

Key Performance Indicators Dashboard

Prepared for Branson Convention
& Visitors Bureau

Delivered July 2022

THE CLOSEST TO THE CUSTOMER WINS.



01. Branson Performance



02. VISITOR PROFILE KEY PERFORMANCE INDICATORS

03. U.S. ECONOMIC KEY PERFORMANCE INDICATORS

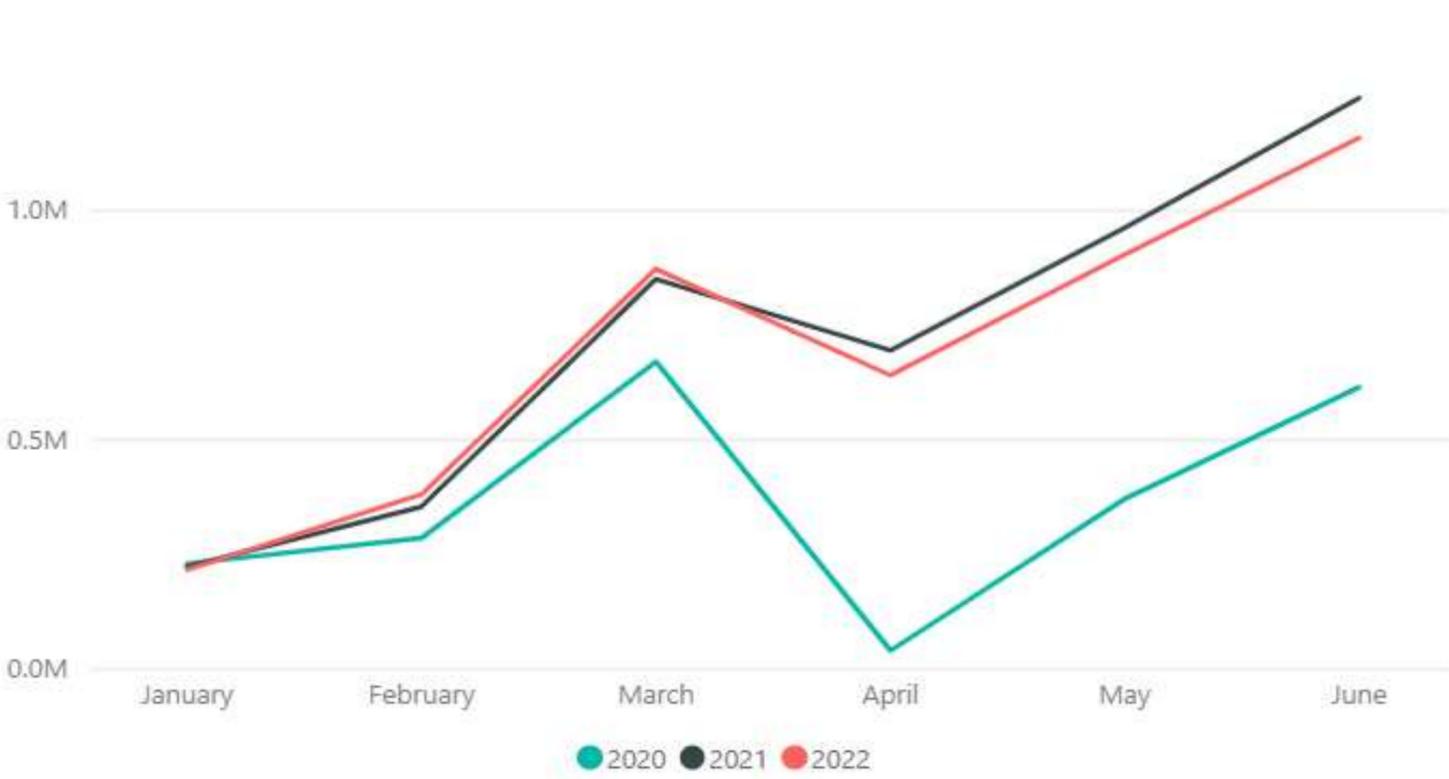


Quarter 2 2022

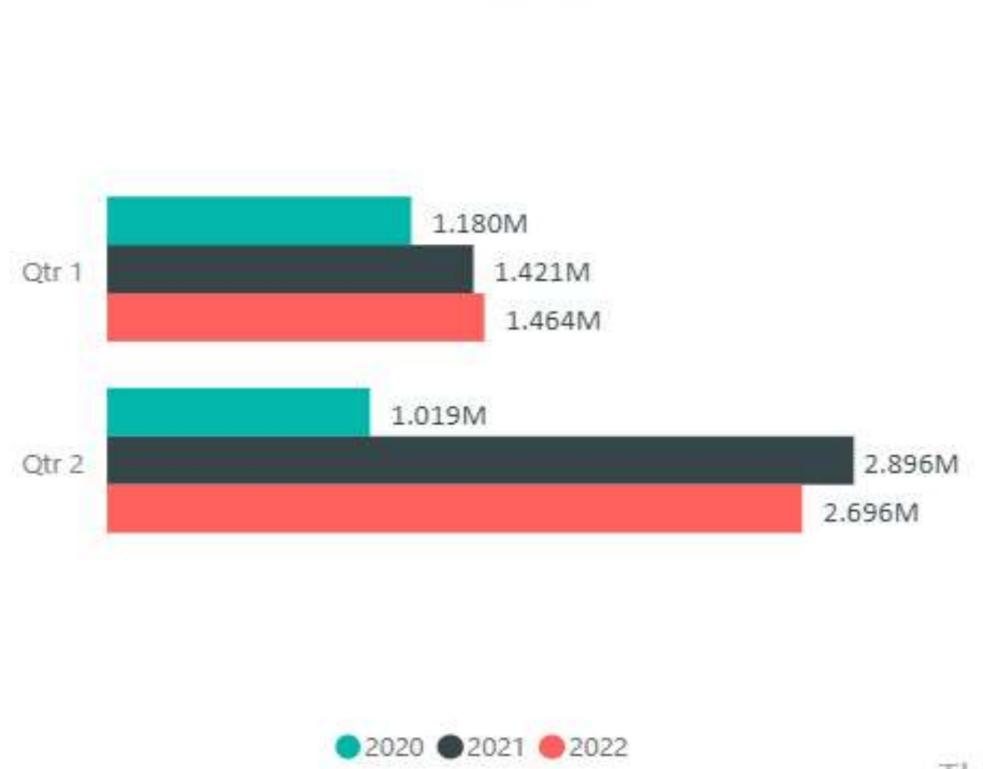
BRANSON PERFORMANCE

Estimated Visitation YTD Thru June 2022

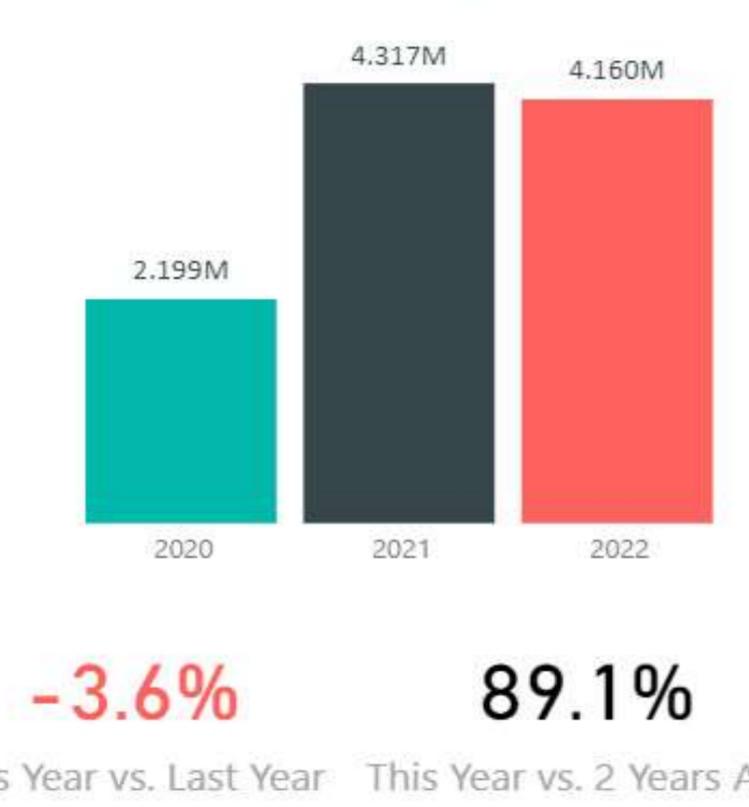
Visitation by Month



Visitation by Quarter



Visitation by Year



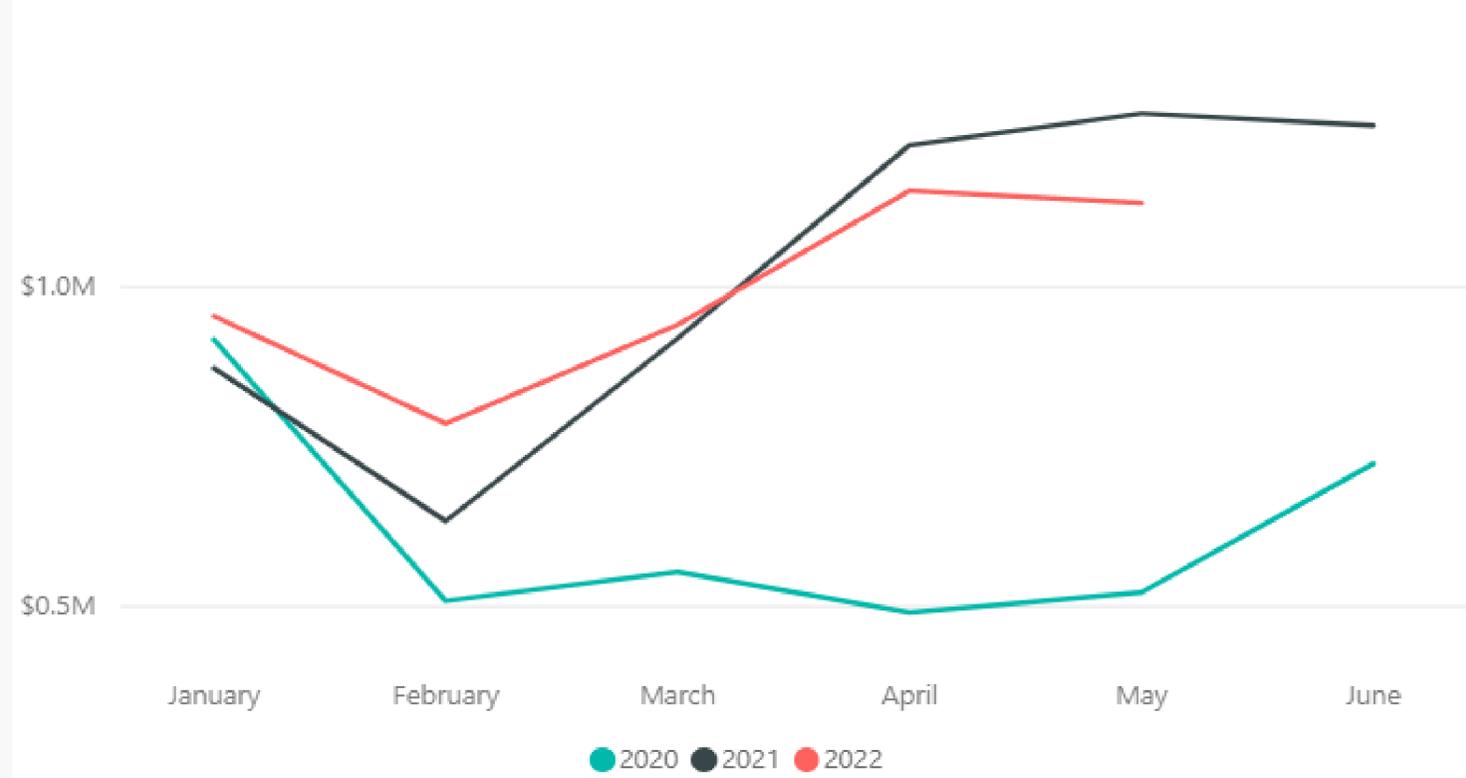


Quarter 2 2022

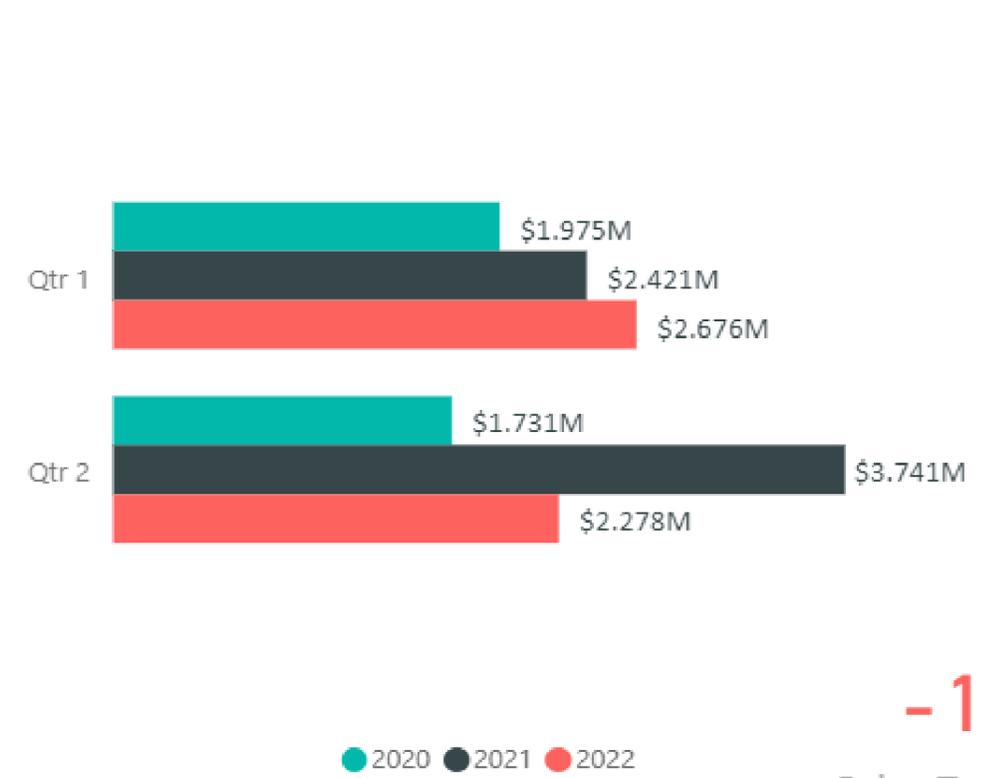
BRANSON PERFORMANCE

1% City Sales Tax YTD Thru June 2022

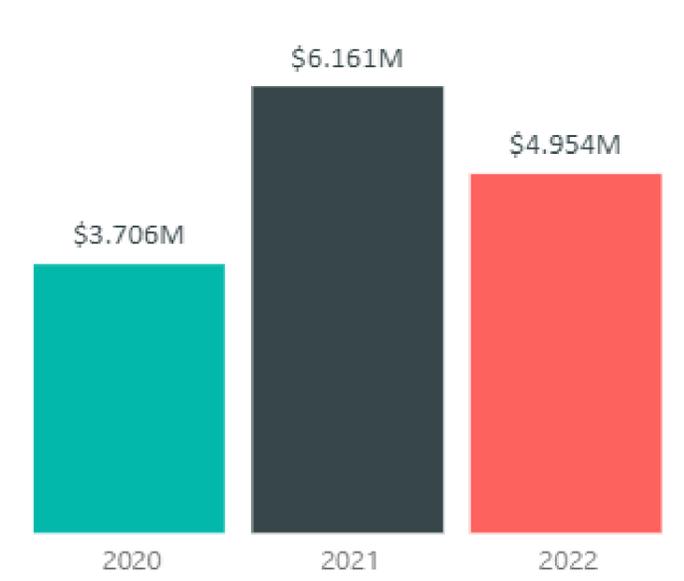
1% City Sales Tax by Month



