

Key Performance Indicators Dashboard

Prepared for Branson Convention
& Visitors Bureau

Delivered May 2022

THE CLOSEST TO THE CUSTOMER WINS.



01. Branson Performance



02. VISITOR PROFILE KEY PERFORMANCE INDICATORS

03. U.S. ECONOMIC KEY PERFORMANCE INDICATORS

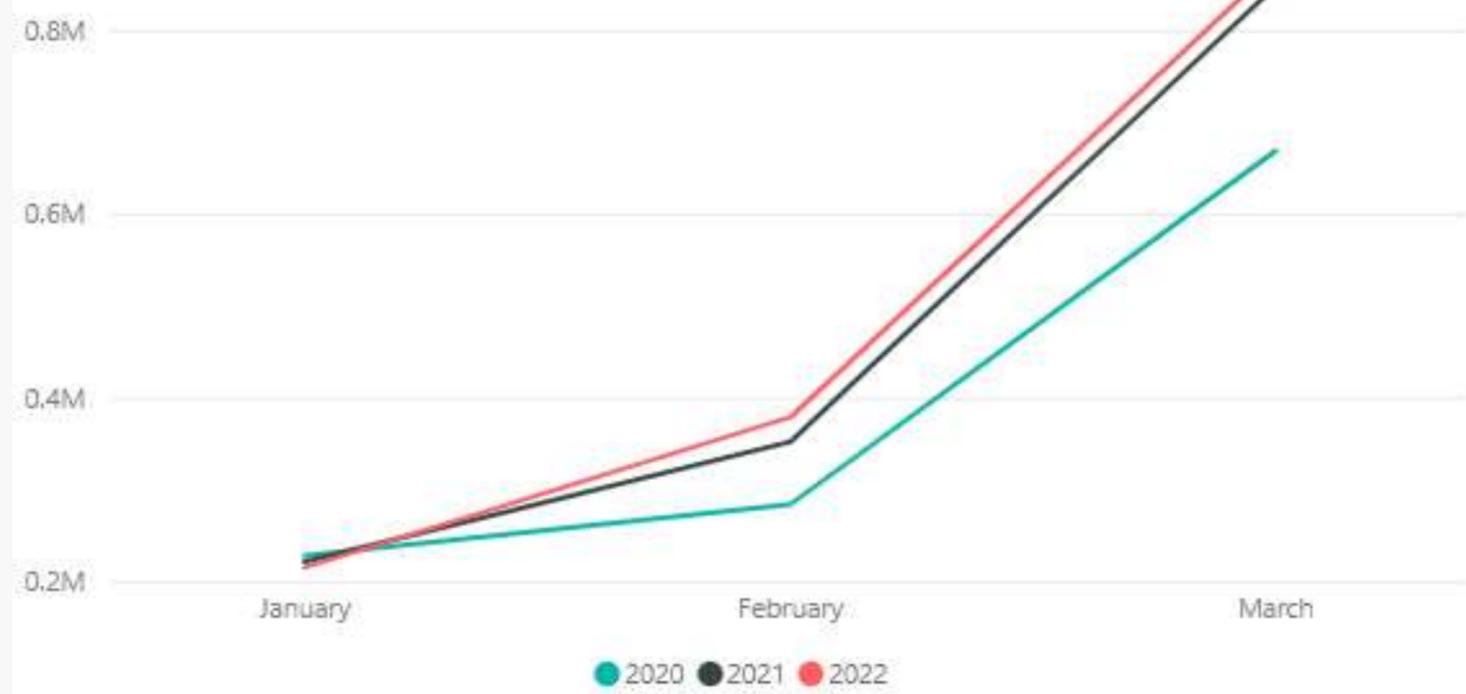


Quarter 1 2022

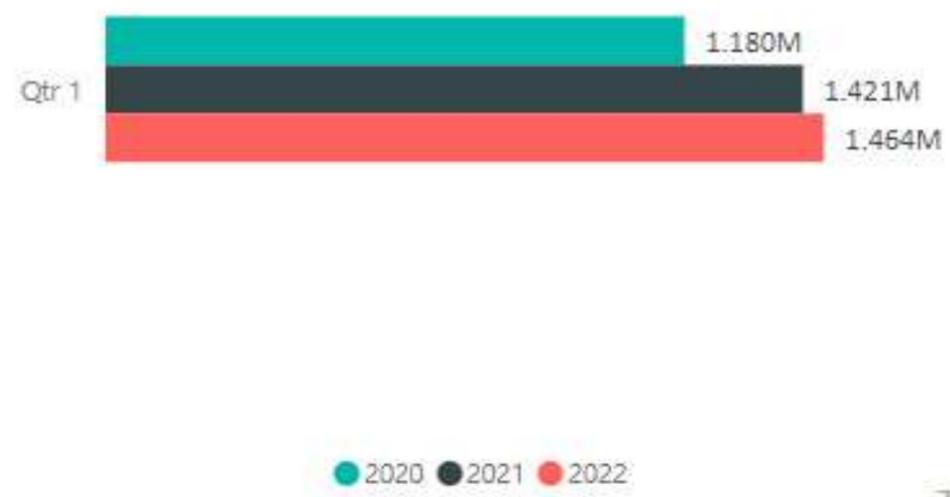
BRANSON PERFORMANCE

Estimated Visitation YTD Thru March 2022

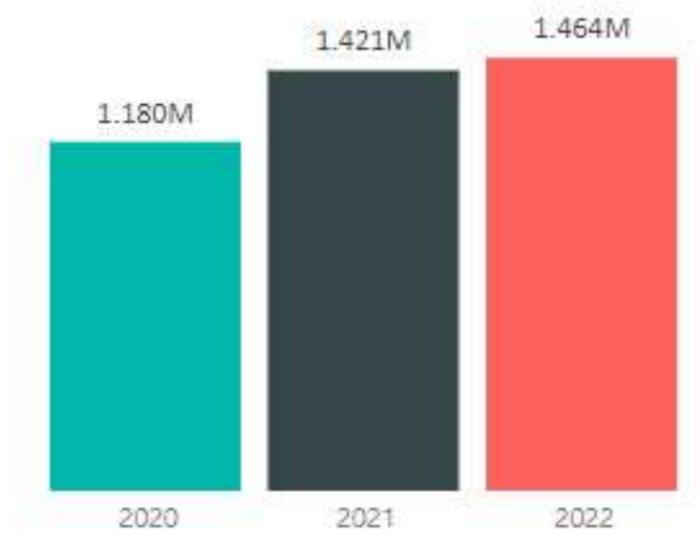
Visitation by Month



Visitation by Quarter



