

# Key Performance Indicators Dashboard

Prepared for Branson Convention  
& Visitors Bureau

Delivered February 2023

THE CLOSEST TO THE CUSTOMER WINS.



# 01. Branson Performance

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**02. VISITOR PROFILE KEY PERFORMANCE INDICATORS**

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



# Branson/Lakes Area CVB Key Performance Indicators Dashboard

## Quarter 4 2022

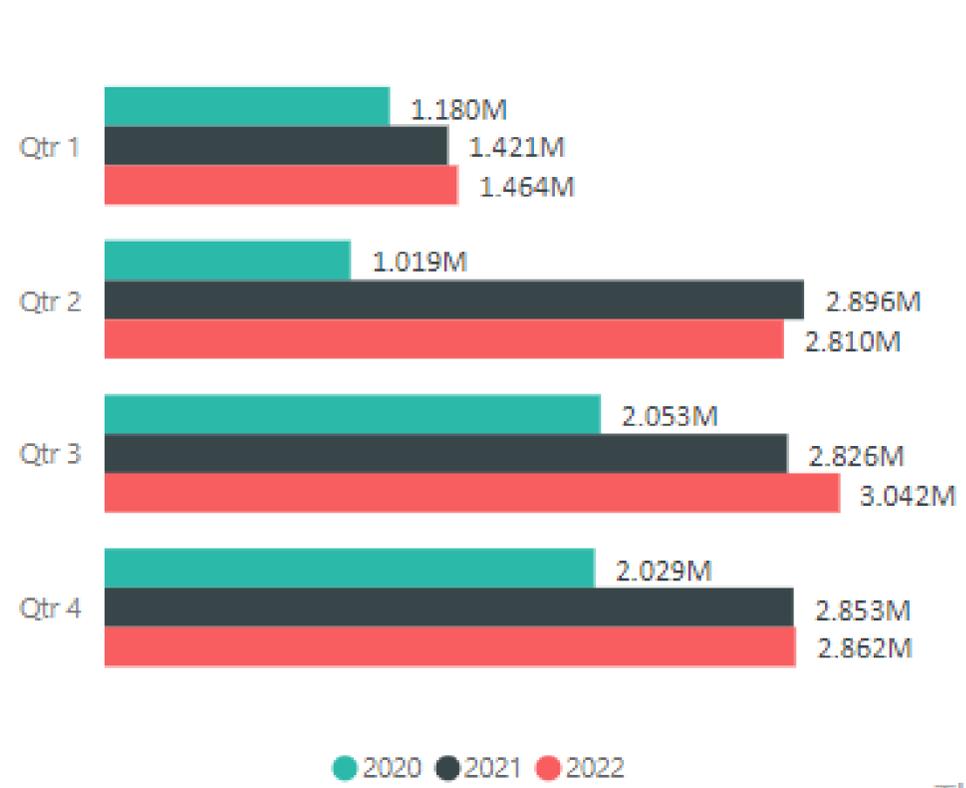
### BRANSON PERFORMANCE

Estimated Visitation YTD Thru December 2022

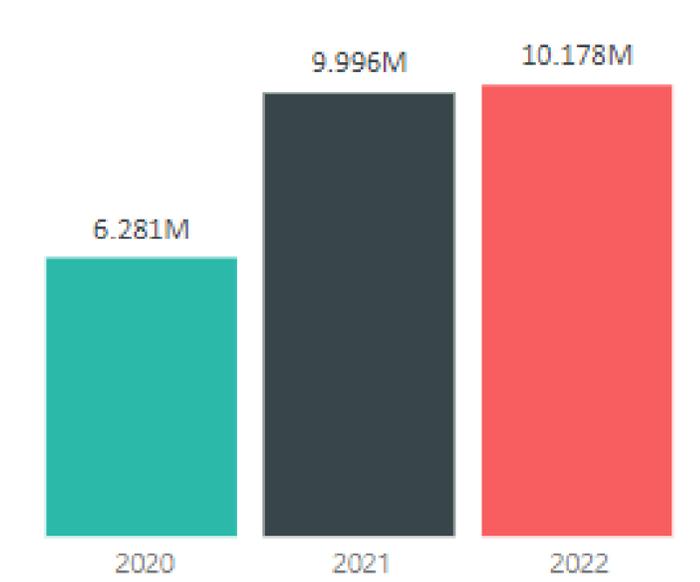
#### Visitation by Month



#### Visitation by Quarter



#### Visitation by Year



**1.8%**

This Year vs. Last Year

**62.0%**

This Year vs. 2 Years Ago





# Branson/Lakes Area CVB Key Performance Indicators Dashboard

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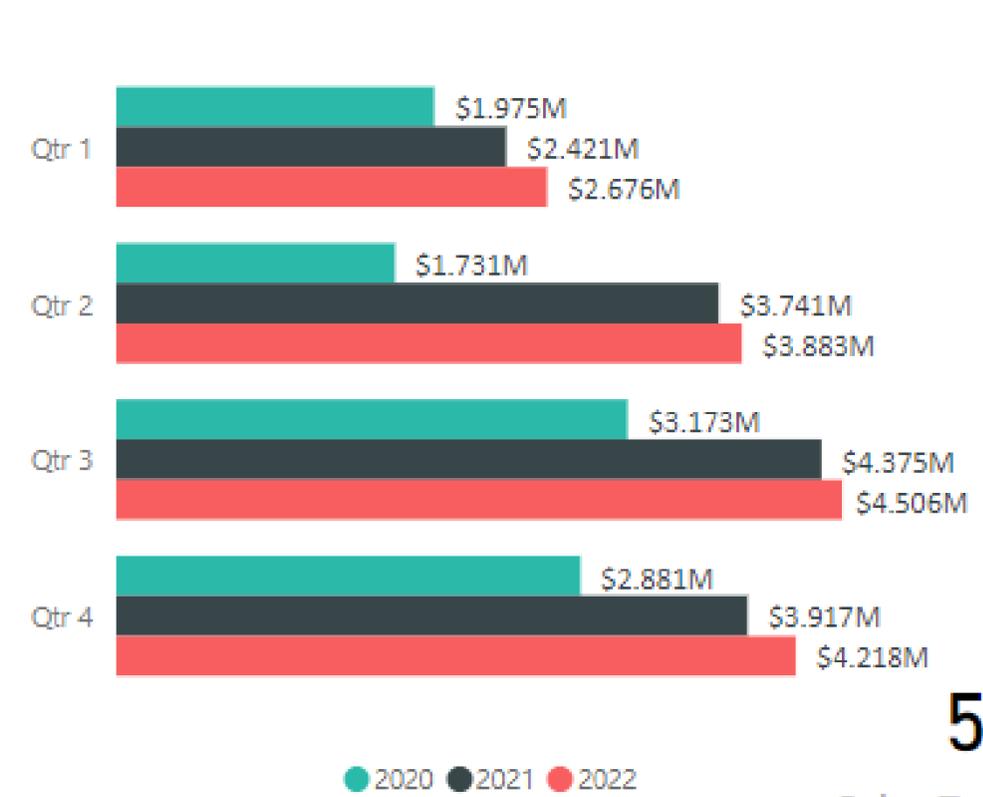
### BRANSON PERFORMANCE