1% City Sales Tax by Quarter



1% City Sales Tax by Year



-19.6%

Sales Tax vs. Last Year

33.7%

Sales Tax vs. 2 Years Ago



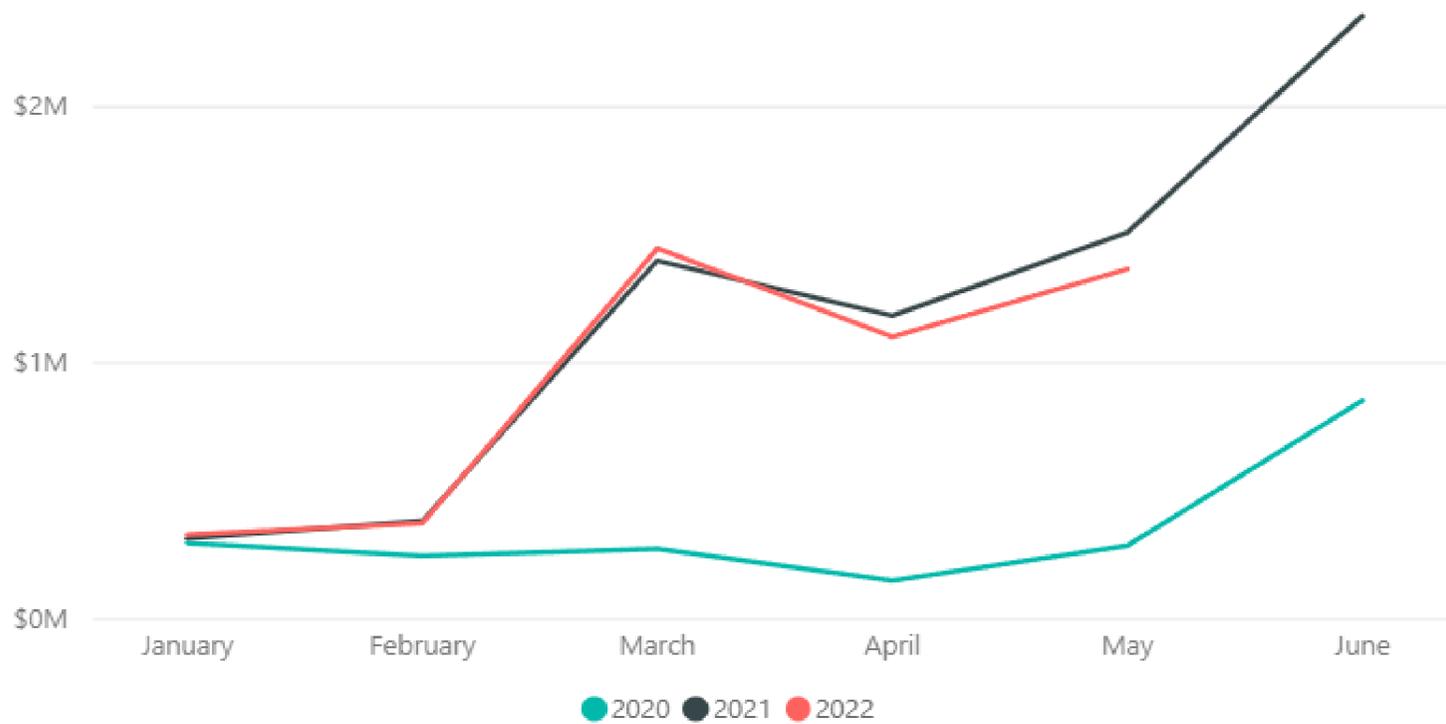


Quarter 2 2022

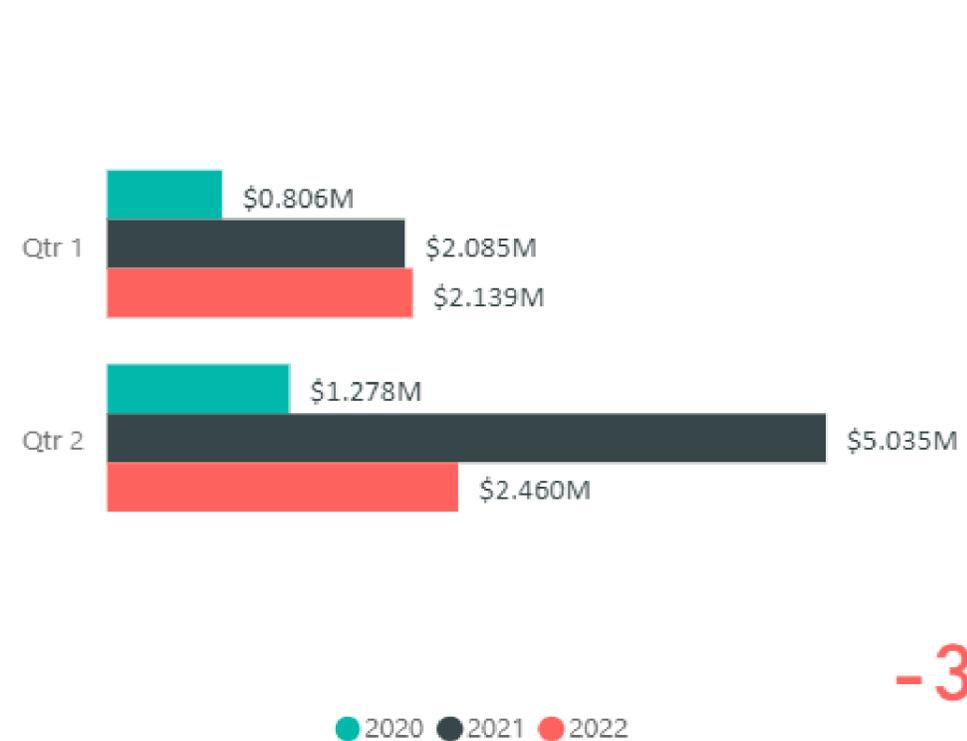
BRANSON PERFORMANCE

Tourism Tax YTD Thru June 2022

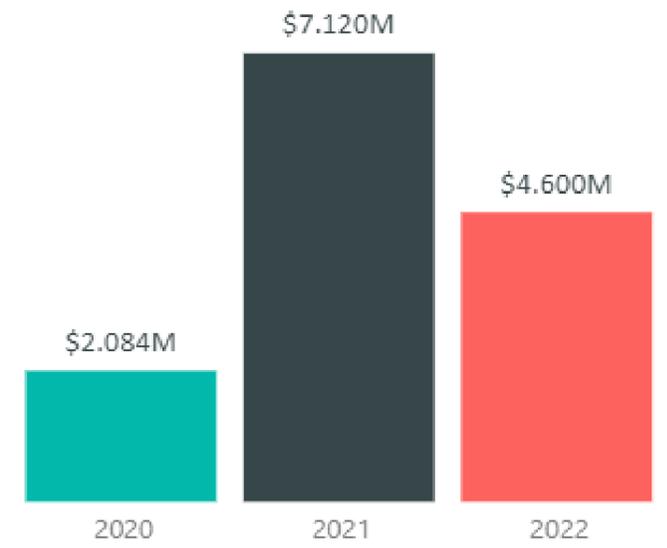
Tourism Tax by Month



Tourism Tax by Quarter



Tourism Tax by Year



-35.4%

Tourism Tax vs. Last Year

120.7%

Tourism Tax vs. 2 Years Ago

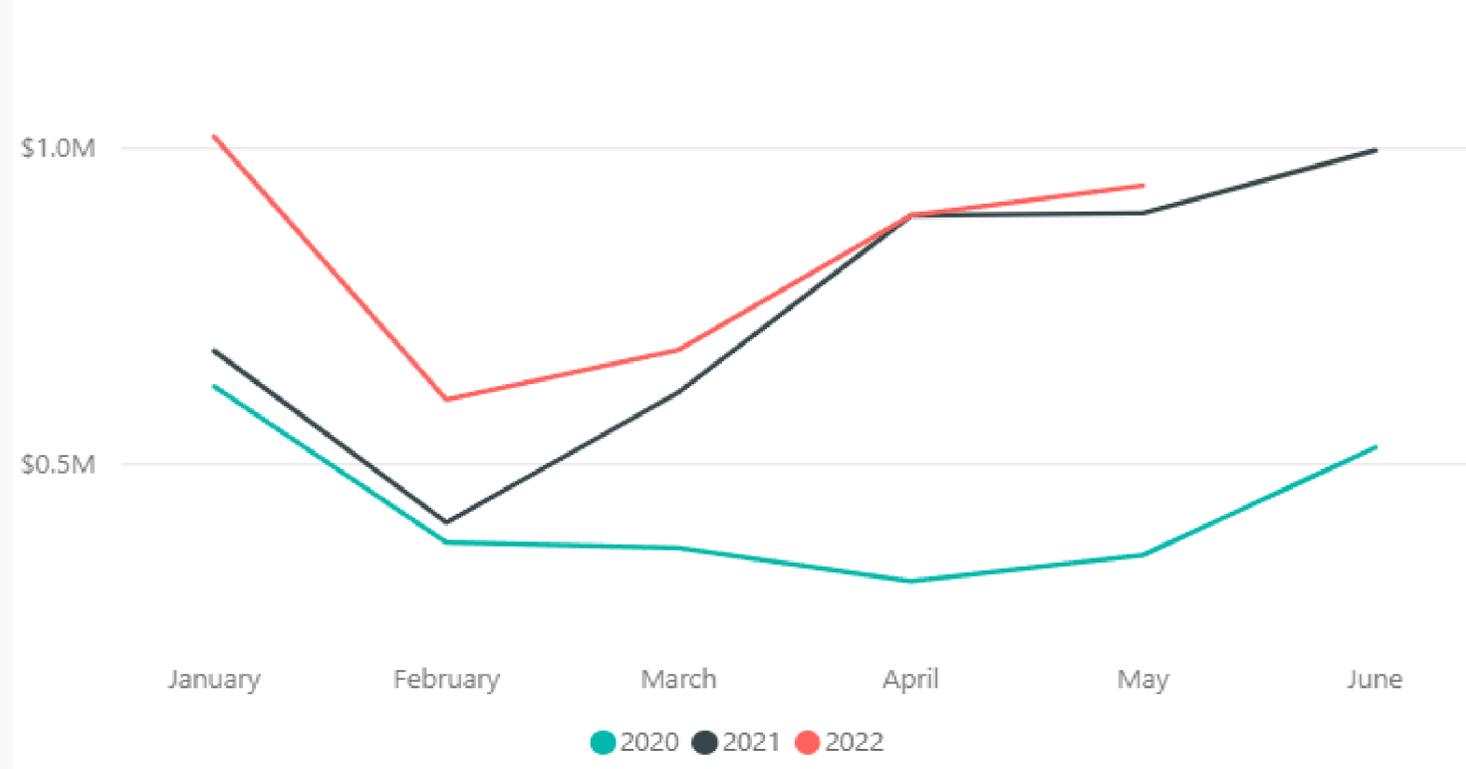


Quarter 2 2022

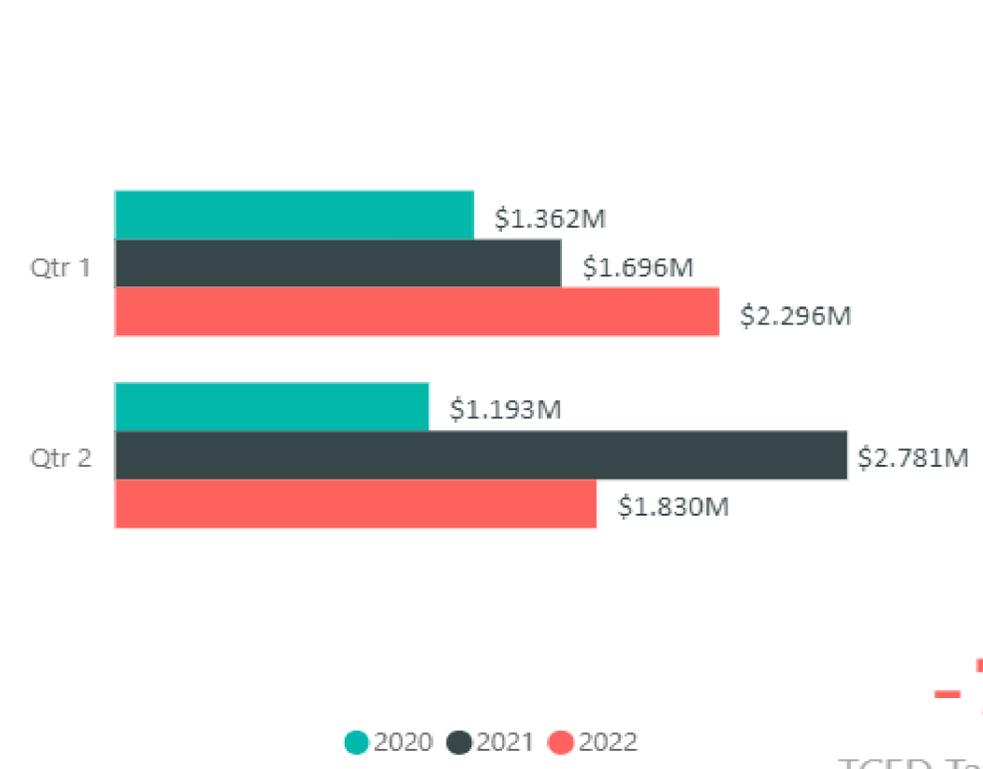
BRANSON PERFORMANCE

TCED Tax YTD Thru June 2022

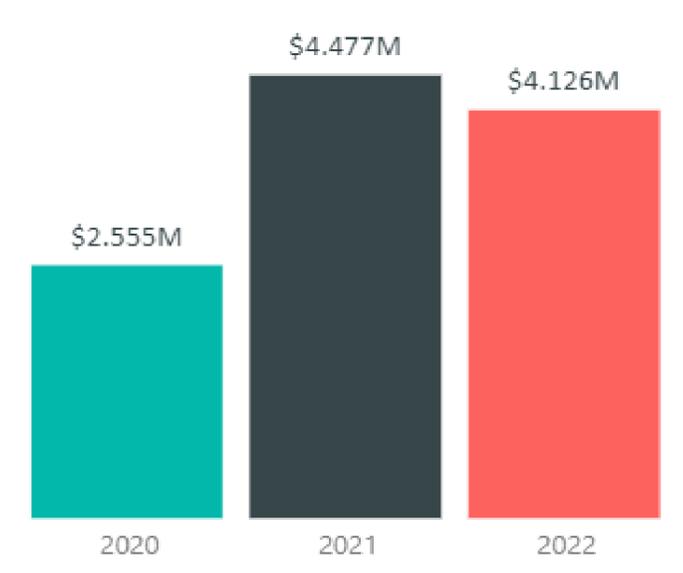
TCED Tax by Month



TCED Tax by Quarter



TCED Tax by Year



-7.8%

TCED Tax vs. Last Year

61.5%

TCED Tax vs. 2 Years Ago