Visitation by Year



3.0%

This Year vs. Last Year

24.1%

This Year vs. 2 Years Ago



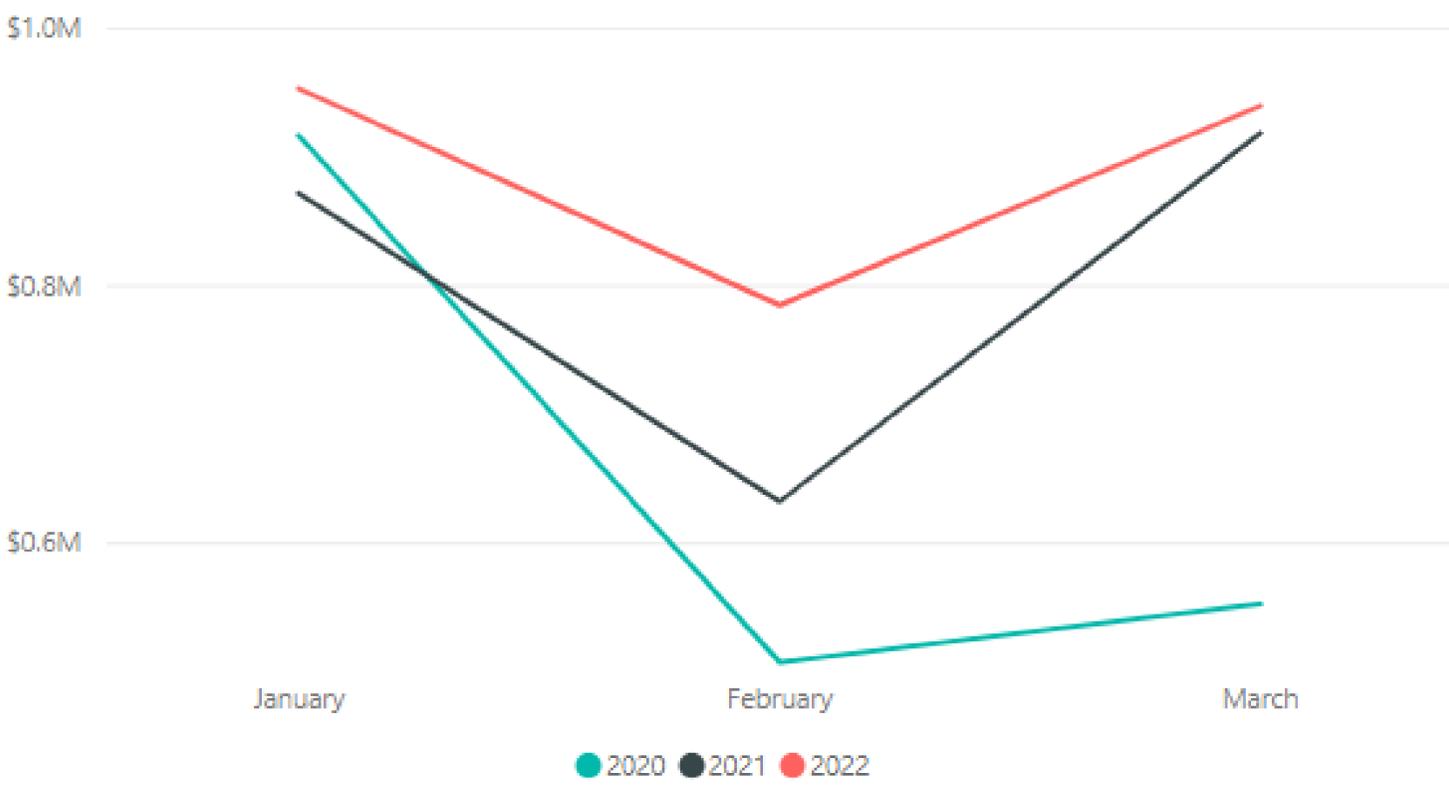


Quarter 1 2022

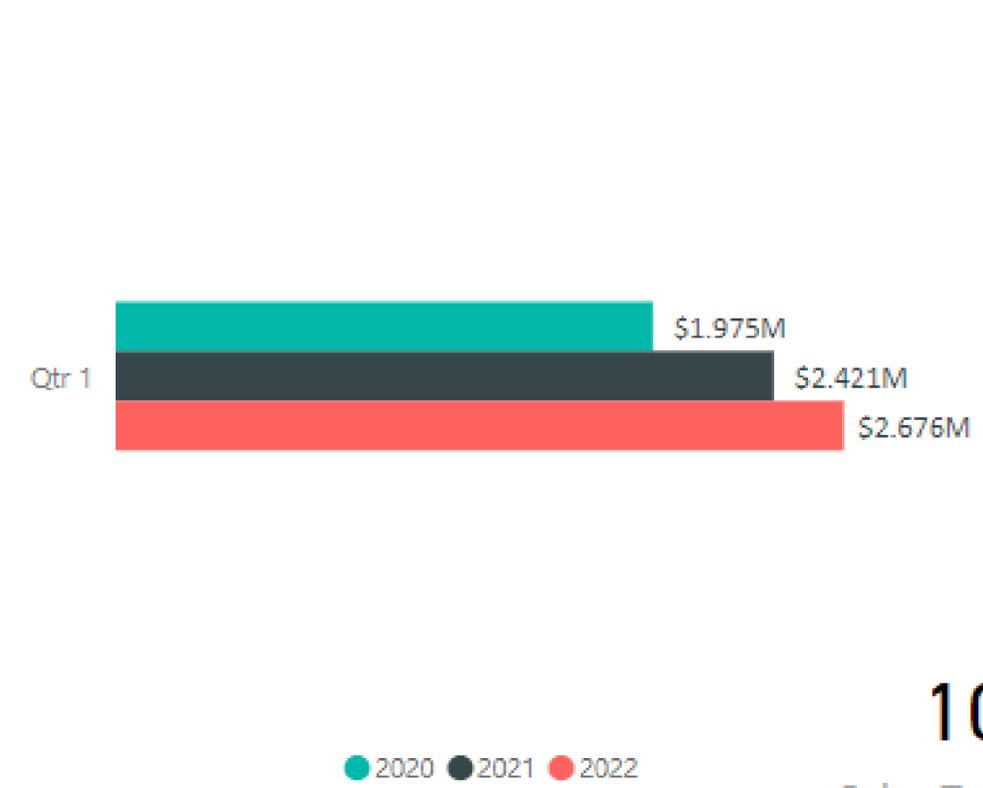
BRANSON PERFORMANCE

1% City Sales Tax YTD Thru March 2022

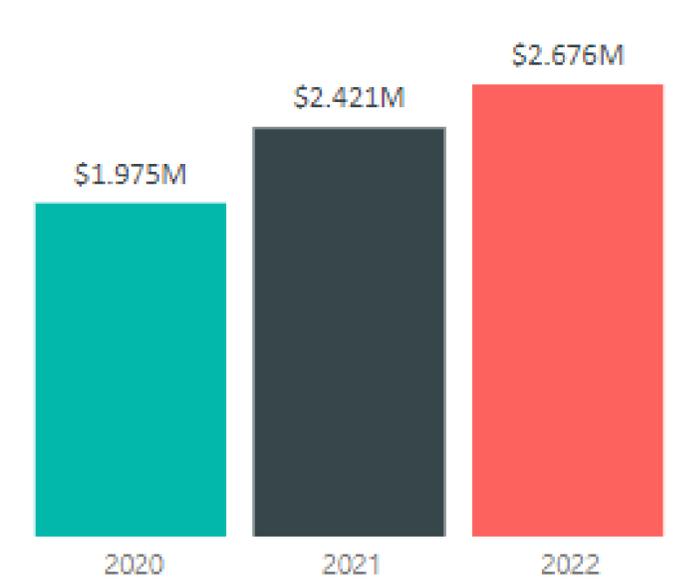
1% City Sales Tax by Month



1% City Sales Tax by Quarter



1% City Sales Tax by Year



10.5%

Sales Tax vs. Last Year

35.5%

Sales Tax vs. 2 Years Ago

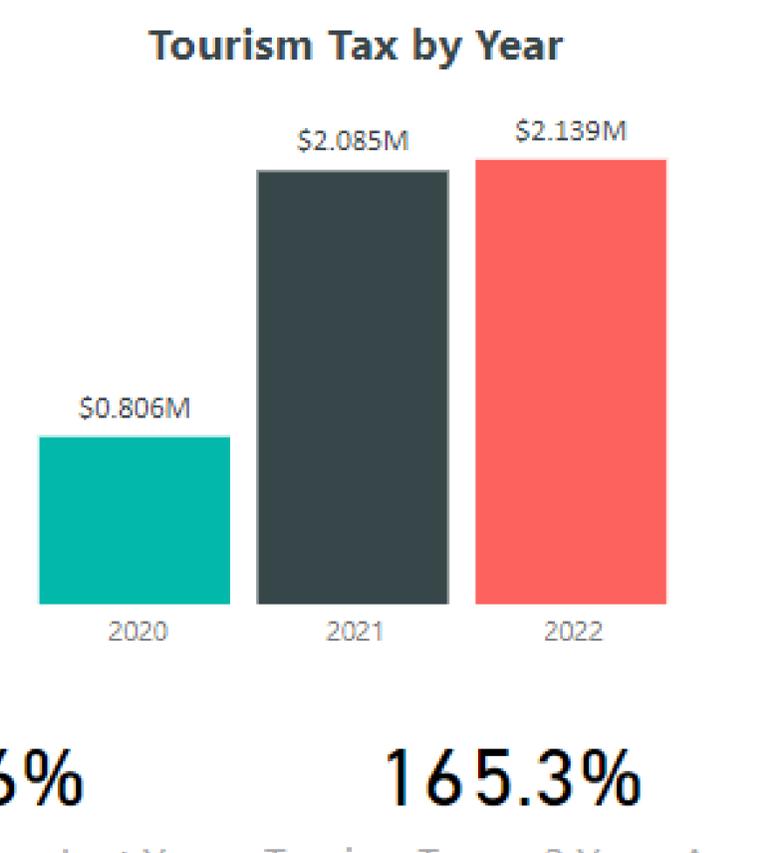
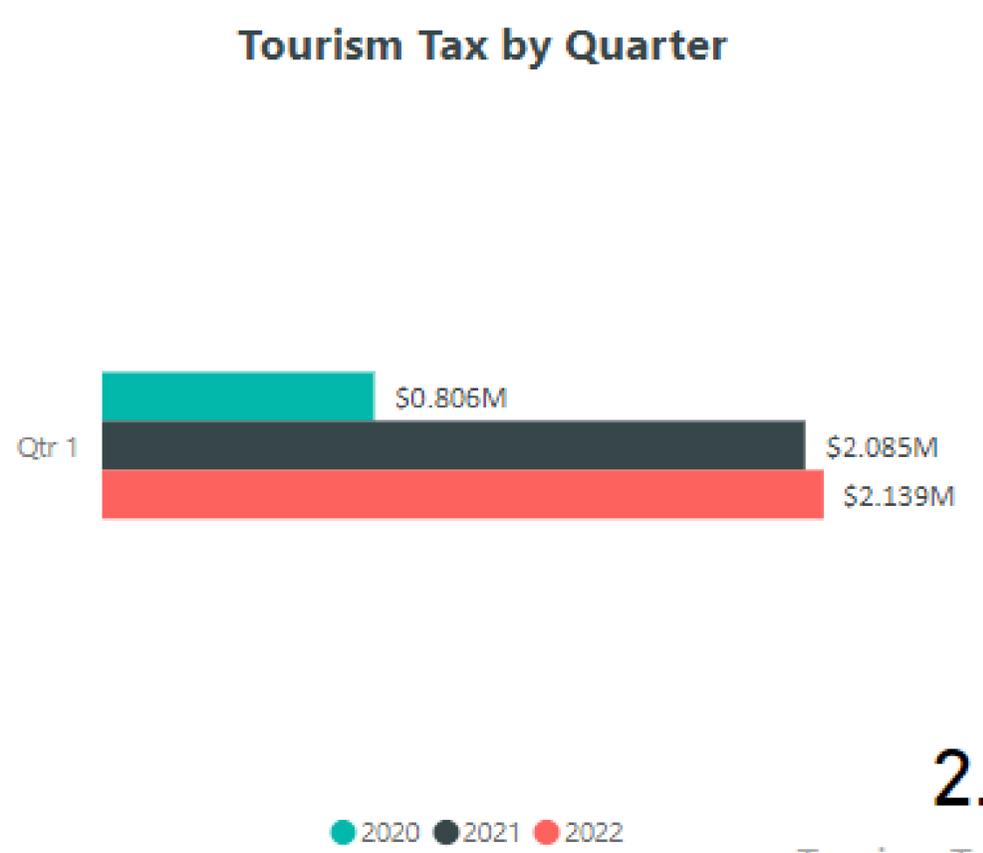