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

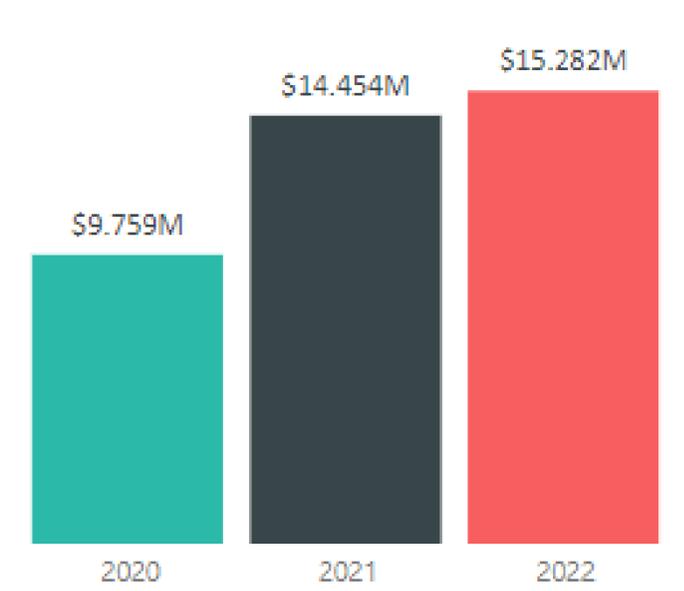
#### 1% City Sales Tax by Month



#### 1% City Sales Tax by Quarter



#### 1% City Sales Tax by Year



# 5.7%

Sales Tax vs. Last Year

# 56.6%

Sales Tax vs. 2 Years Ago