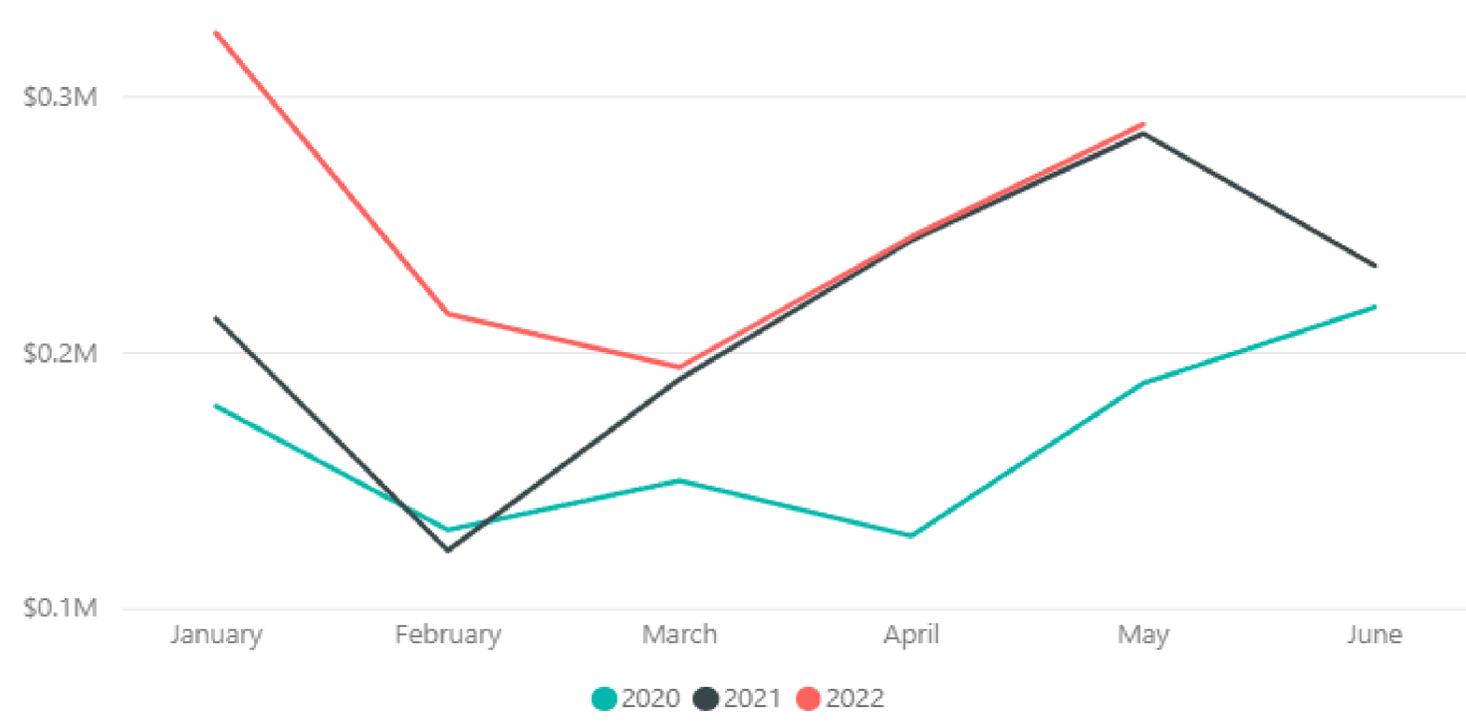


Quarter 2 2022

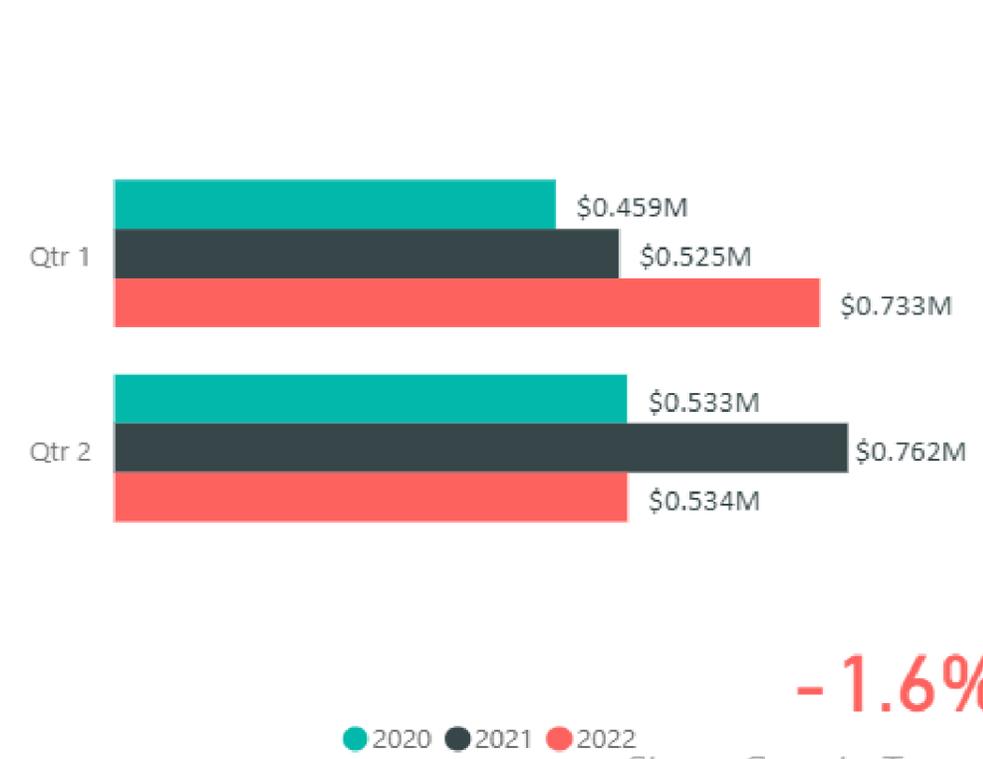
BRANSON PERFORMANCE

Stone County Tax YTD Thru June 2022

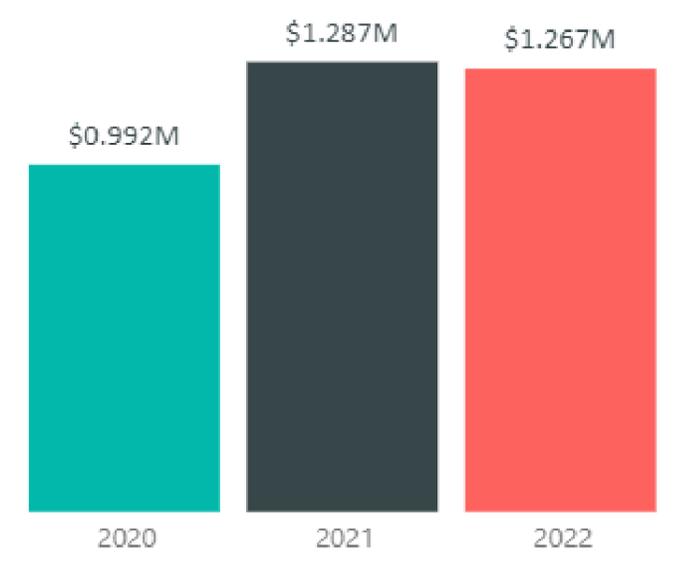
Stone County Tax by Month



Stone County Tax by Quarter



Stone County Tax by Year



-1.6%

27.7%

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



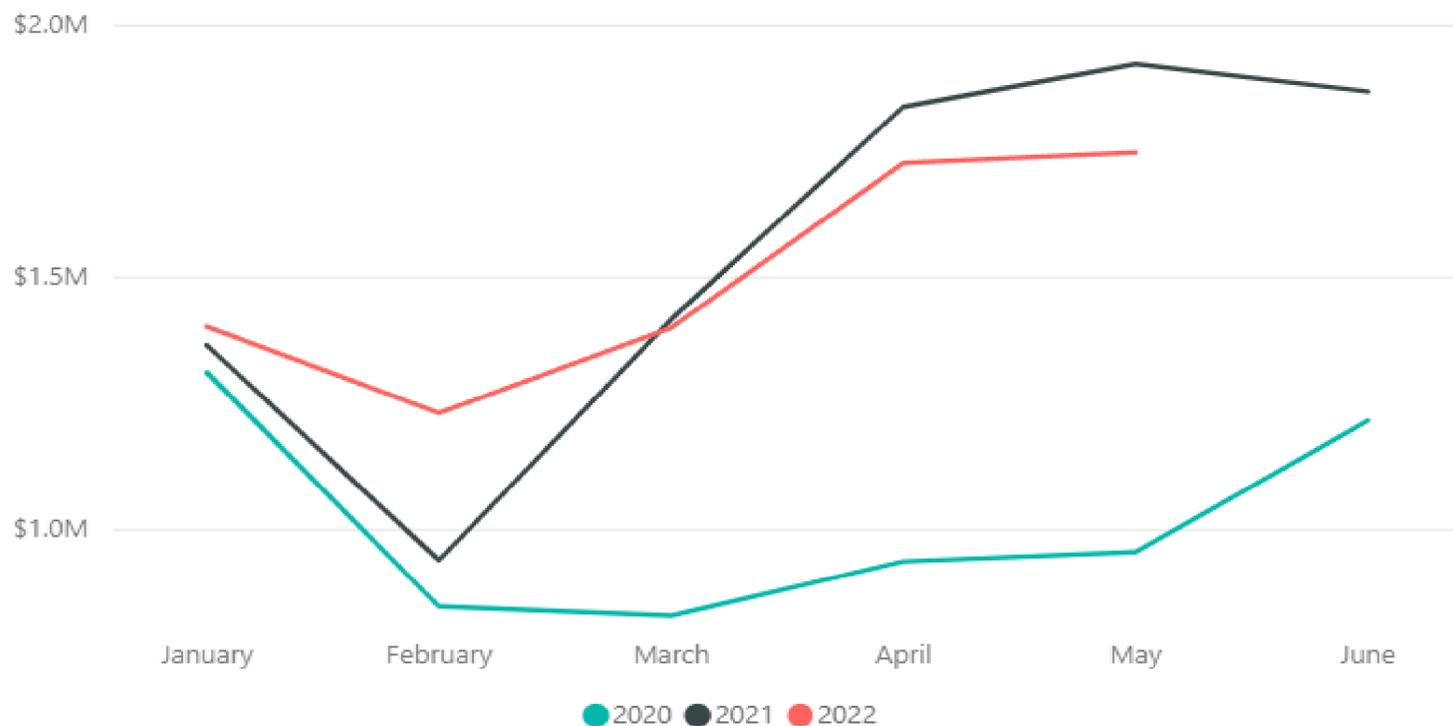


Quarter 2 2022

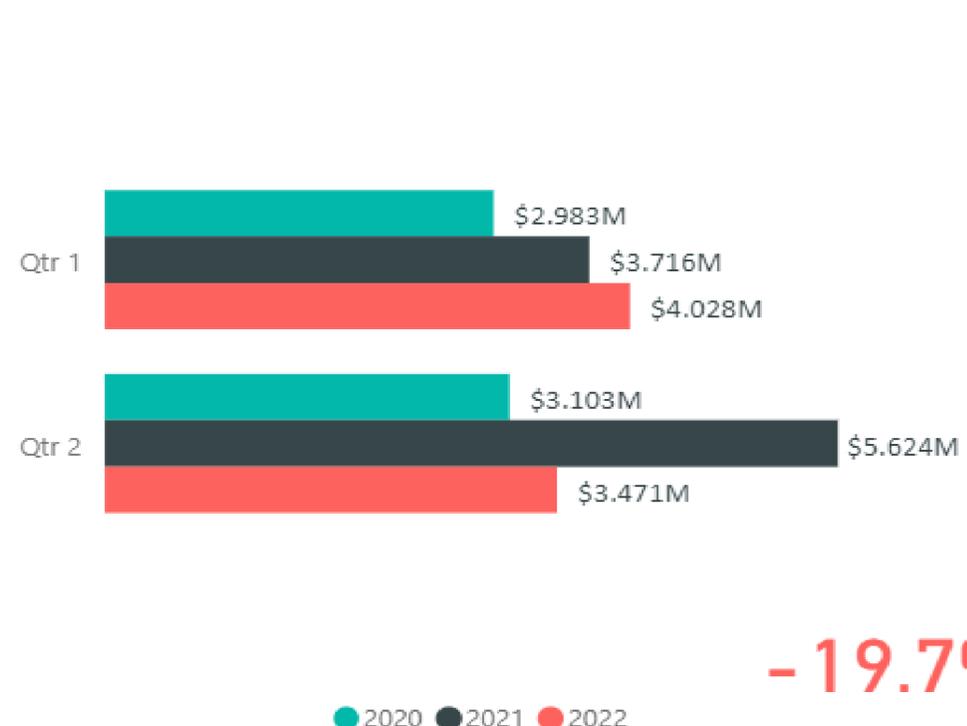
BRANSON PERFORMANCE

Taney County Tax YTD Thru June 2022

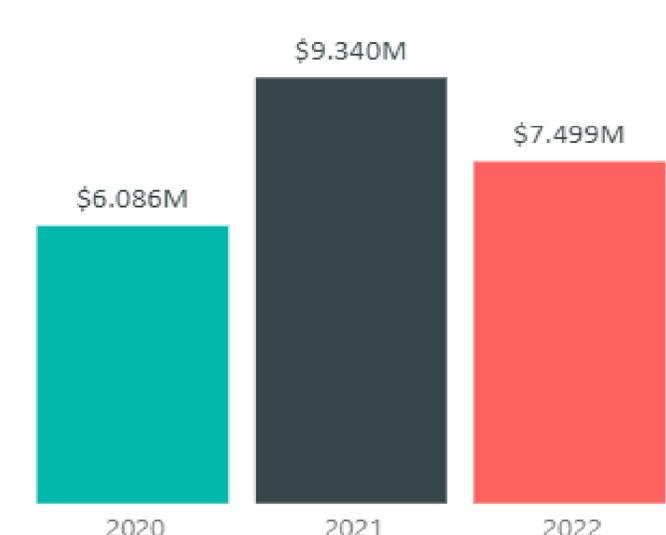
Taney County Tax by Month



Taney County Tax by Quarter



Taney County Tax by Year



-19.7%

23.2%

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



01. BRANSON PERFORMANCE