Quarter 1 2022

BRANSON PERFORMANCE

Tourism Tax YTD Thru March 2022



2.6% Tourism Tax vs. Last Year
165.3% Tourism Tax vs. 2 Years Ago



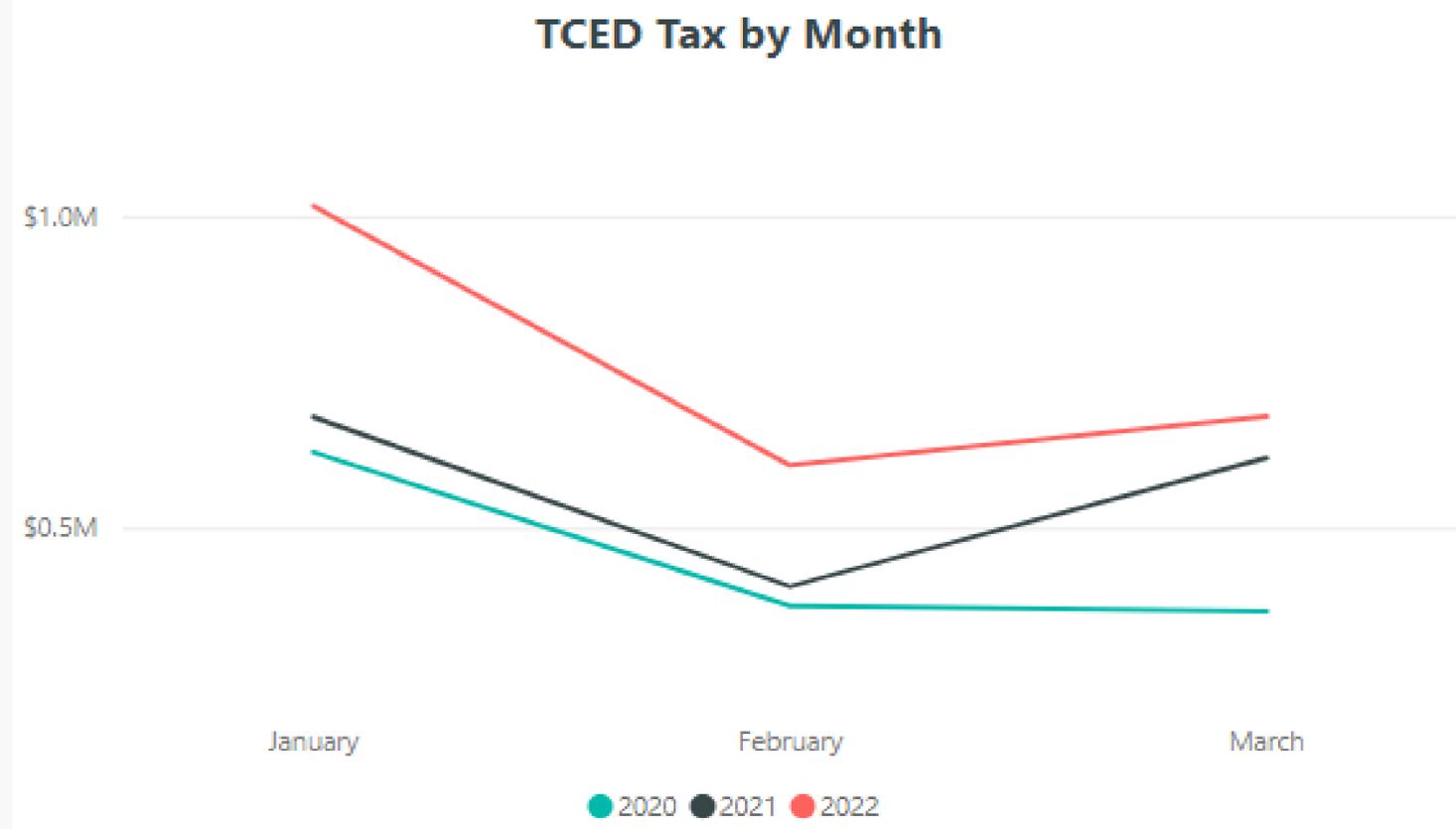


Quarter 1 2022

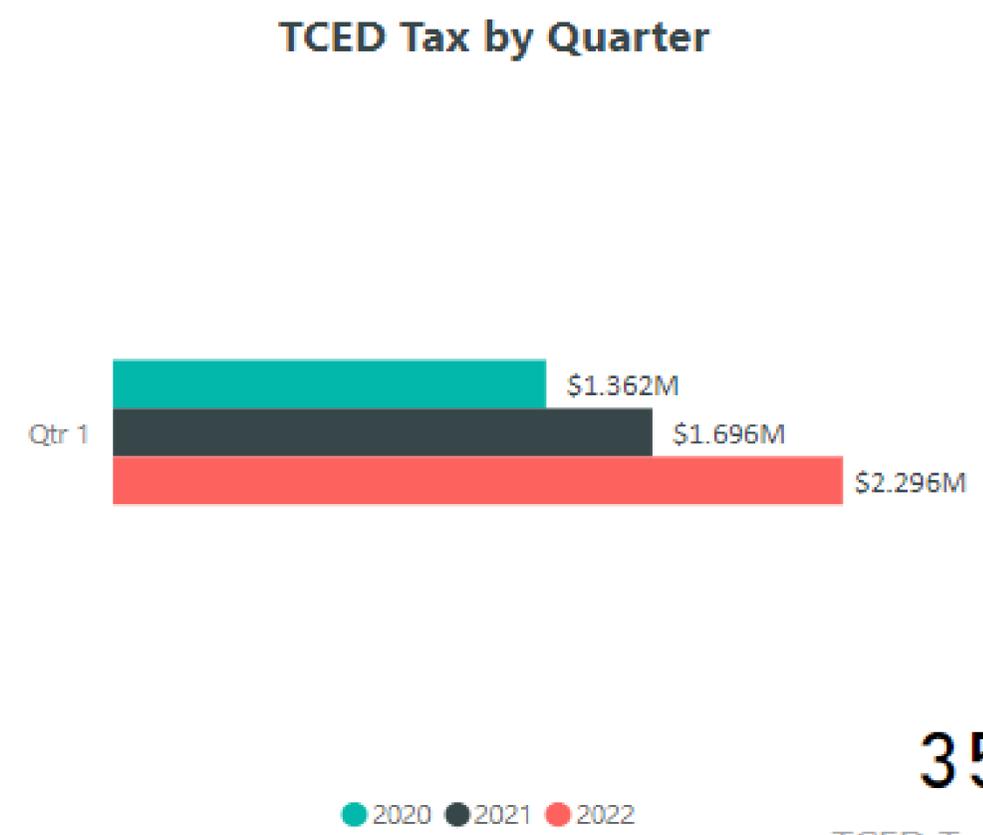
BRANSON PERFORMANCE

TCED Tax YTD Thru March 2022

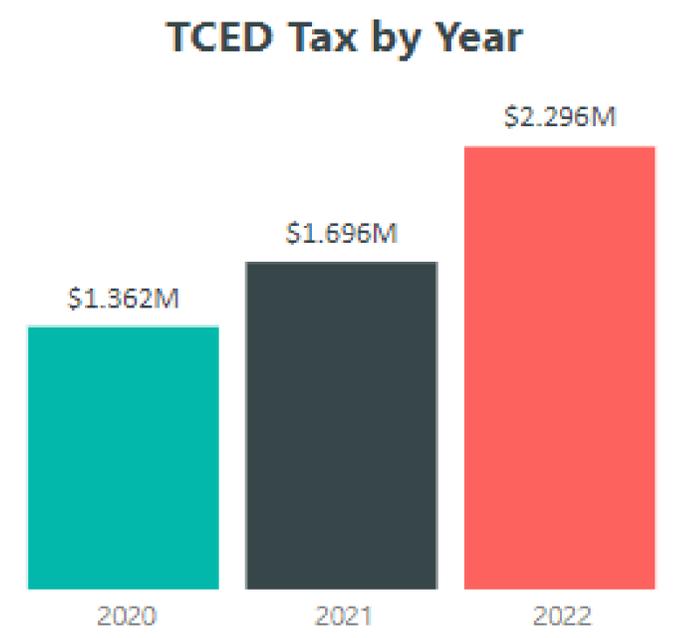
TCED Tax by Month



TCED Tax by Quarter



TCED Tax by Year



35.4%

TCED Tax vs. Last Year

68.5%

TCED Tax vs. 2 Years Ago



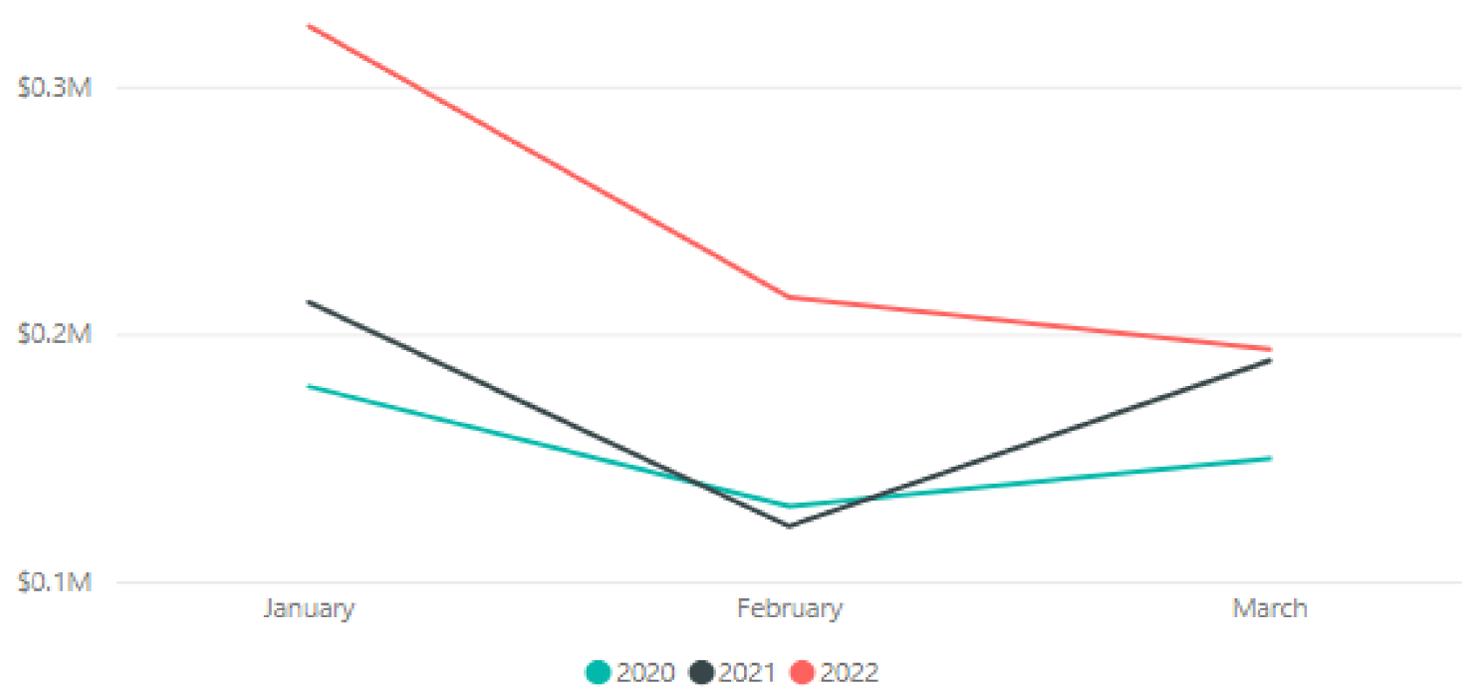


Quarter 1 2022

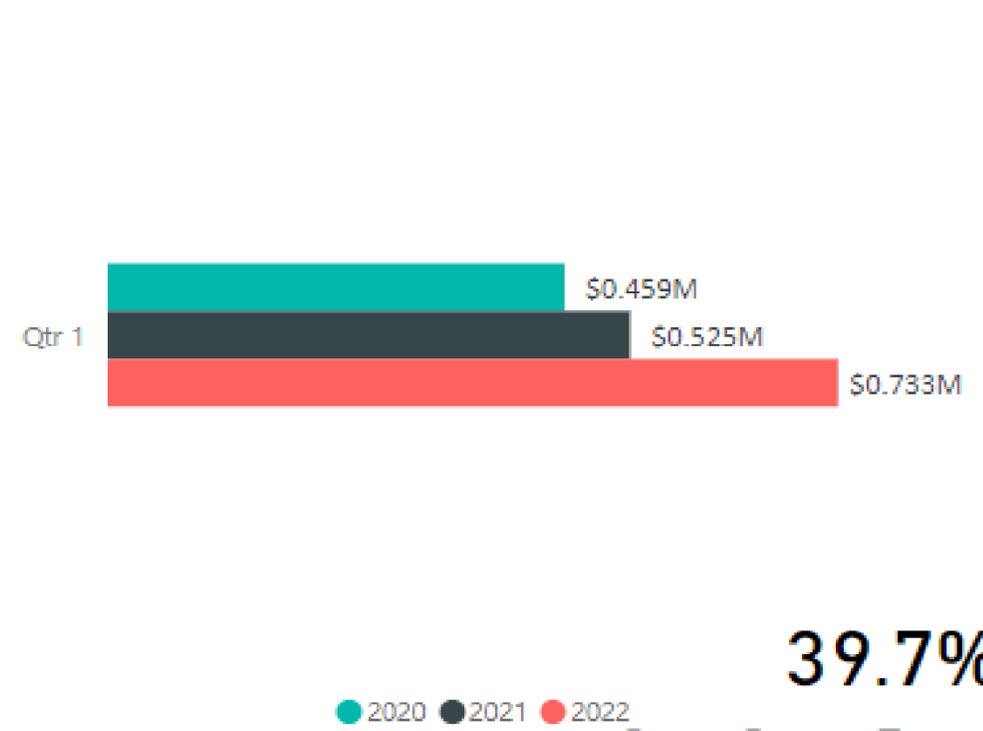
BRANSON PERFORMANCE

Stone County Tax YTD Thru March 2022

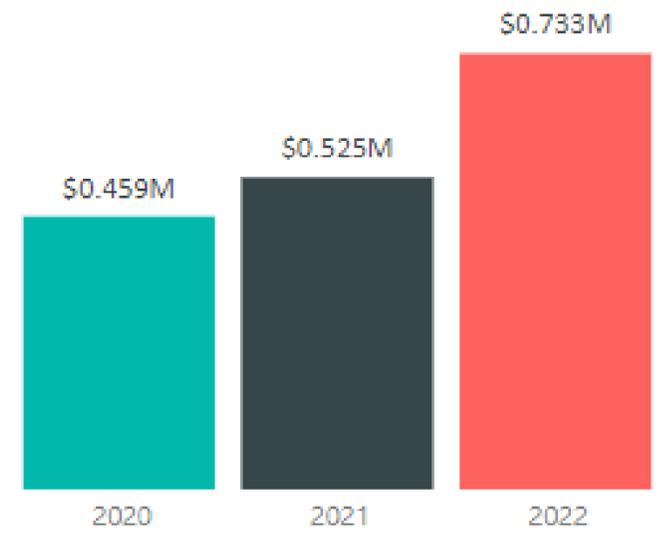
Stone County Tax by Month



Stone County Tax by Quarter



Stone County Tax by Year



39.7%

59.7%

