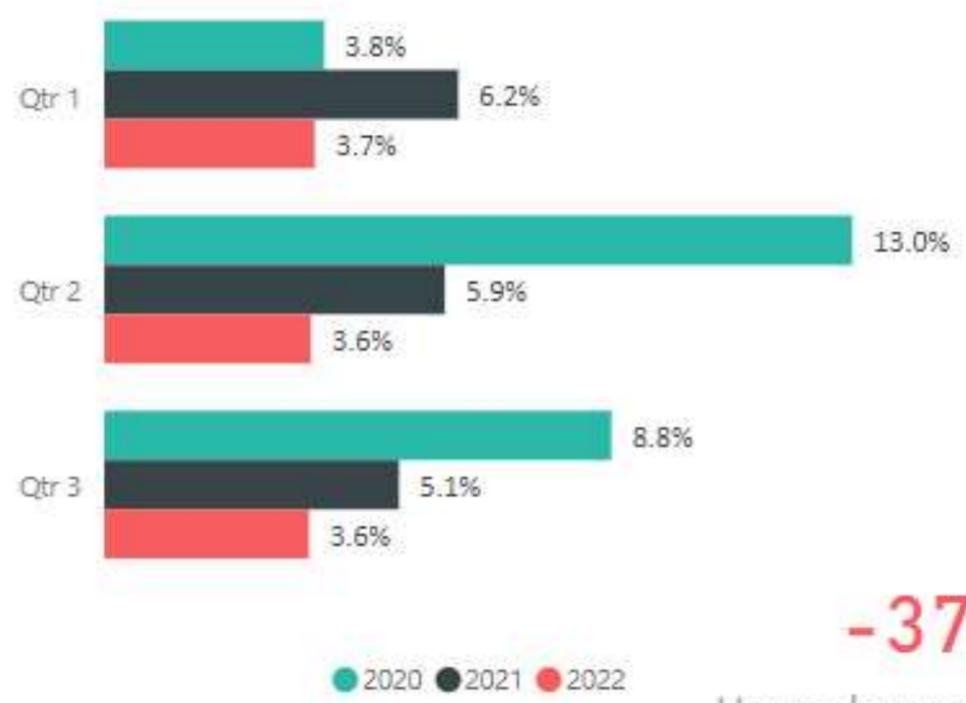
### US ECONOMIC KPIS

#### US Unemployment Rate YTD Thru September 2022

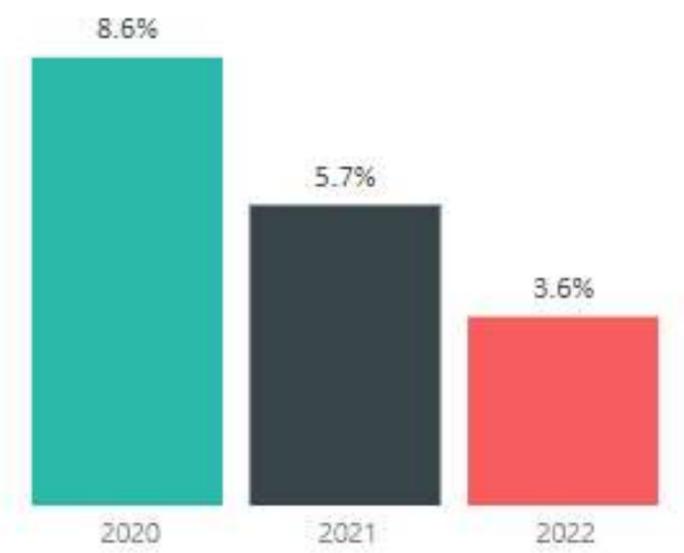