02. Visitor Profile Key Performance Indicators

03. U.S. ECONOMIC KEY PERFORMANCE INDICATORS



Quarter 2 2022

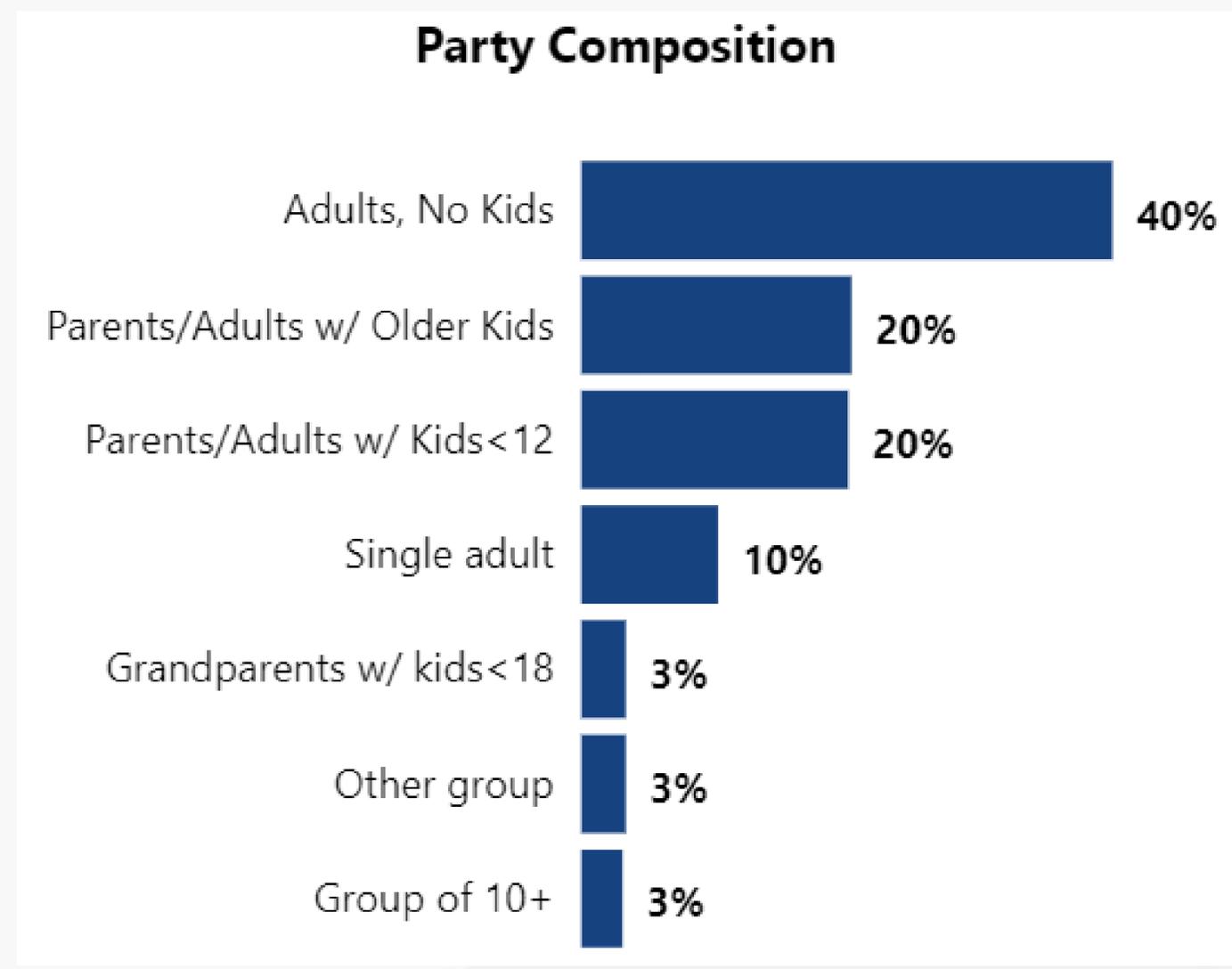
VISITOR PROFILE KPIS





Quarter 2 2022

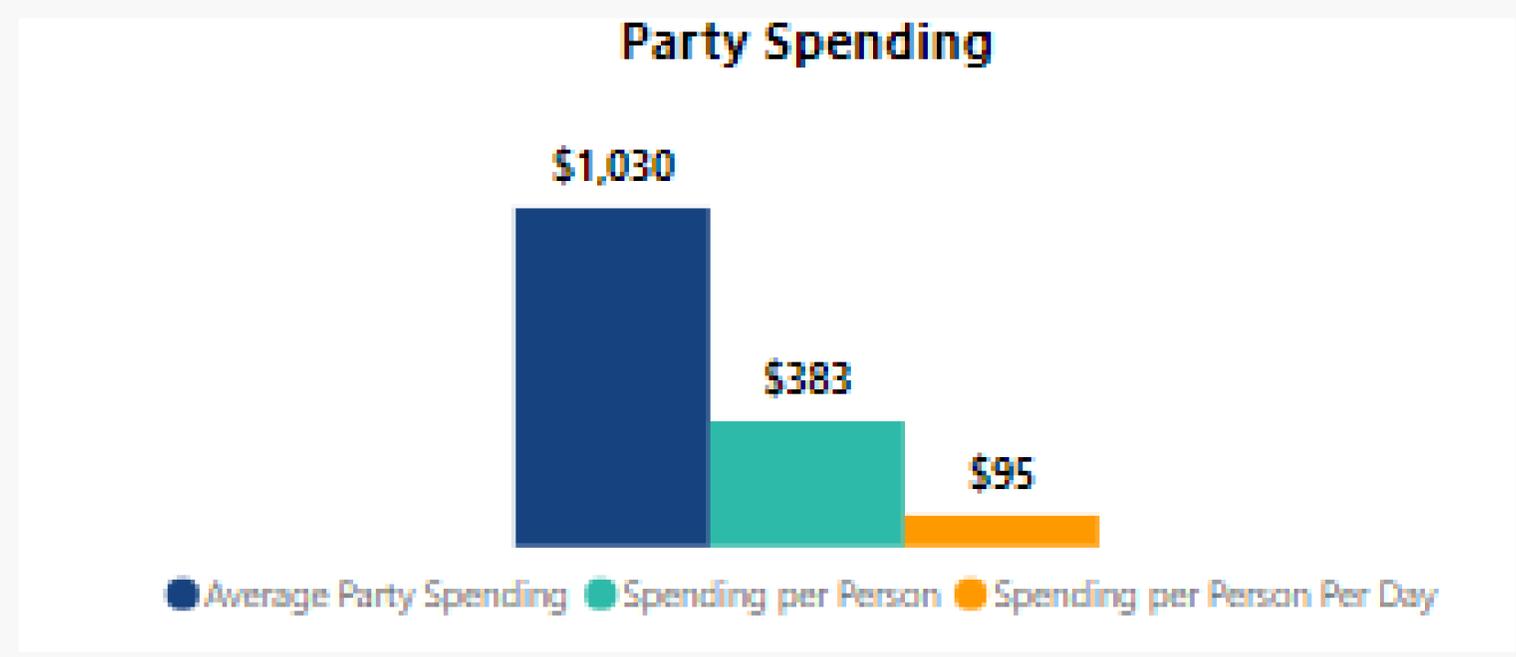
VISITOR PROFILE KPIS





Quarter 2 2022

VISITOR PROFILE KPIs





Quarter 2 2022

VISITOR PROFILE KPIS

Branson Party Composition

Party Size	2.69
Average Adult Age	43.6
Average Child Age	9.6
Under 12	16%
12 to 17 years	10%
18 to 34 years	28%
35 to 54 years	26%
55+ years	20%
Families	65%
Adults	35%
Average HH Income	\$92,063



Quarter 2 2022

VISITOR PROFILE KPIs





Quarter 2 2022

VISITOR PROFILE KPIs

Activity Participation & Influence		
	Participated	Influenced Trip
Shopping	49%	20%
Live Shows	32%	20%
Downtown Branson/Main Street	40%	13%
Outdoor/Lake Activities	33%	20%
Unique local restaurants	34%	11%
Silver Dollar City	35%	26%
Branson Landing	33%	14%
Museum attraction	28%	13%
Historical places/Old homes	21%	10%
Wine tasting/Winery tour	18%	6%
Rural sightseeing	24%	10%
Excursion	16%	7%
Zip Line	17%	8%
Aquarium at the Boardwalk	18%	8%
Golf	14%	7%
Special event/festival	16%	5%
Youth/Amateur/Collegiate sporting event	15%	6%
Wonderworks	13%	4%
Spa/Health club	12%	5%
Reunions/Family events	13%	6%
None of the above	2%	4%





Quarter 2 2022

VISITOR PROFILE KPIs

Live Shows Seen in Branson

# of Live Shows Seen on Most Recent Visit to Branson	3.12
Live Performances/Productions in Branson Theater	70%
Theme/Amusement Park Shows	49%
Dinner Show Productions	48%
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