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



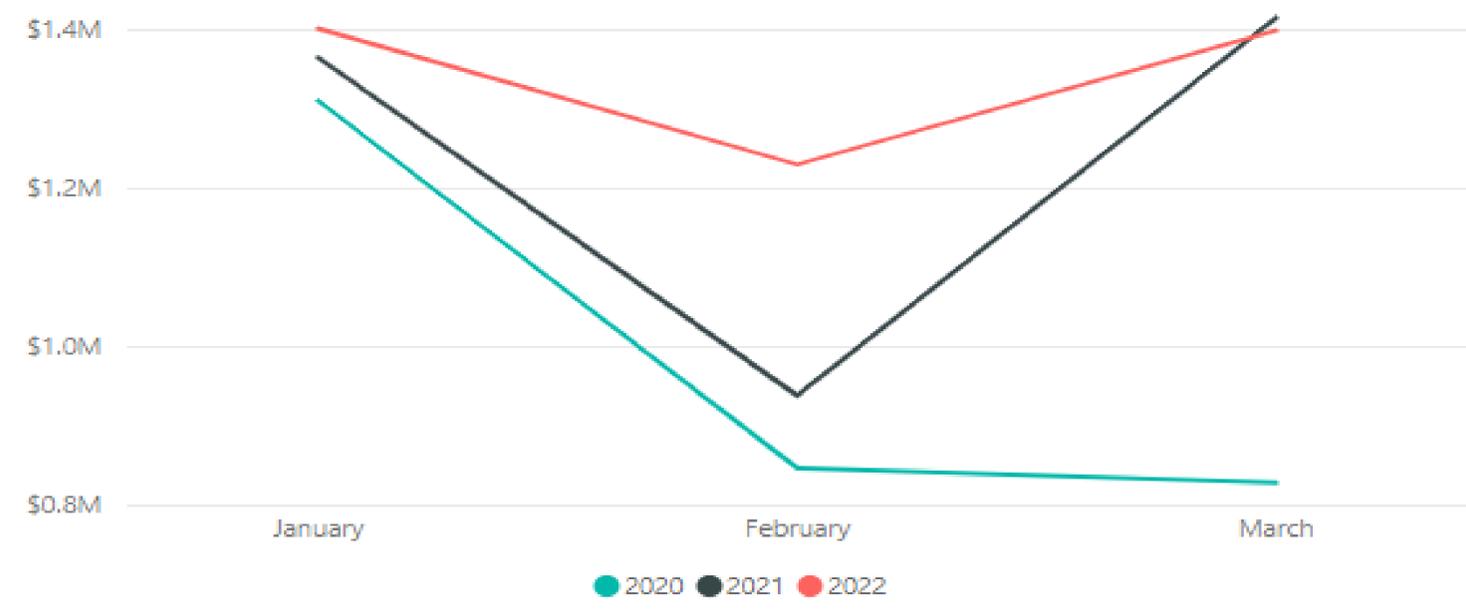


Quarter 1 2022

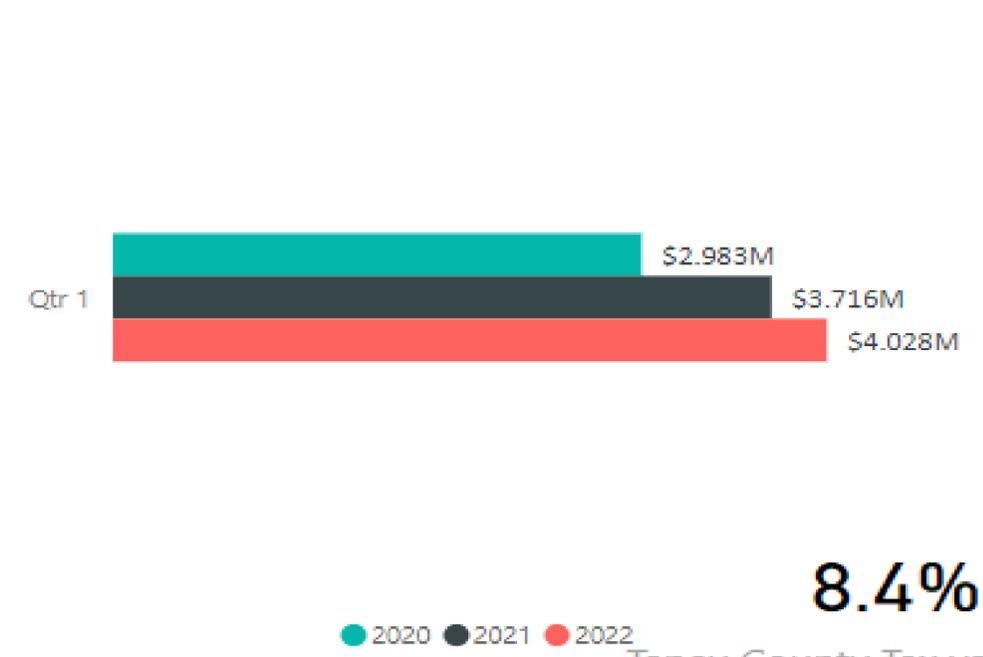
BRANSON PERFORMANCE

Taney County Tax YTD Thru March 2022

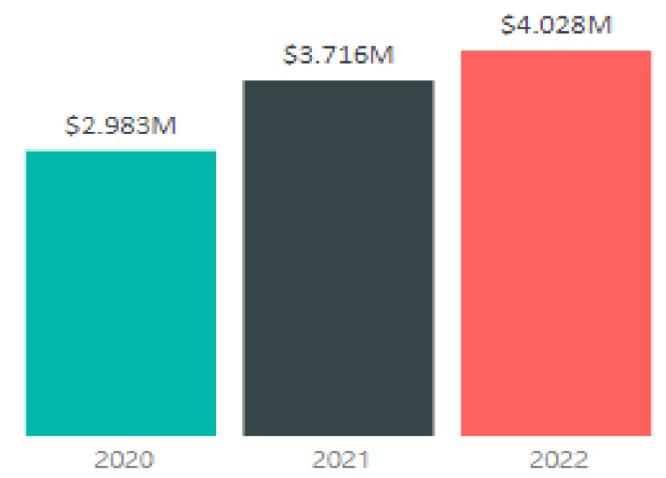
Taney County Tax by Month



Taney County Tax by Quarter



Taney County Tax by Year



8.4%

35.0%

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



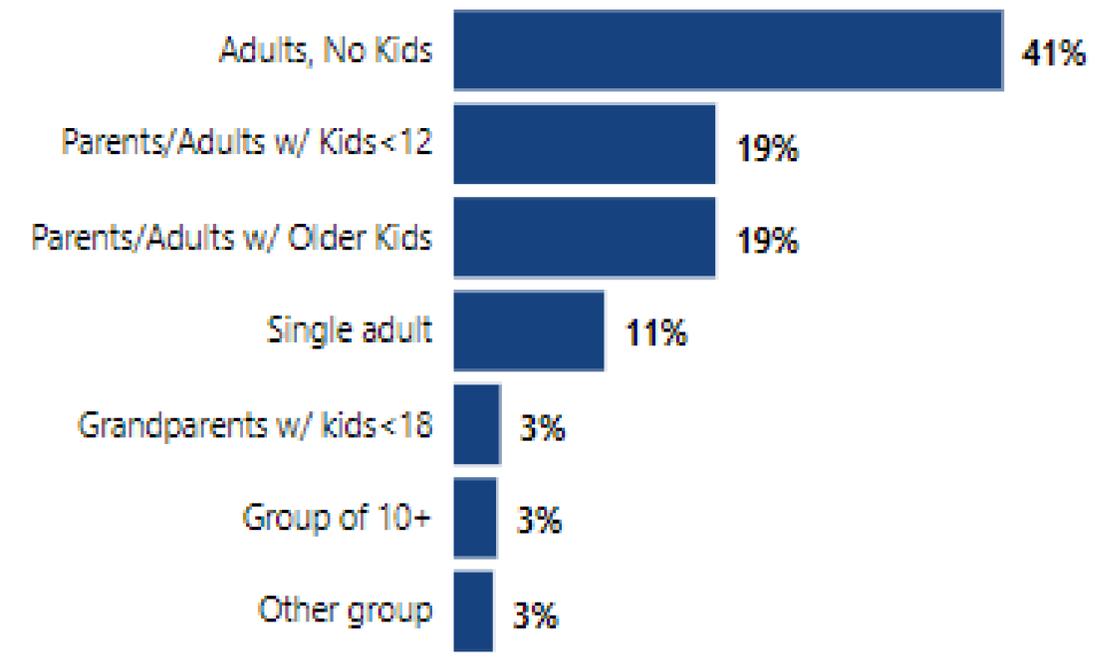
Quarter 1 2022

VISITOR PROFILE KPIS

First Time vs. Repeat



Party Composition



Branson Party Composition

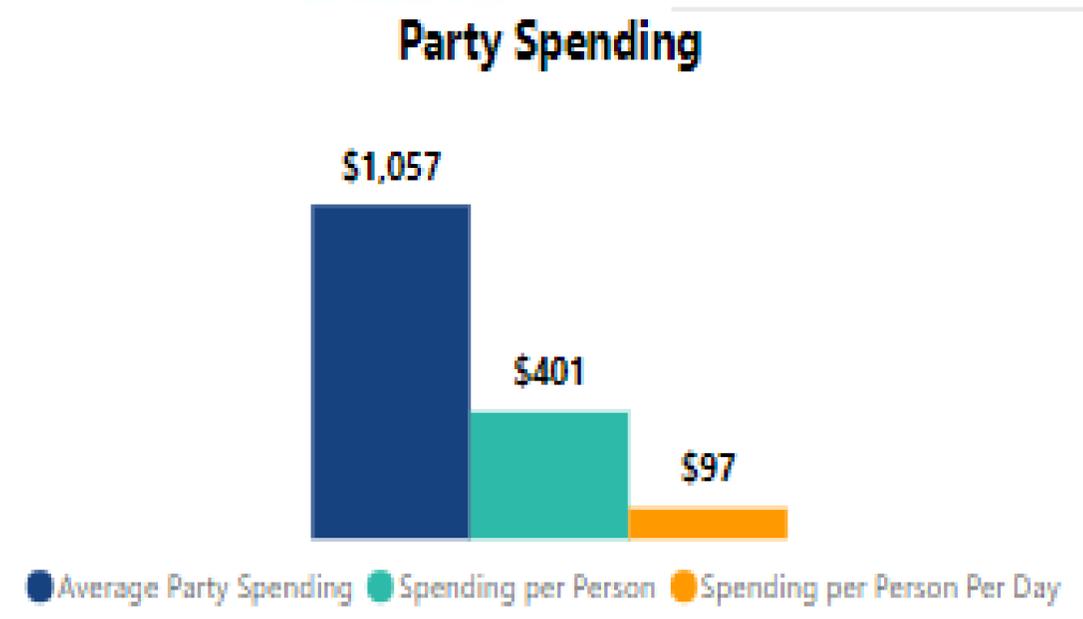
Party Size	2.64
Average Adult Age	44.3
Average Child Age	9.6
Under 12	16%
12 to 17 years	11%
18 to 34 years	27%
35 to 54 years	26%
55+ years	21%
Families	64%
Adults	36%





Quarter 1 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	34%	20%
Unique local restaurants	34%	11%
Silver Dollar City	33%	25%
Branson Landing	32%	14%
Museum attraction	30%	14%
Historical places/Old homes	21%	10%
Wine tasting/Winery tour	19%	7%
Rural sightseeing	23%	10%
Excursion	18%	8%
Zip Line	18%	9%
Aquarium at the Boardwalk	19%	7%
Golf	15%	8%
Special event/festival	17%	6%
Youth/Amateur/Collegiate sporting event	15%	6%
Wonderworks	15%	5%
Spa/Health club	13%	6%
Reunions/Family events	14%	7%
None of the above	2%	4%

Live Shows Seen in Branson

# of Live Shows Seen on Most Recent Visit to Branson	3.21
Live Performances/Productions in Branson Theater	70%
Theme/Amusement Park Shows	51%
Dinner Show Productions	47%
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