##### Unemployment by Month



##### Unemployment by Quarter



##### Unemployment by Year



**-37.1%**

**-57.8%**

Unemployment vs. Last Year    Unemployment vs. 2 years Ago



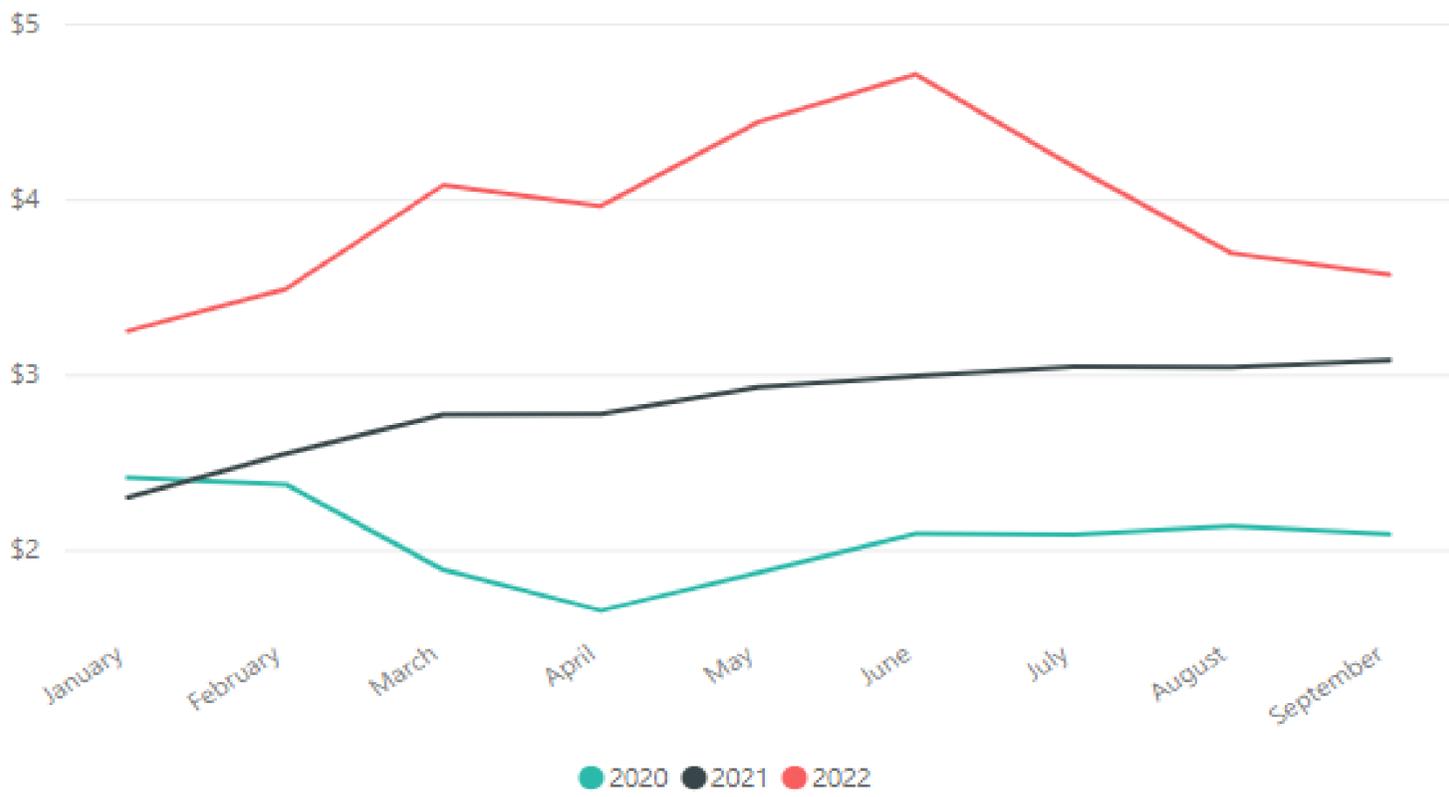


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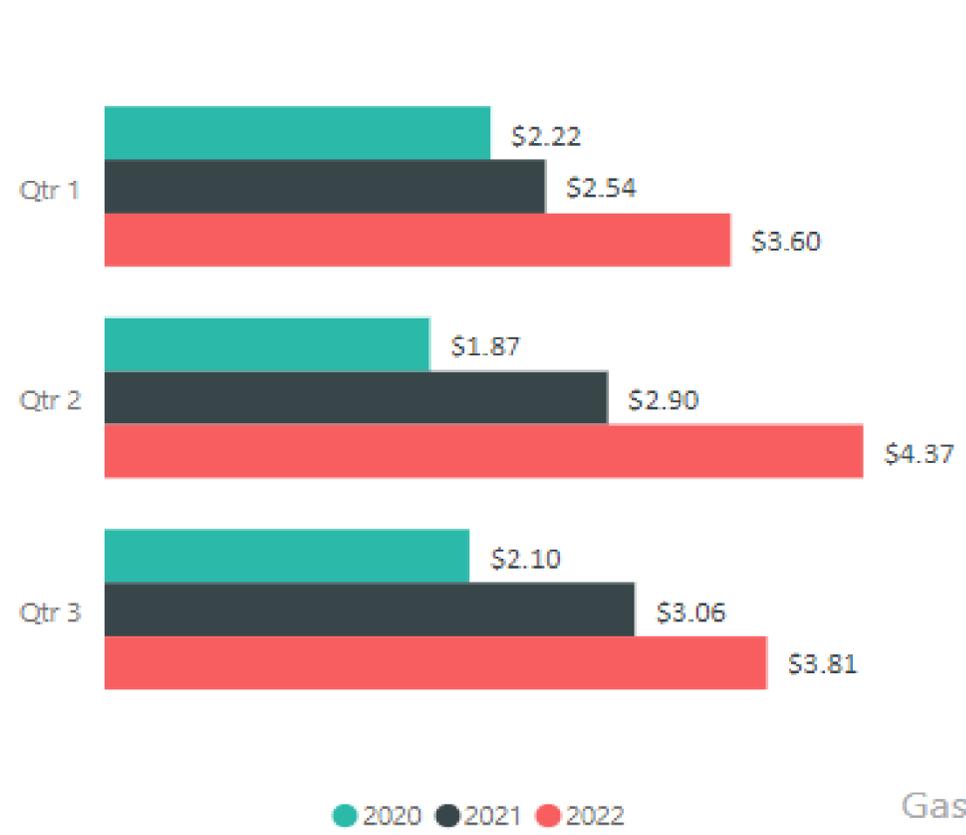
## US ECONOMIC KPIS