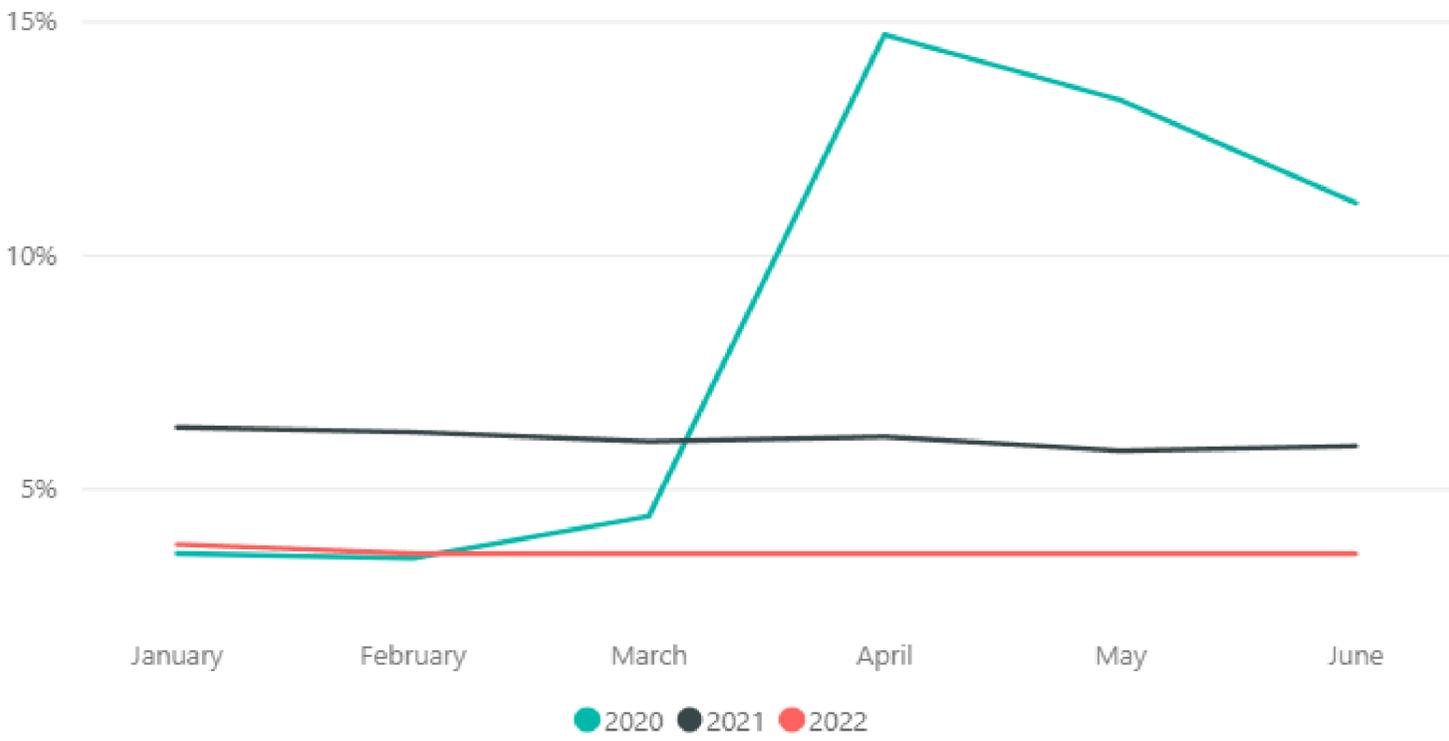
Branson/Lakes Area CVB Key Performance Indicators Dashboard

Quarter 2 2022

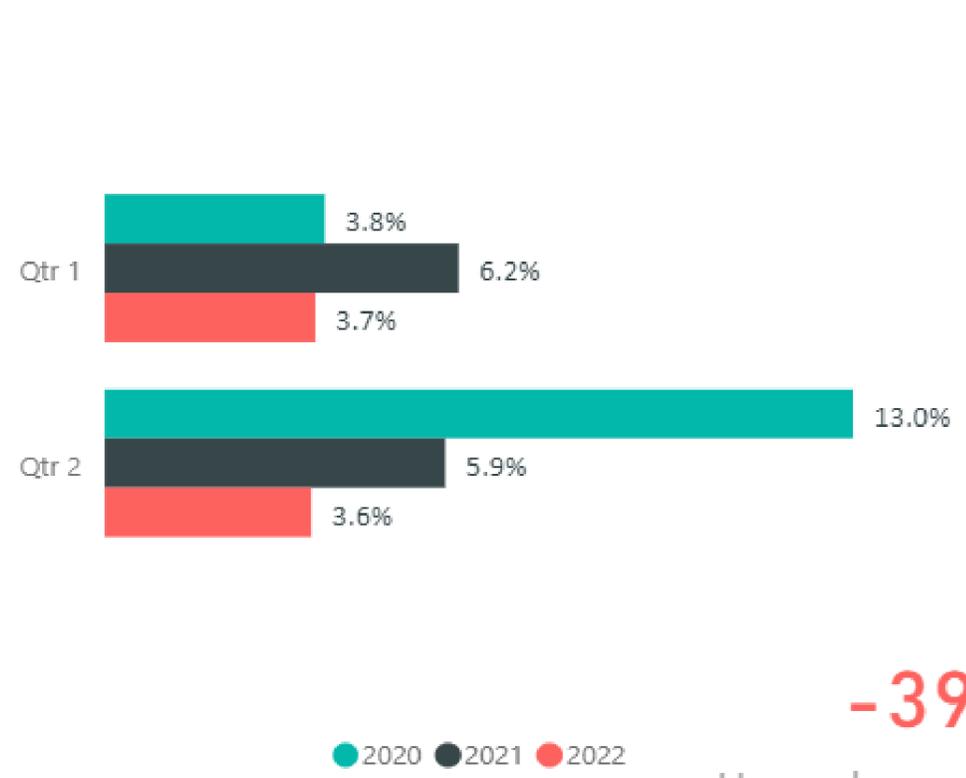
US ECONOMIC KPIS

US Unemployment Rate YTD Thru June 2022

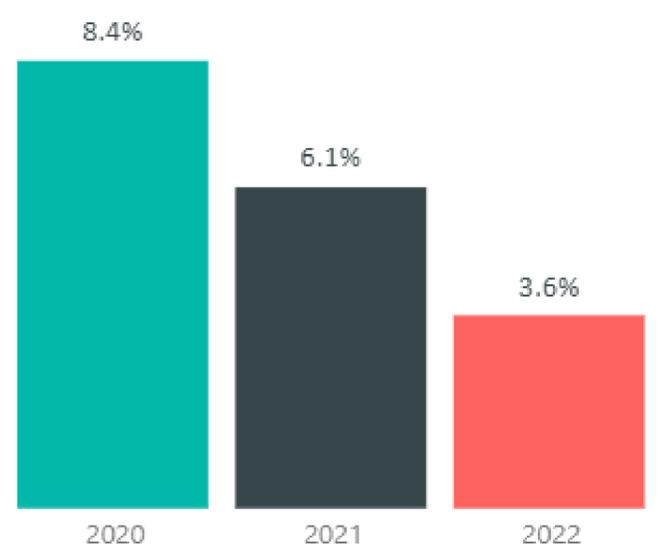
Unemployment by Month



Unemployment by Quarter



Unemployment by Year



-39.9%

-56.9%

Unemployment vs. Last Year Unemployment vs. 2 years Ago





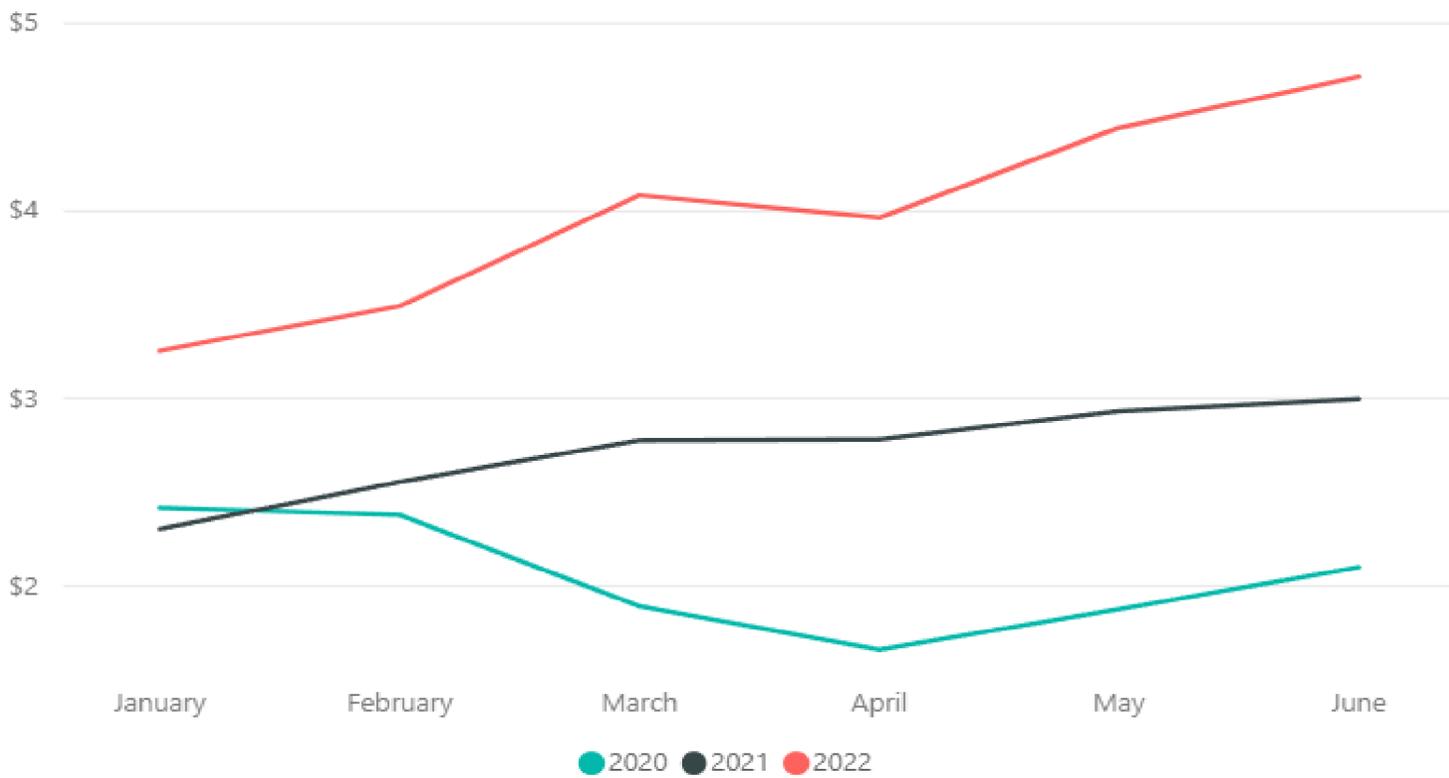
Branson/Lakes Area CVB Key Performance Indicators Dashboard