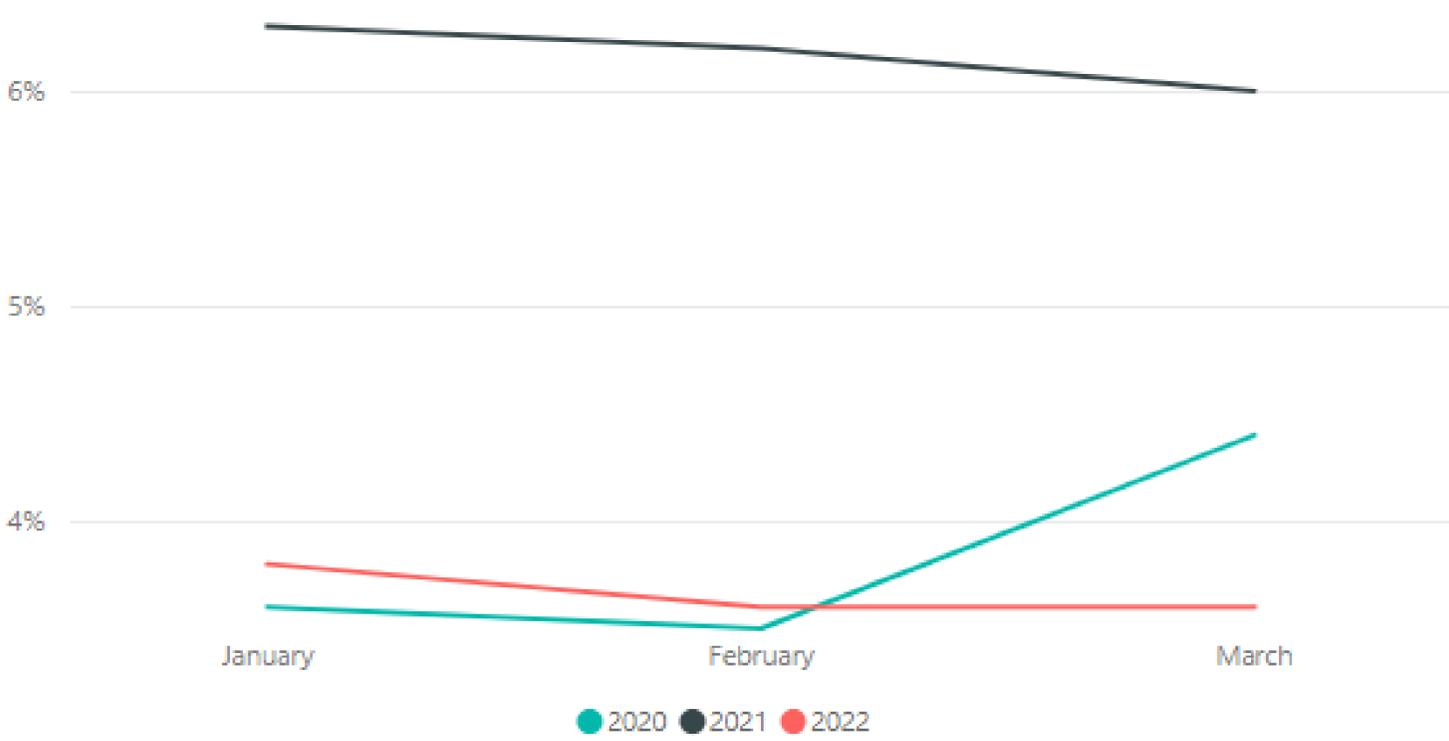


Quarter 1 2022

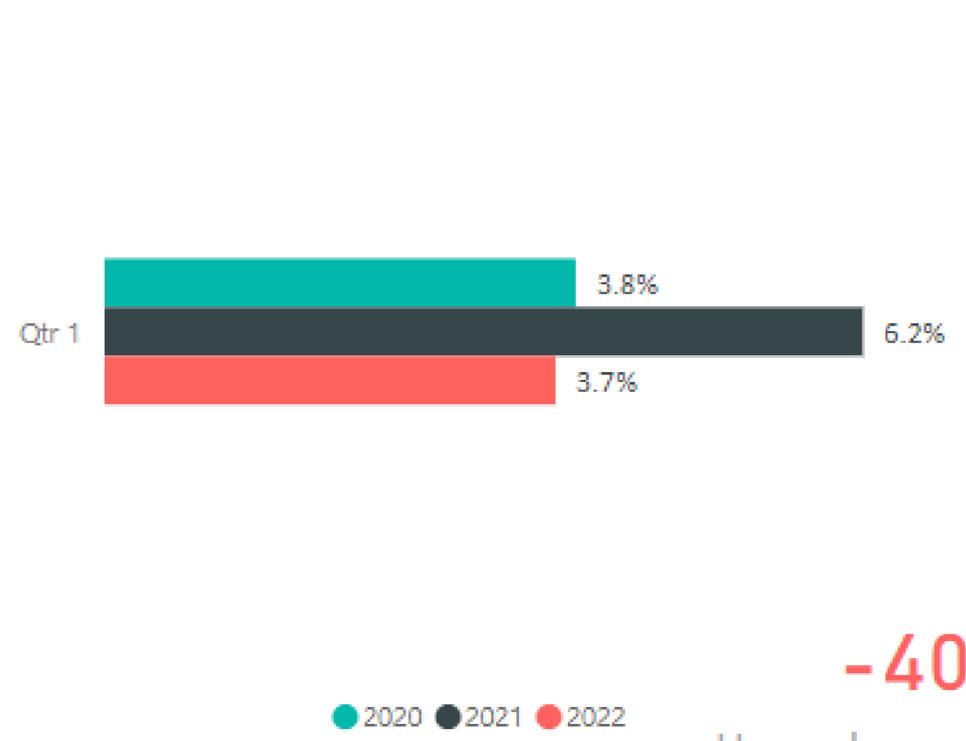
US ECONOMIC KPIS

US Unemployment Rate YTD Thru March 2022

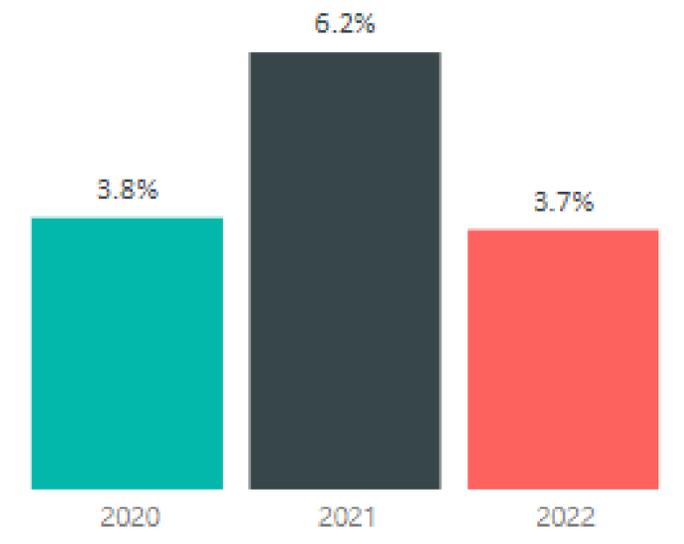
Unemployment by Month



Unemployment by Quarter



Unemployment by Year



-40.5%

-4.3%

Unemployment vs. Last Year Unemployment vs. 2 years Ago



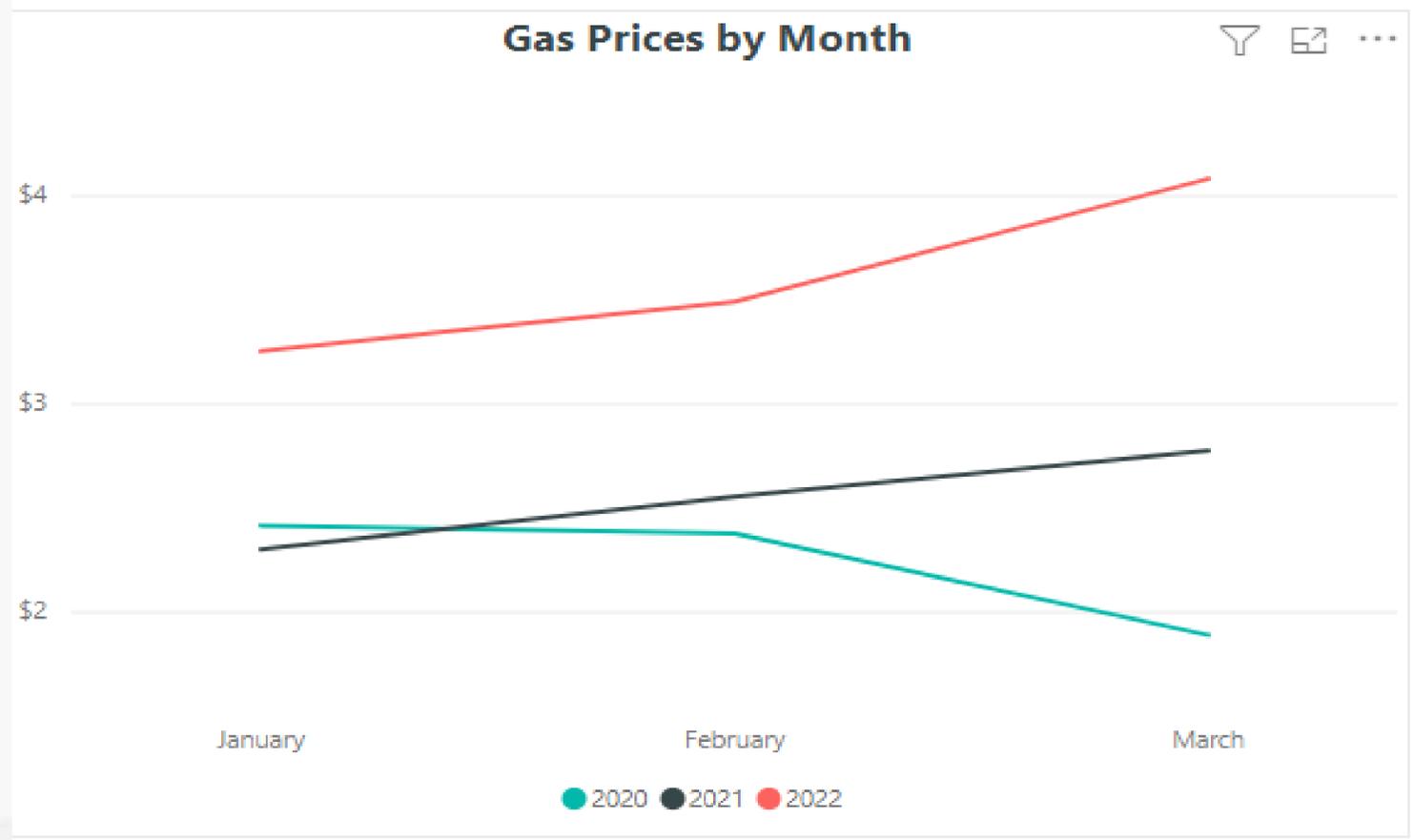