### Gas Prices YTD Thru September 2022

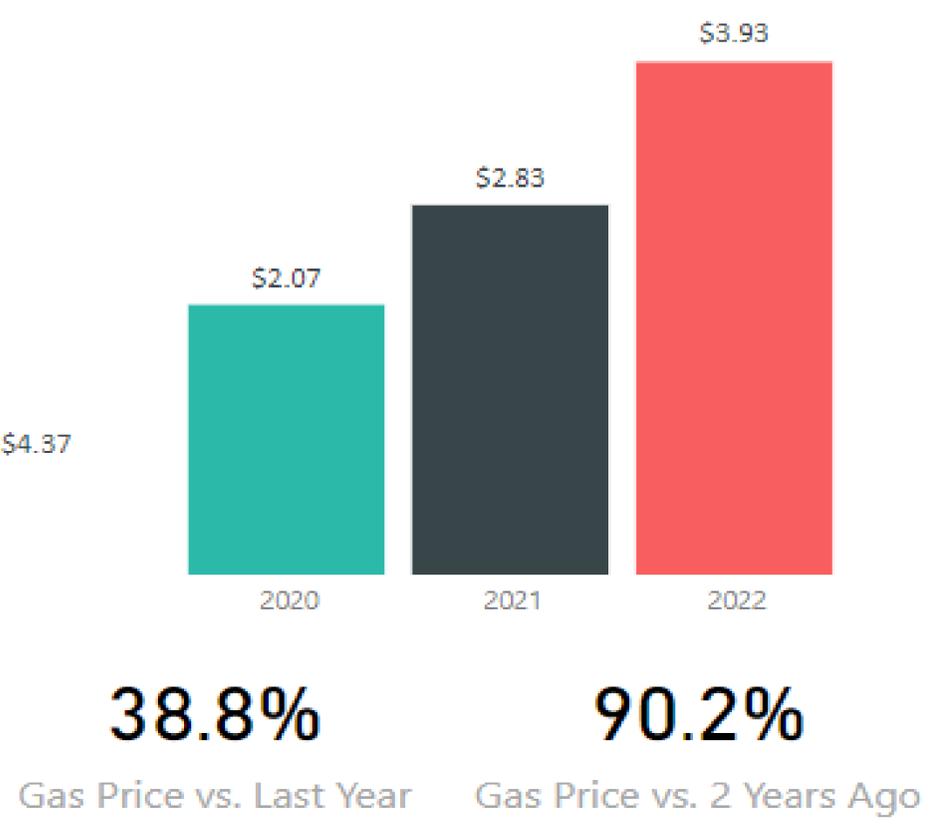
Gas Prices by Month



Gas Prices by Quarter



Gas Prices by Year