# Branson/Lakes Area CVB Key Performance Indicators Dashboard

## Quarter 4 2022

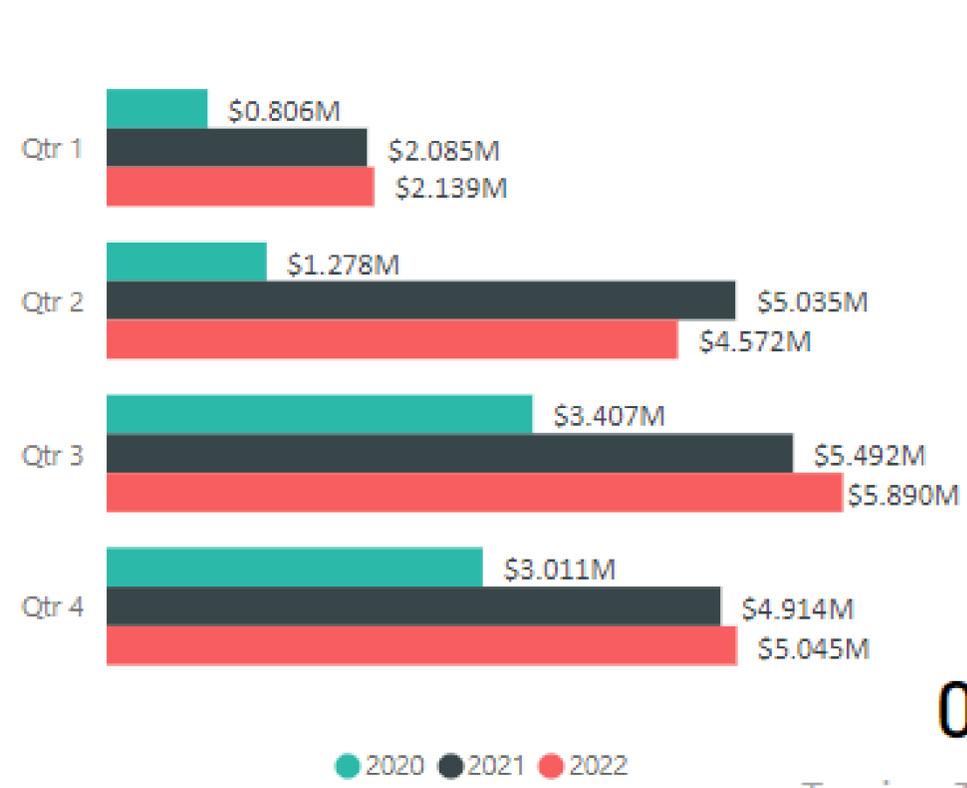
### BRANSON PERFORMANCE

#### Tourism Tax YTD Thru December 2022

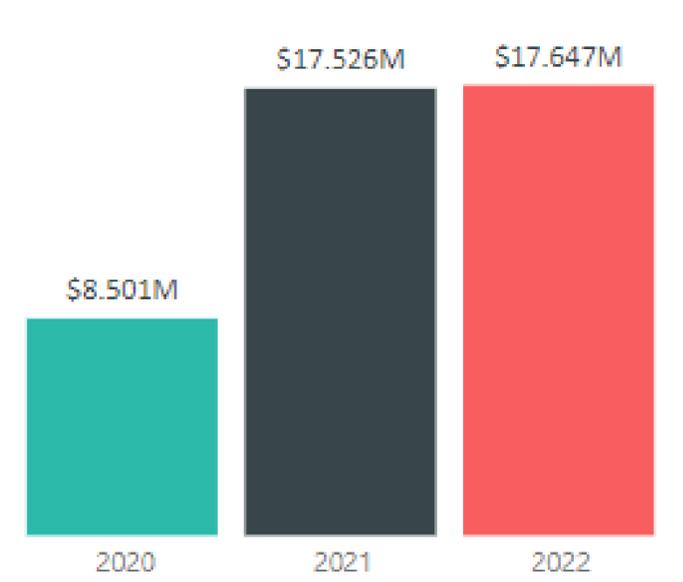
#### Tourism Tax by Month



#### Tourism Tax by