Quarter 1 2022

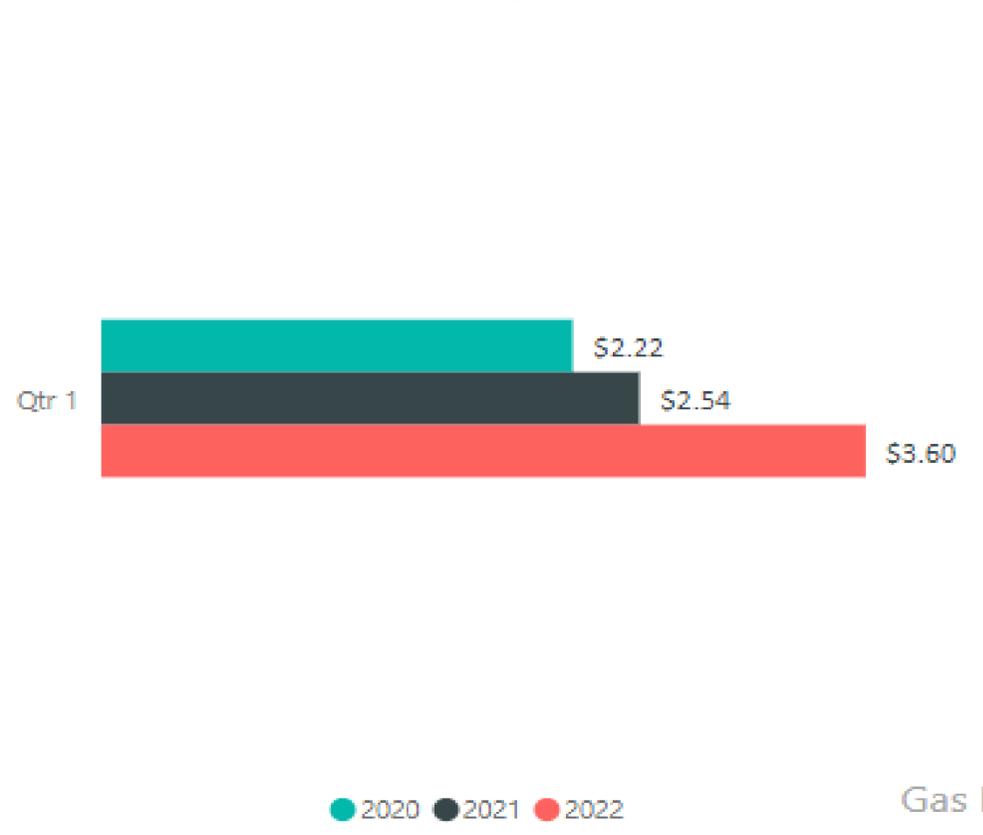
US ECONOMIC KPIS

Gas Prices YTD Thru March 2022

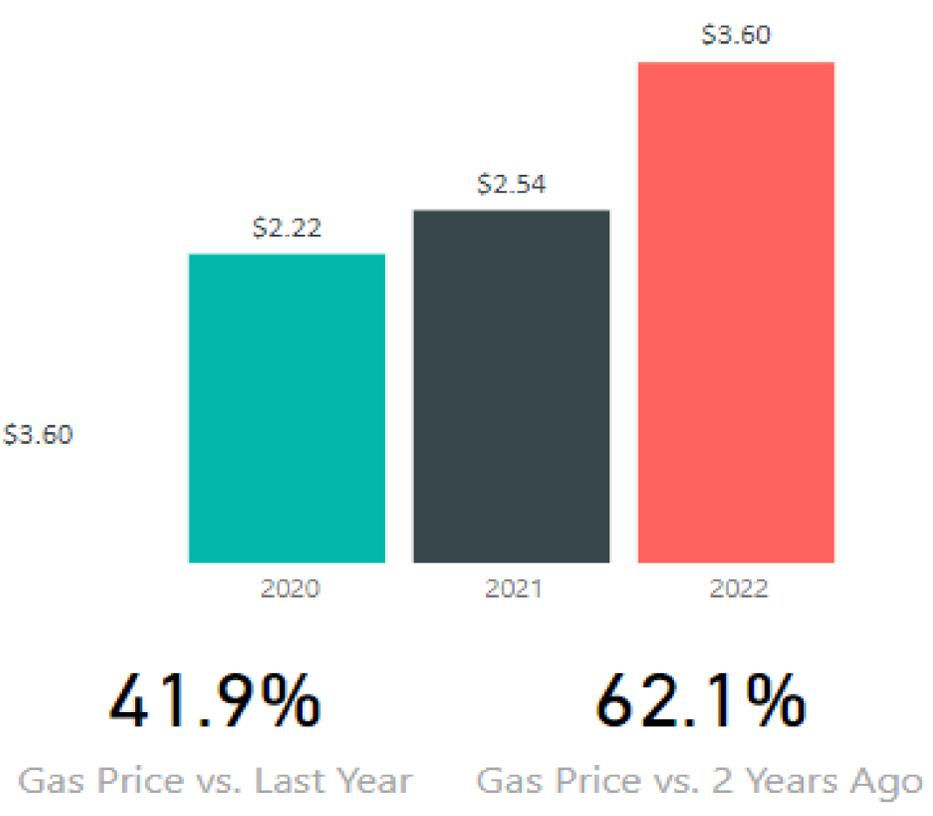
Gas Prices by Month



Gas Prices by Quarter



Gas Prices by Year



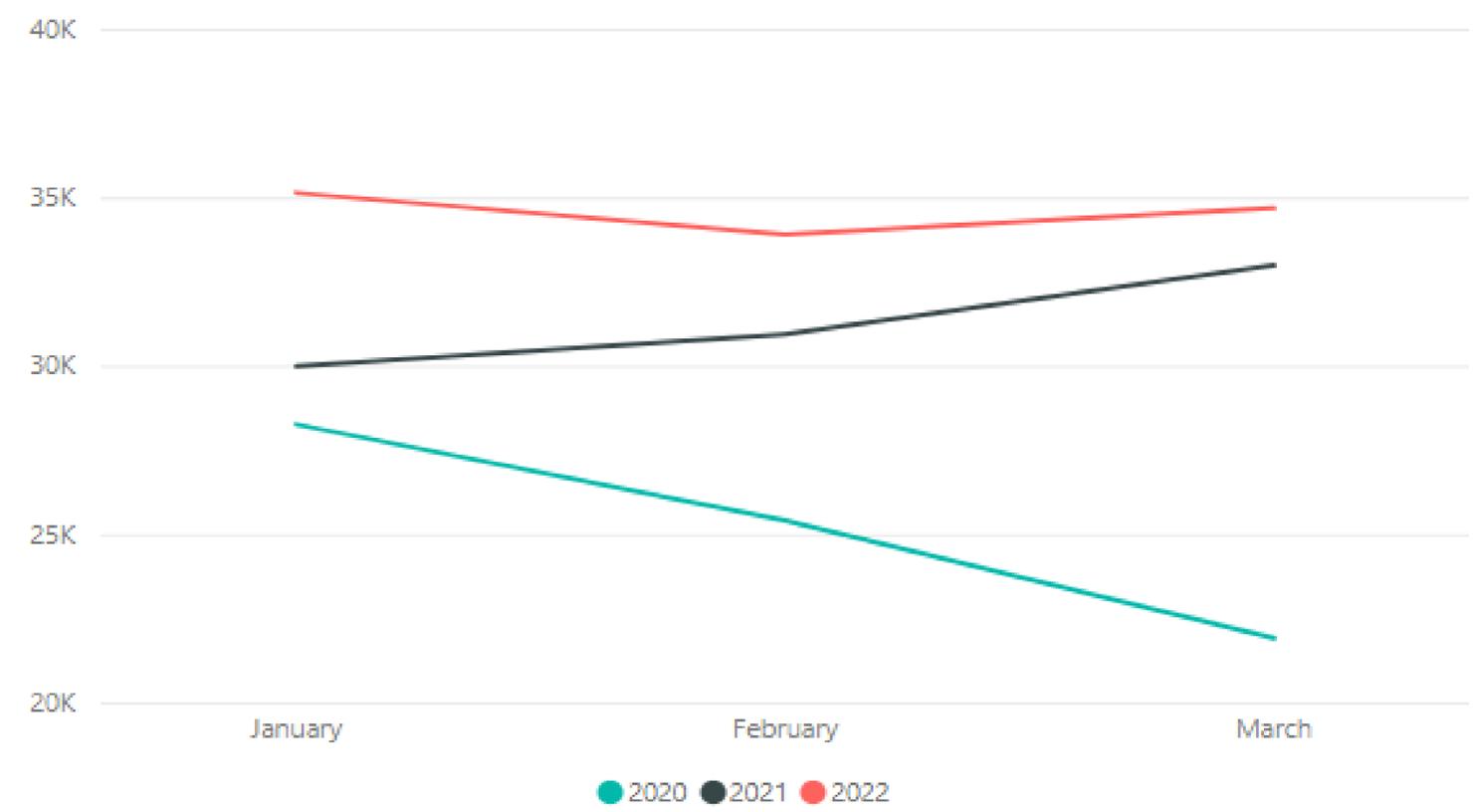


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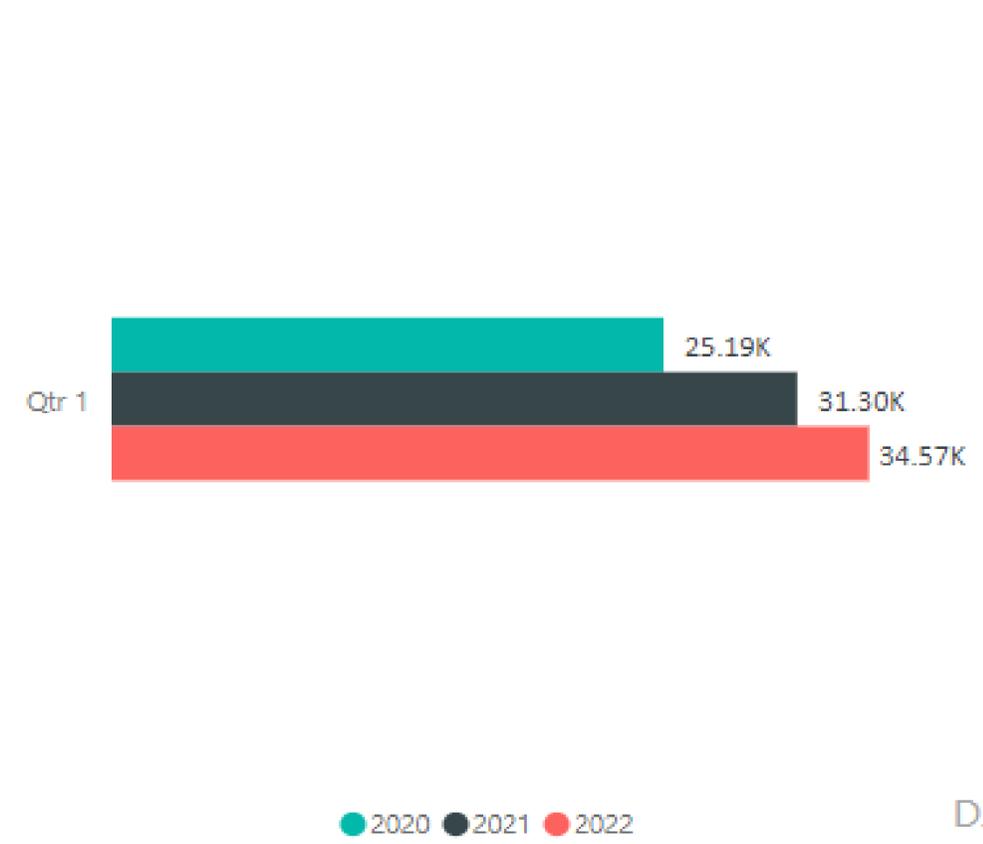
US ECONOMIC KPIS