Quarter 2 2022

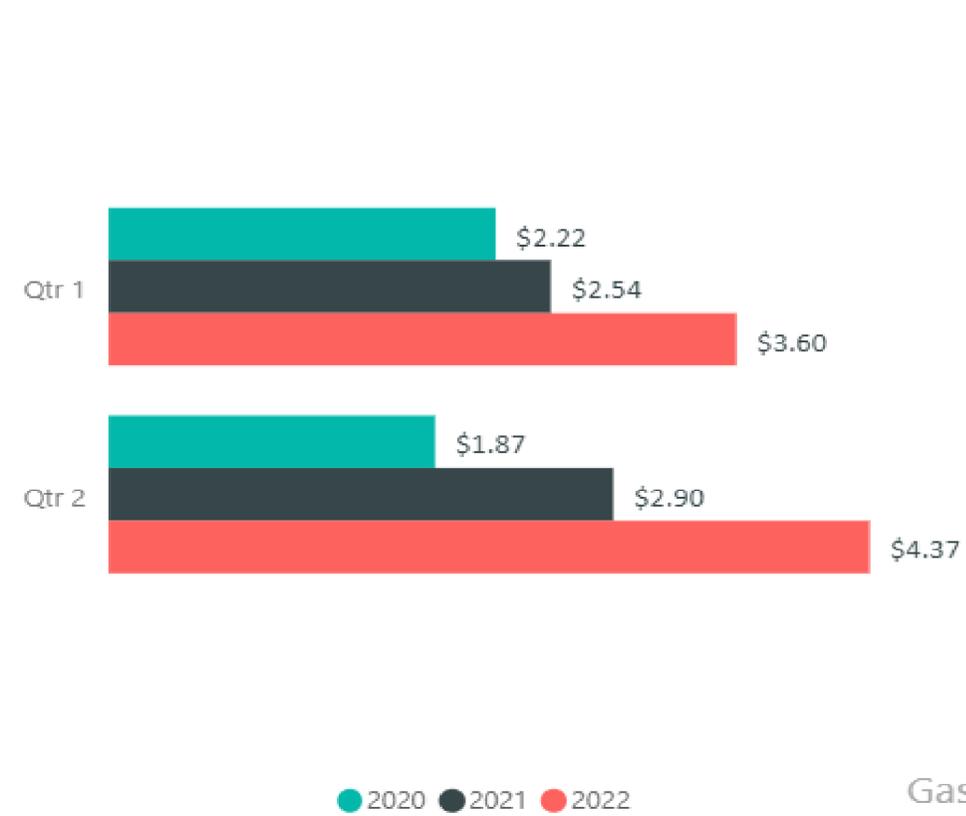
US ECONOMIC KPIS

Gas Prices YTD Thru June 2022

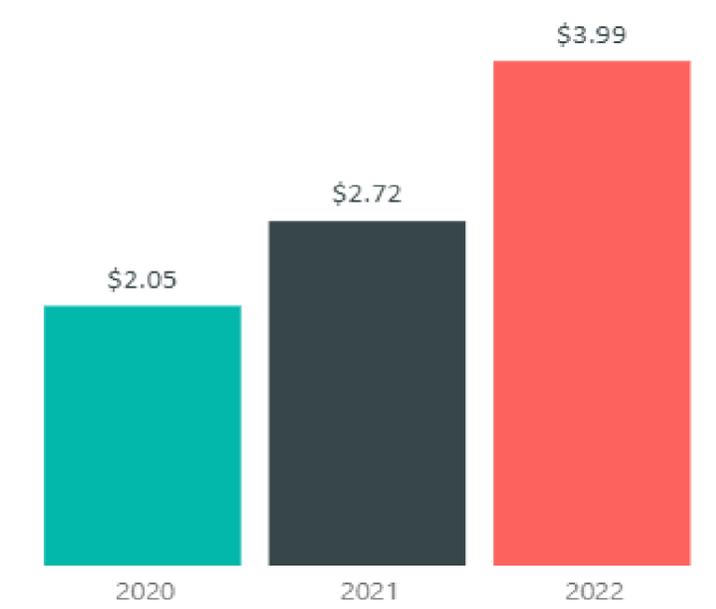
Gas Prices by Month



Gas Prices by Quarter



Gas Prices by Year



46.7%

Gas Price vs. Last Year

94.6%

Gas Price vs. 2 Years Ago



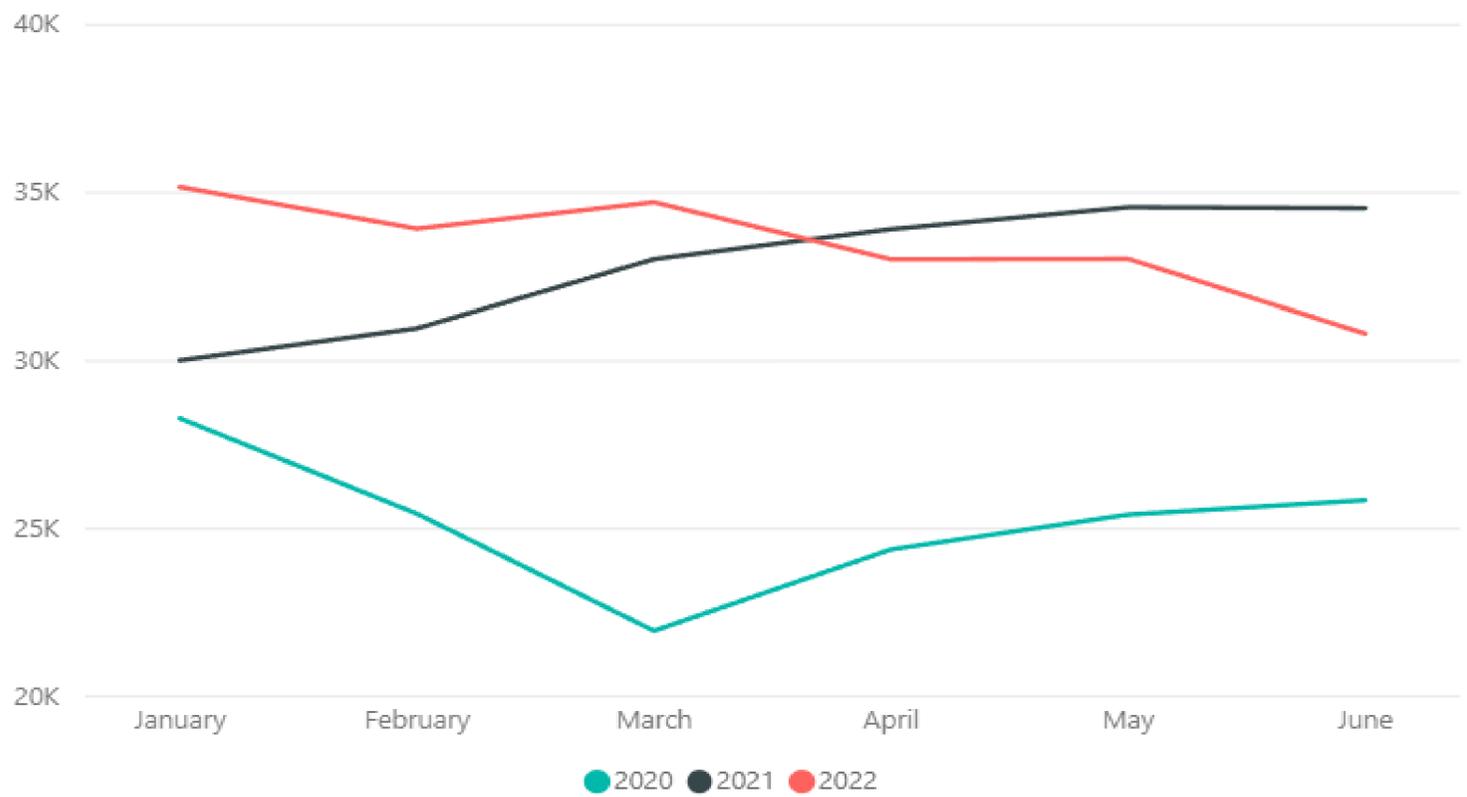


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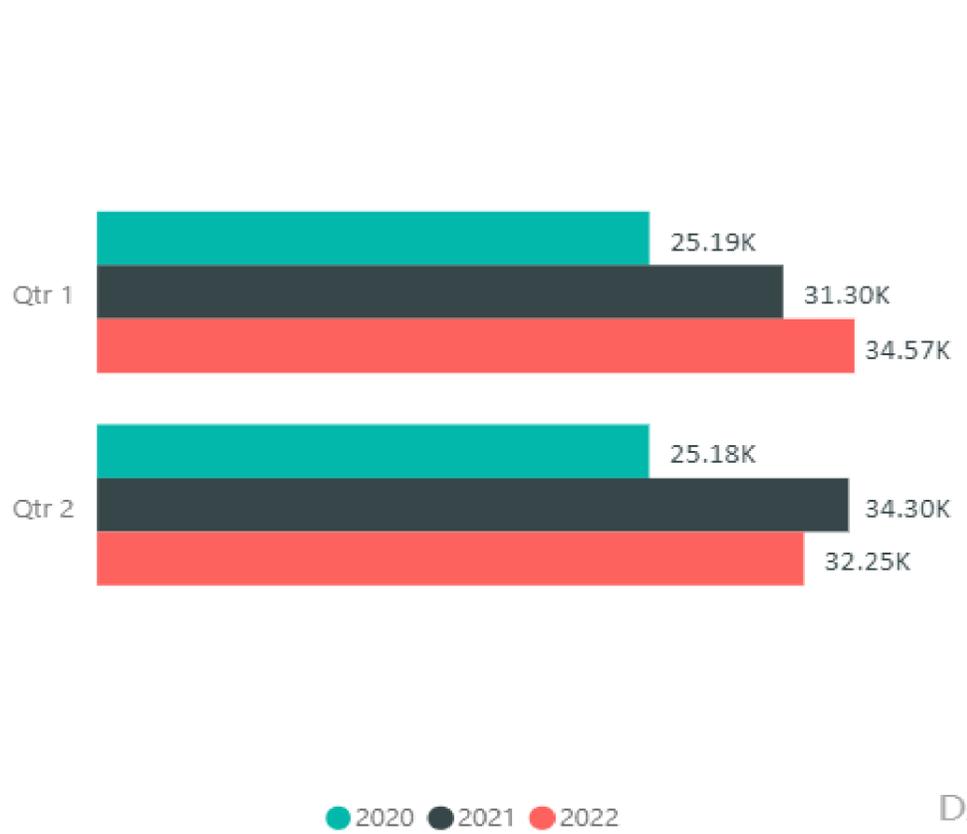
US ECONOMIC KPIS