Quarter



#### Tourism Tax by Year



# 0.7%

Tourism Tax vs. Last Year

# 107.6%

Tourism Tax vs. 2 Years Ago





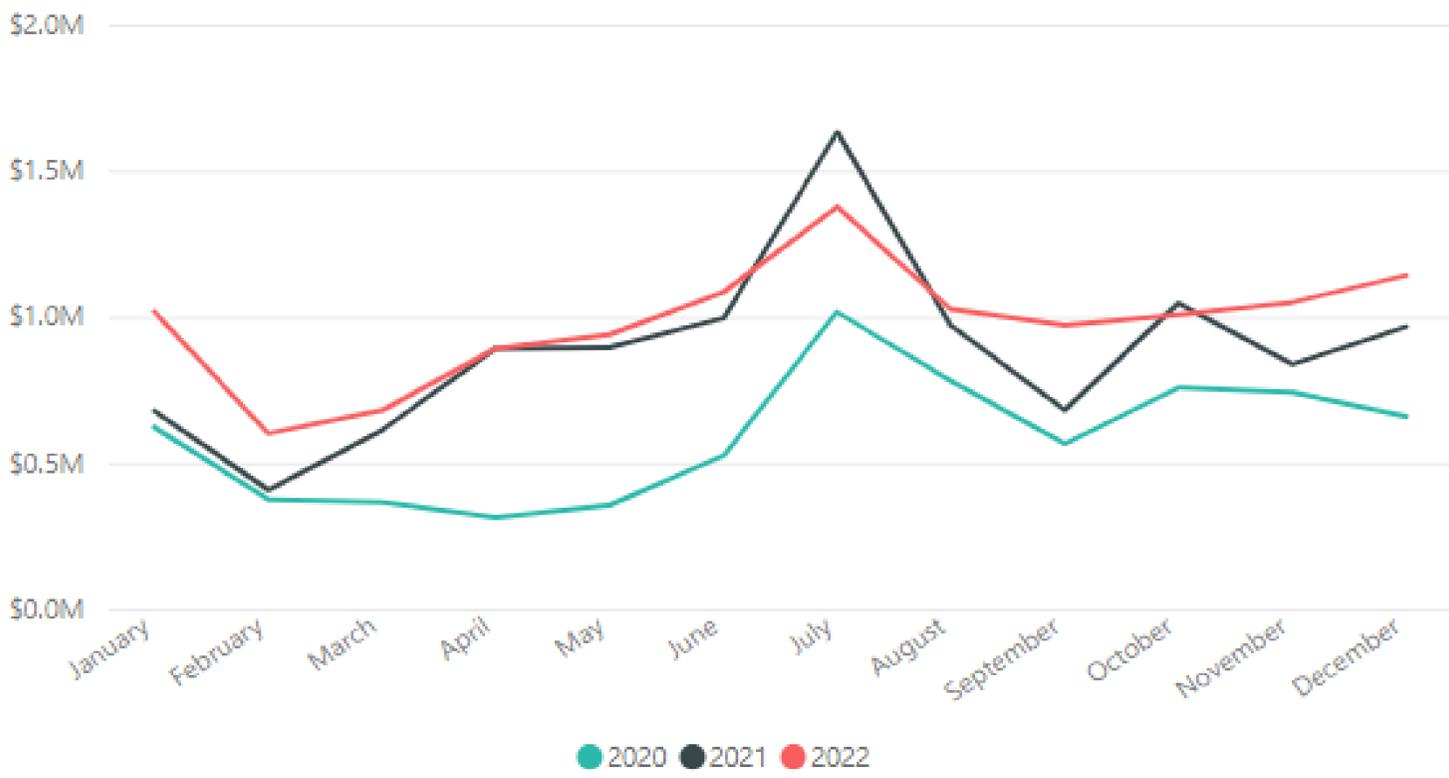
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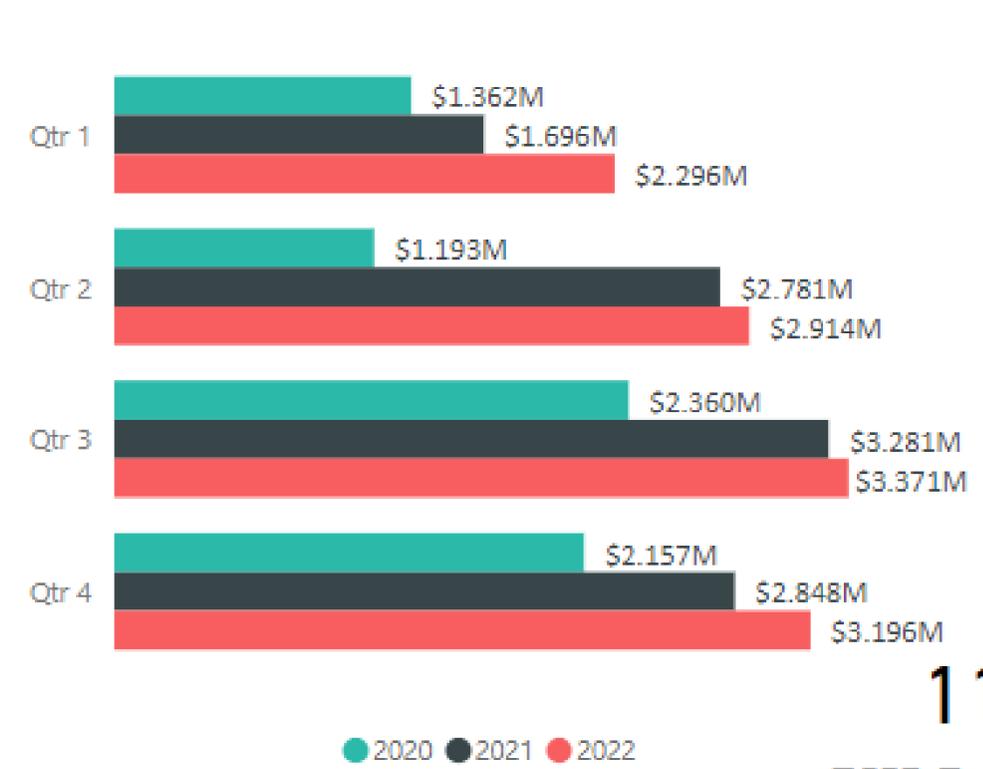
### BRANSON PERFORMANCE