Dow Jones Industrial Average (DJIA) YTD Thru March 2022

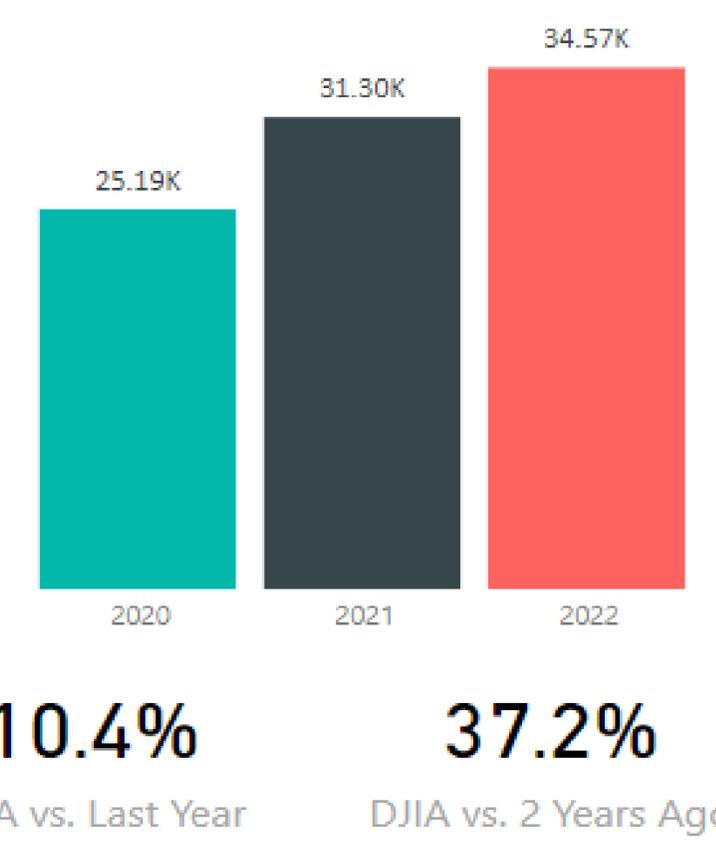
DJIA by Month



DJIA by Quarter



DJIA by Year



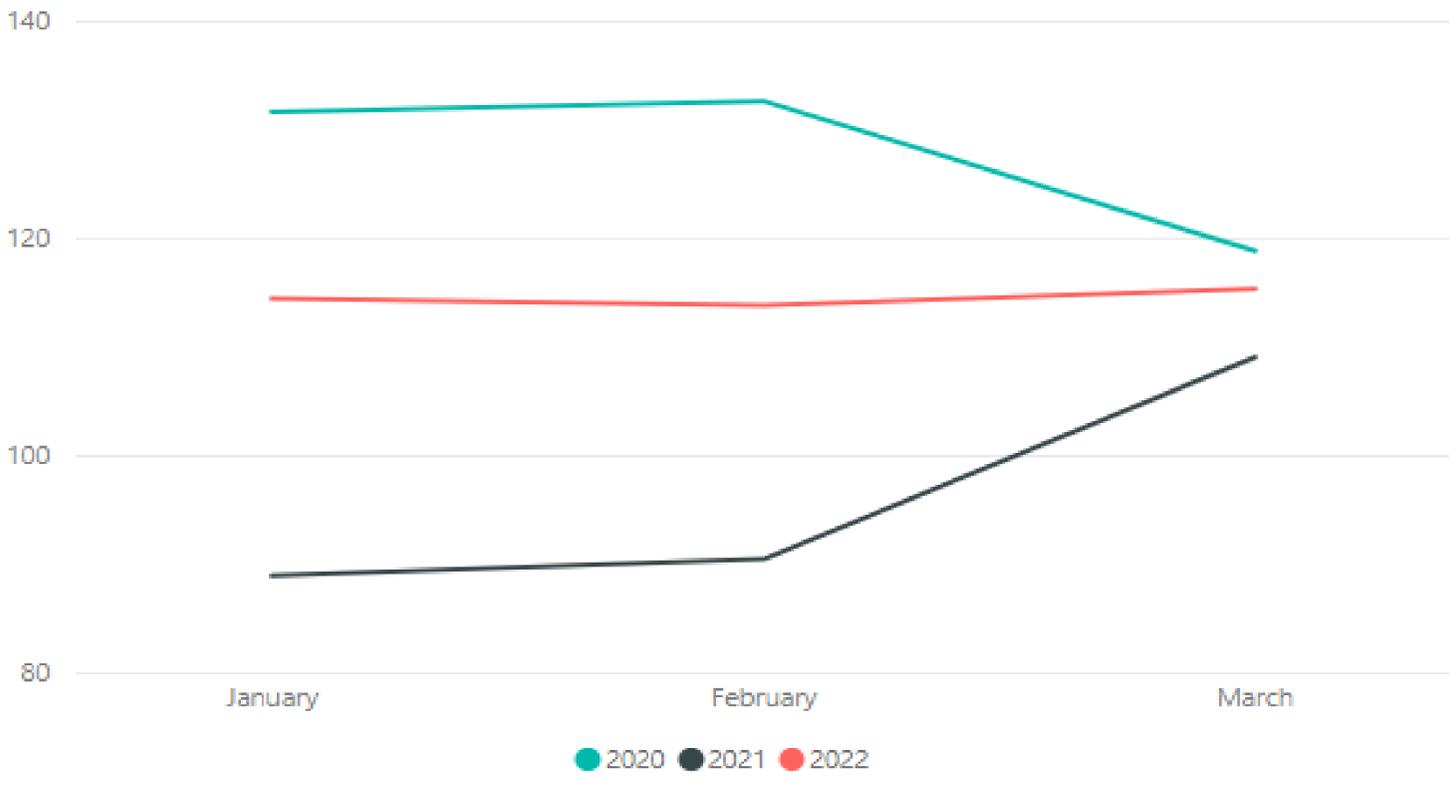


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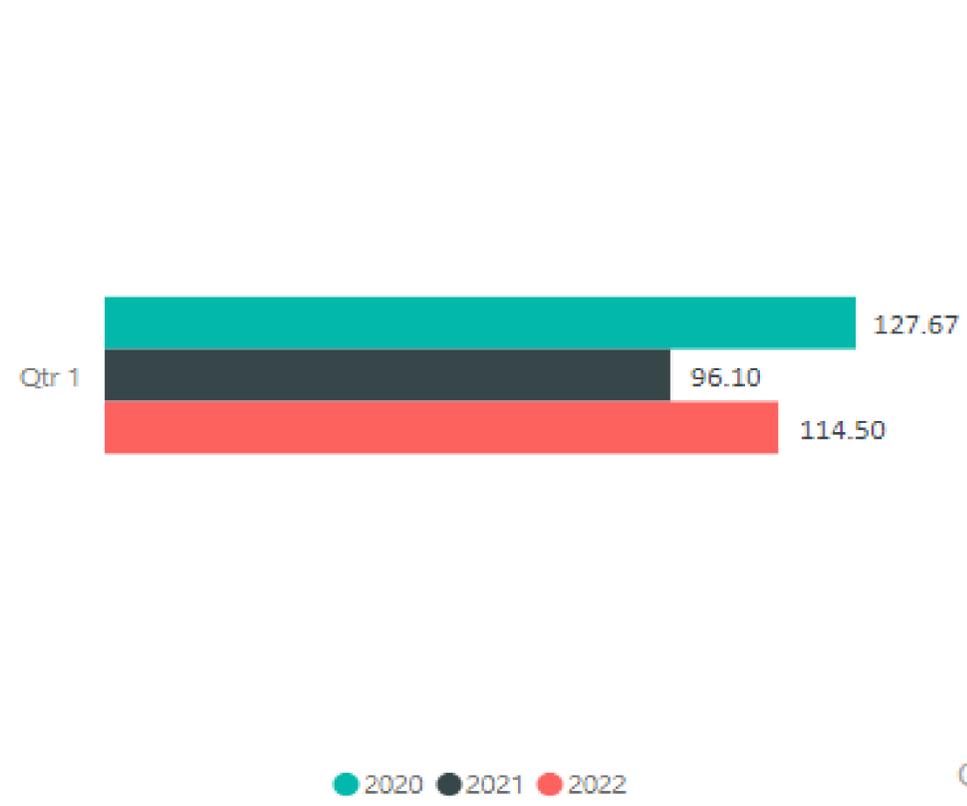
US ECONOMIC KPIS

Consumer Confidence Index (CCI) YTD Thru March 2022

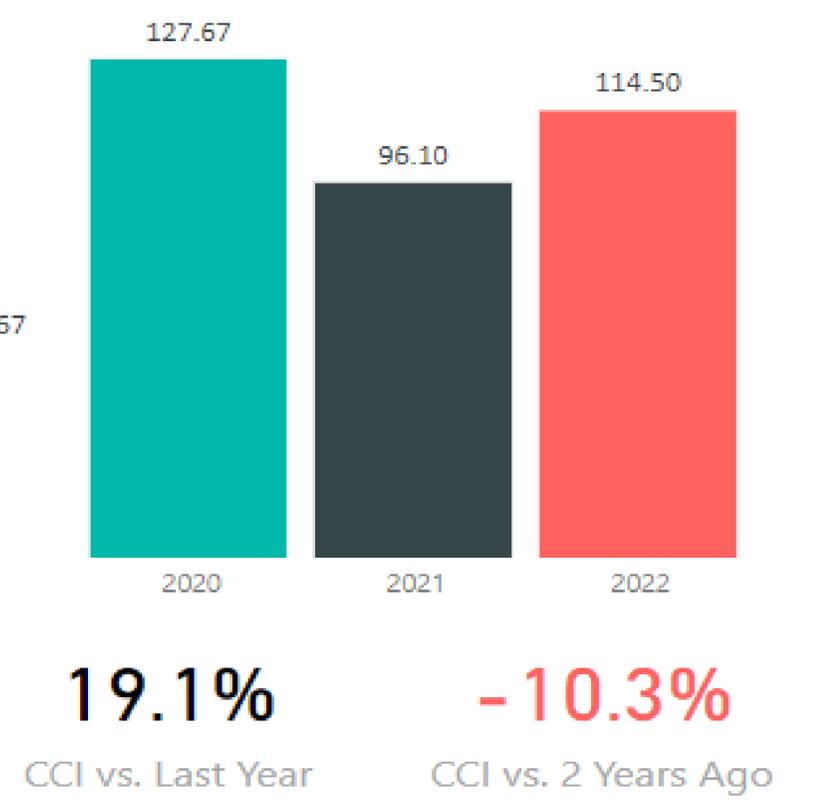
Consumer Confidence Index by Month



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

Call: 417.880.2487

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