Dow Jones Industrial Average (DJIA) YTD Thru June 2022

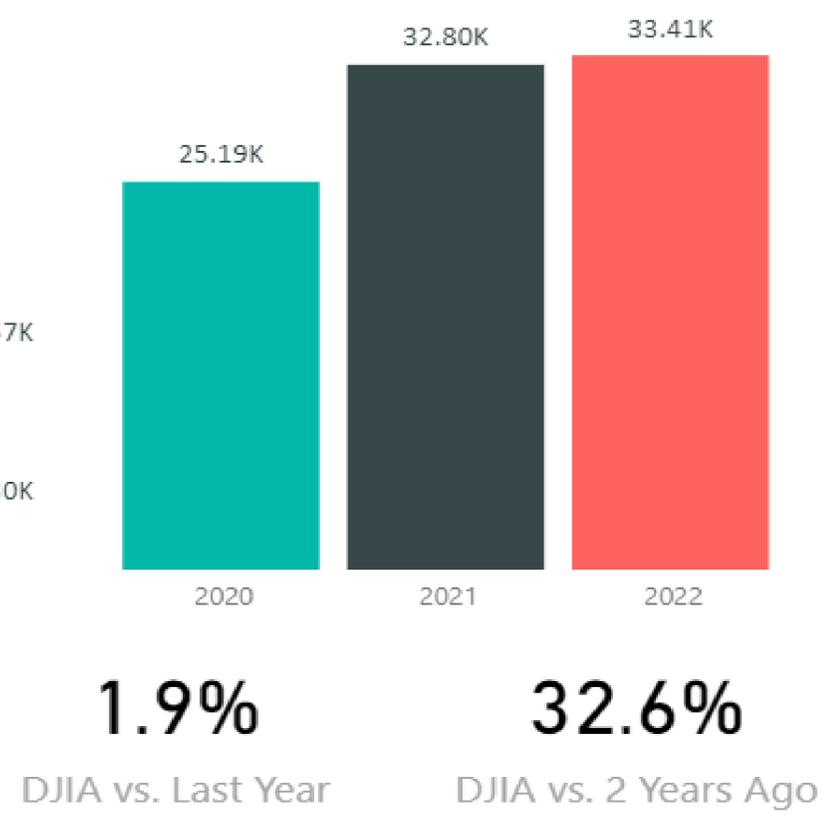
DJIA by Month



DJIA by Quarter



DJIA by Year





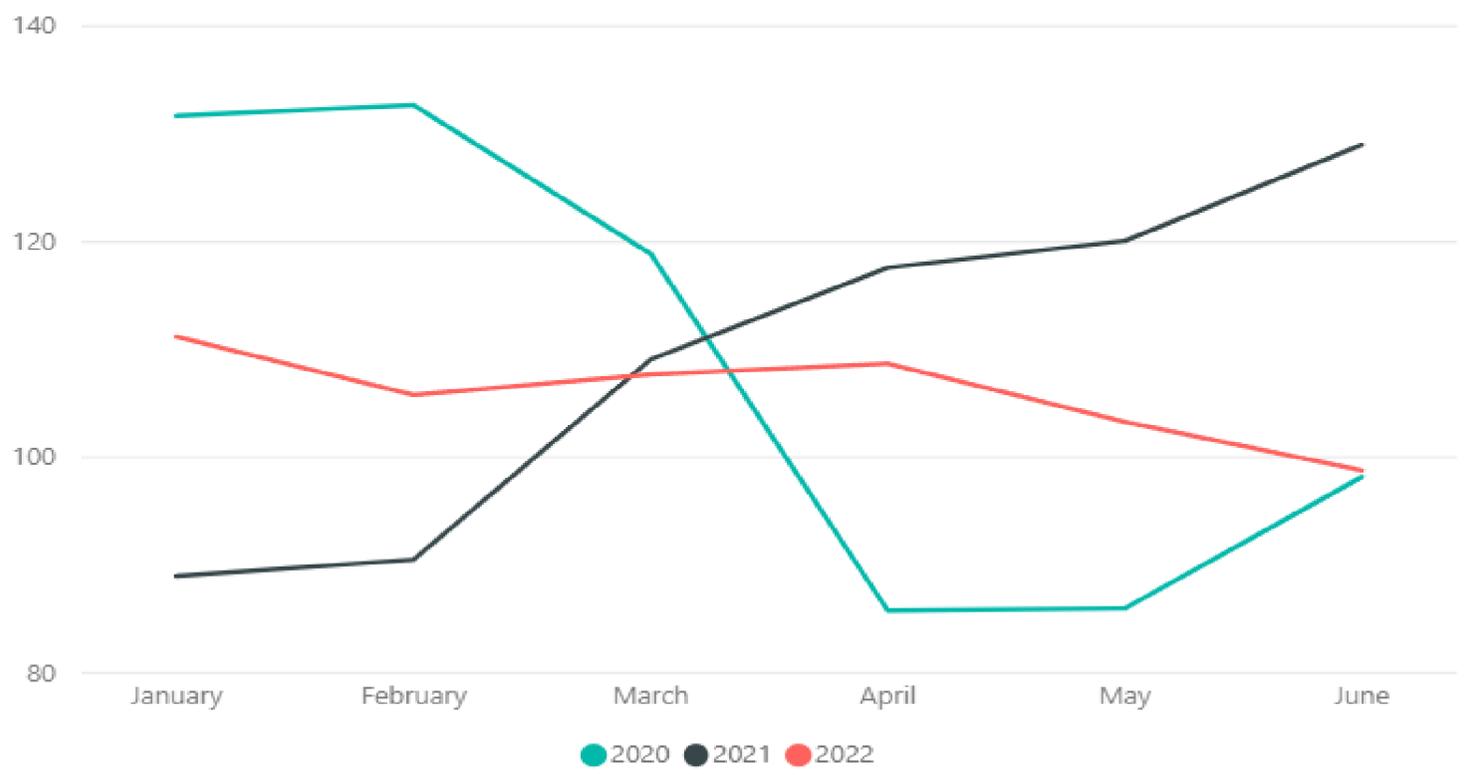
Branson/Lakes Area CVB Key Performance Indicators Dashboard

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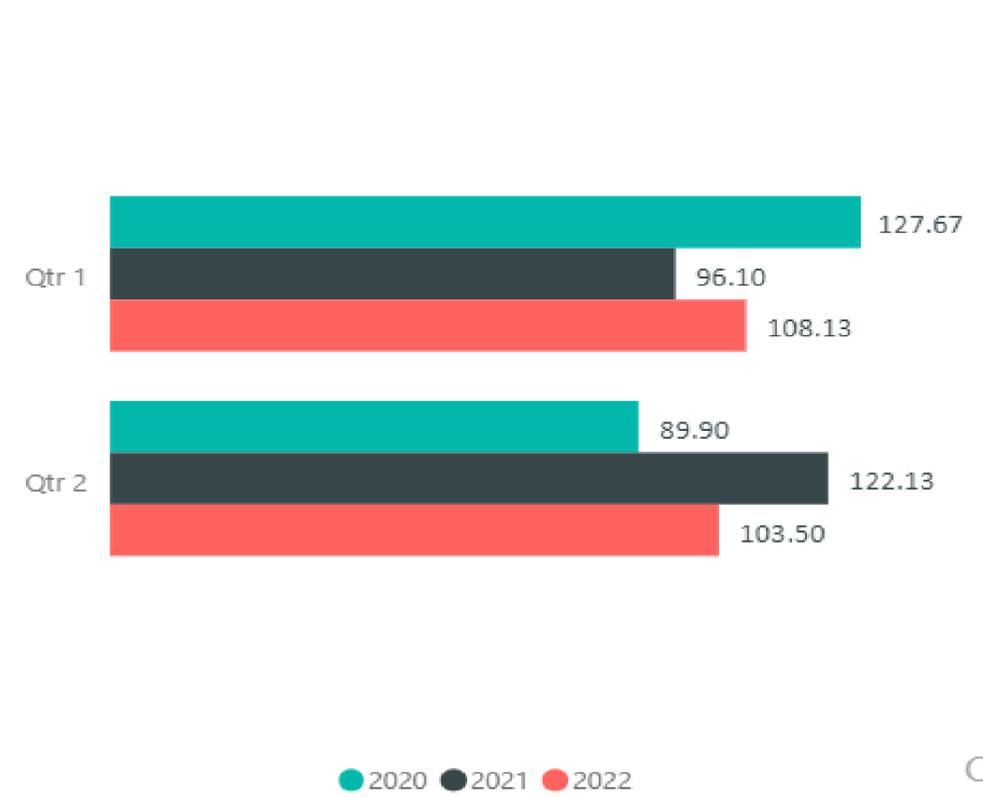
US ECONOMIC KPIS

Consumer Confidence Index (CCI) YTD Thru June 2022

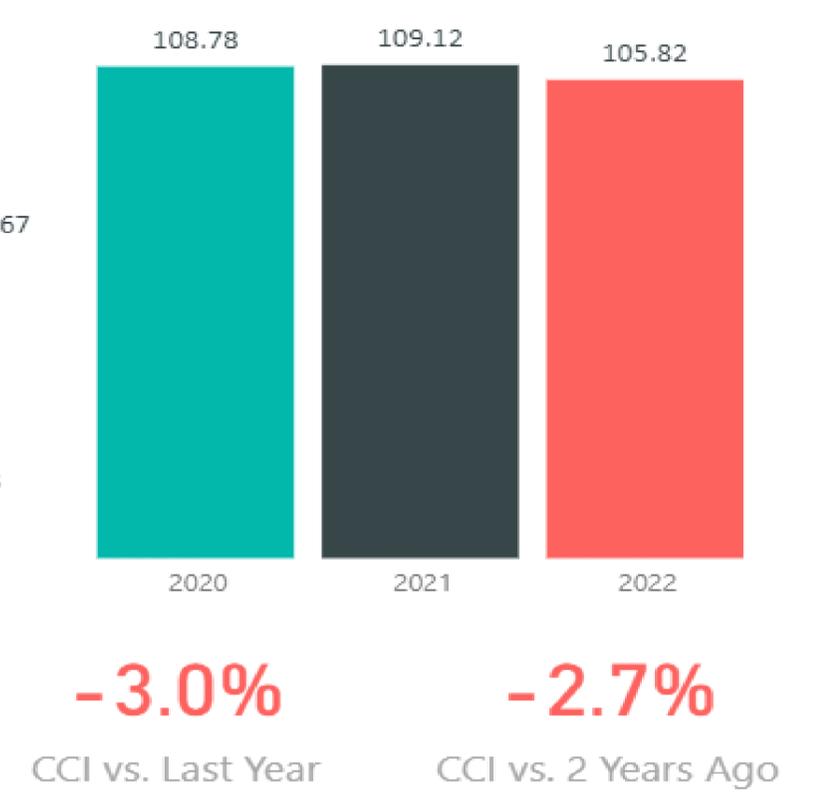
Consumer Confidence Index by Month



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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