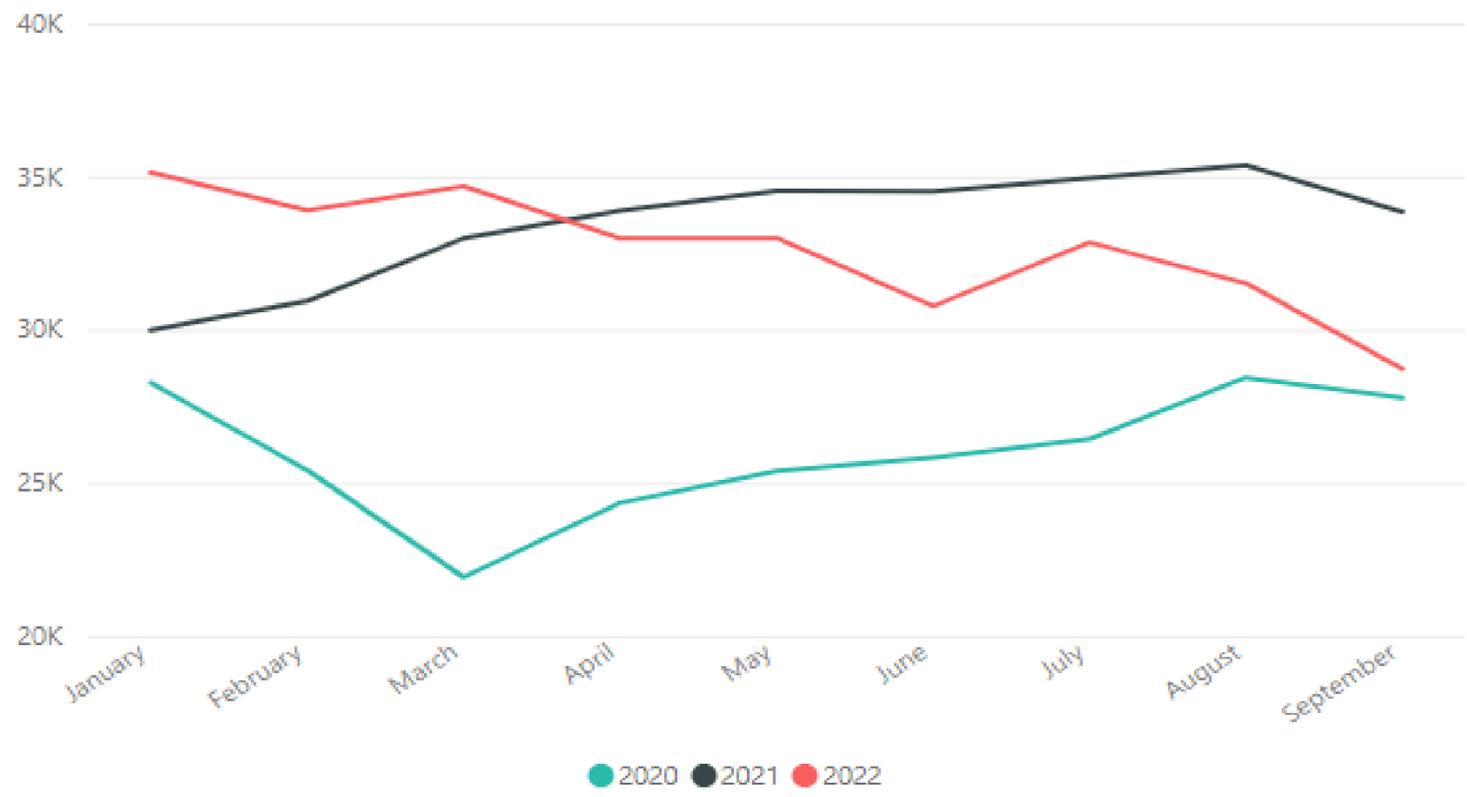


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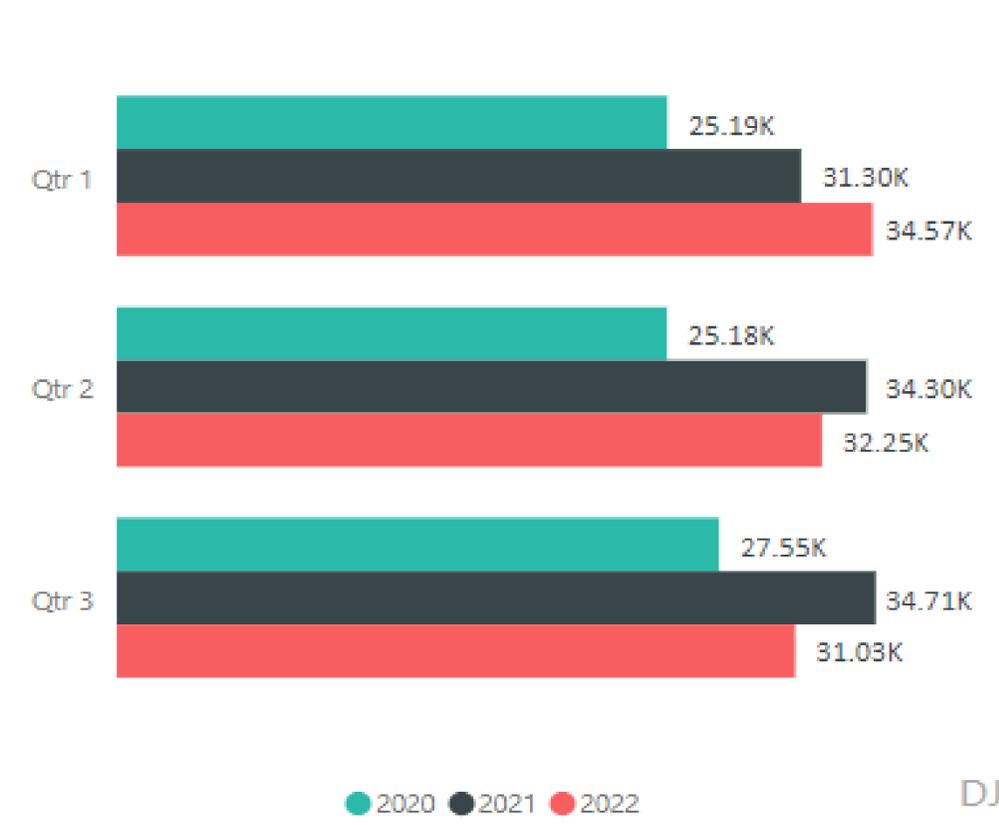
## US ECONOMIC KPIS

### Dow Jones Industrial Average (DJIA) YTD Thru September 2022

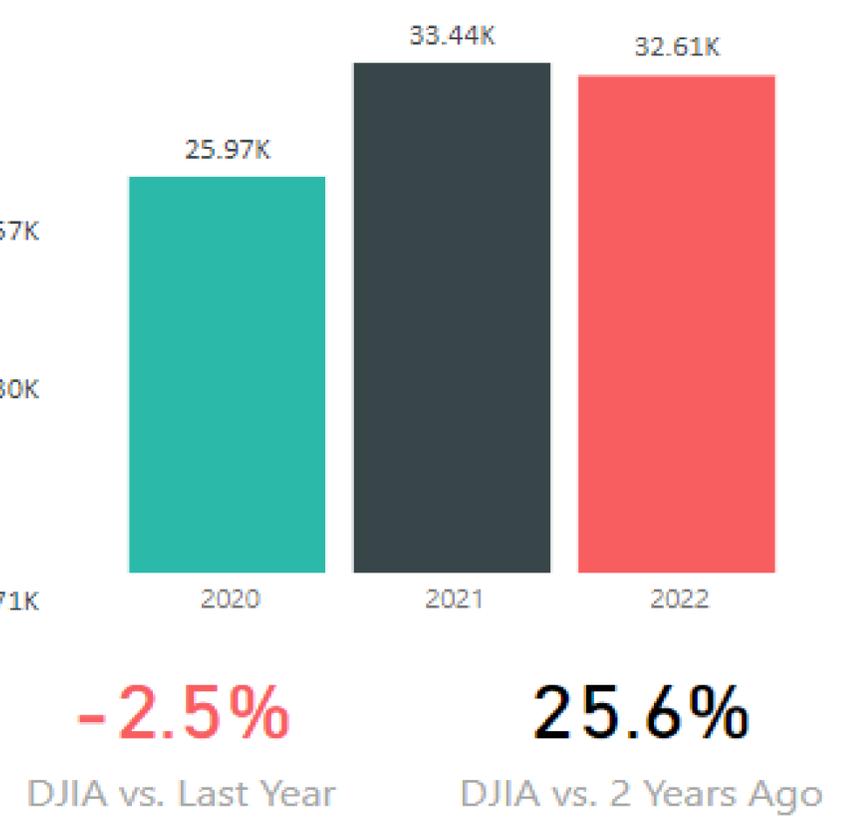
DJIA by Month



DJIA by Quarter



DJIA by Year



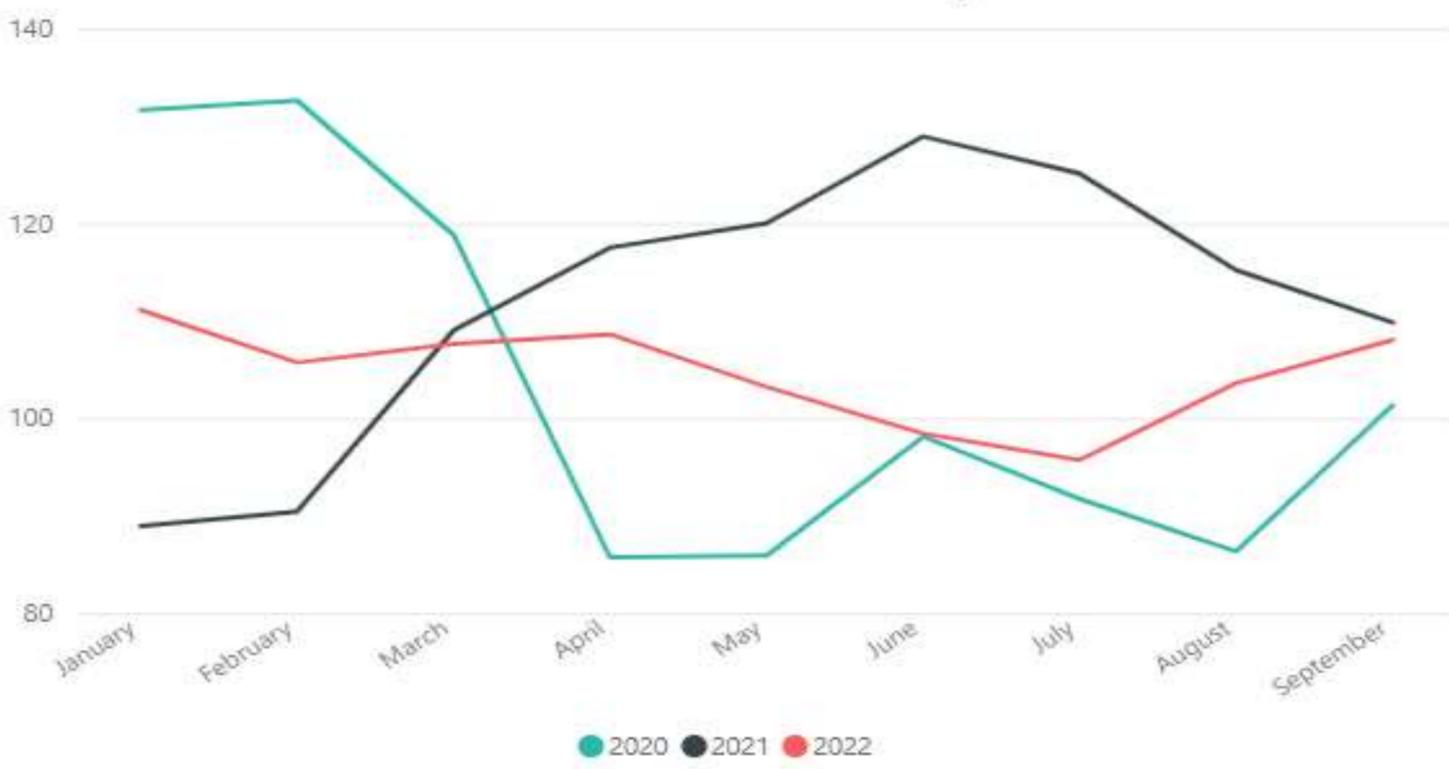


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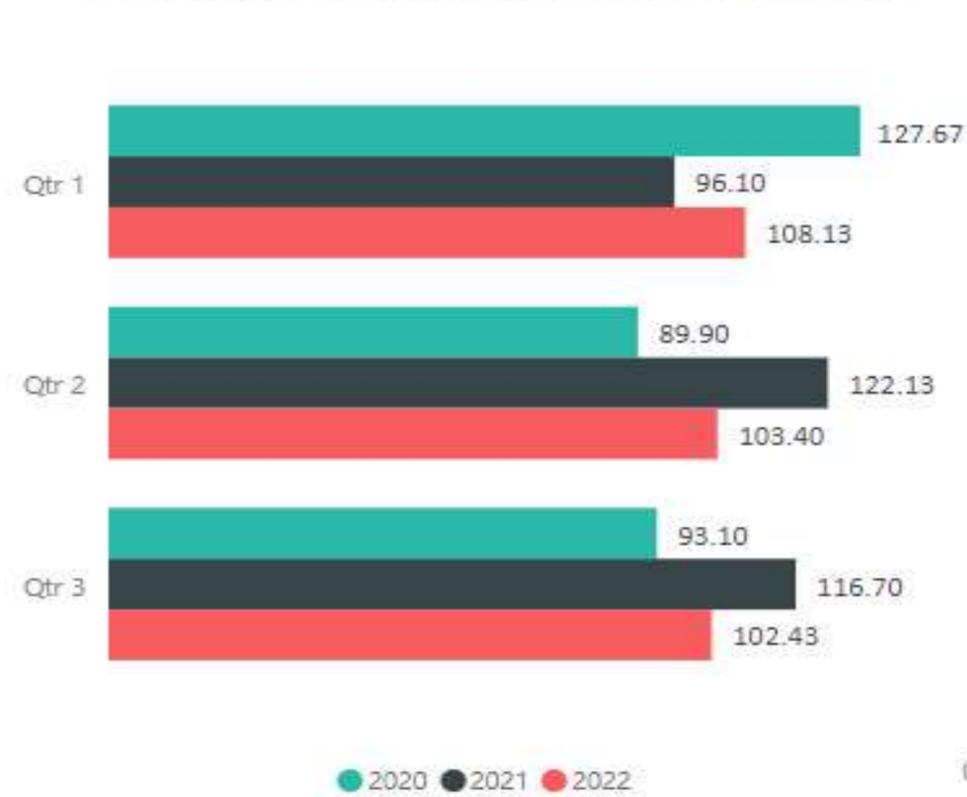
## US ECONOMIC KPIS

### 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.

Email: [mbemarkt@h2rmarketresearch.com](mailto:mbemarkt@h2rmarketresearch.com)

Call: 417.880.2487

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