#### TCED Tax YTD Thru December 2022

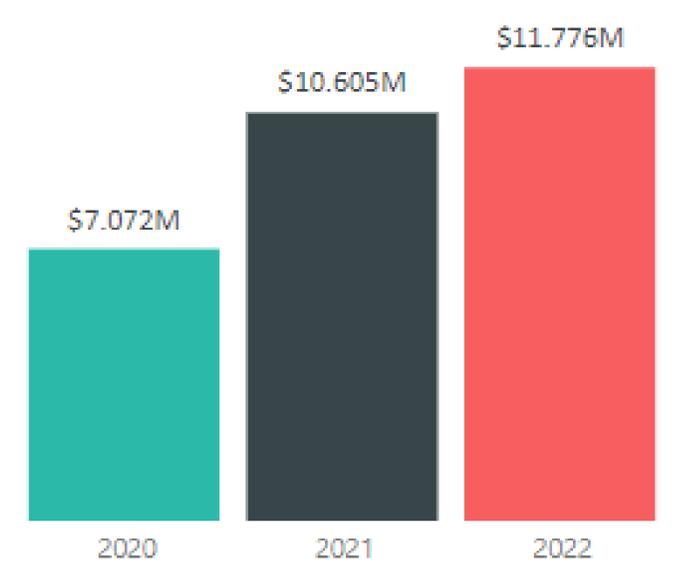
#### TCED Tax by Month



#### TCED Tax by Quarter



#### TCED Tax by Year



# 11.0%

TCED Tax vs. Last Year

# 66.5%

TCED Tax vs. 2 Years Ago





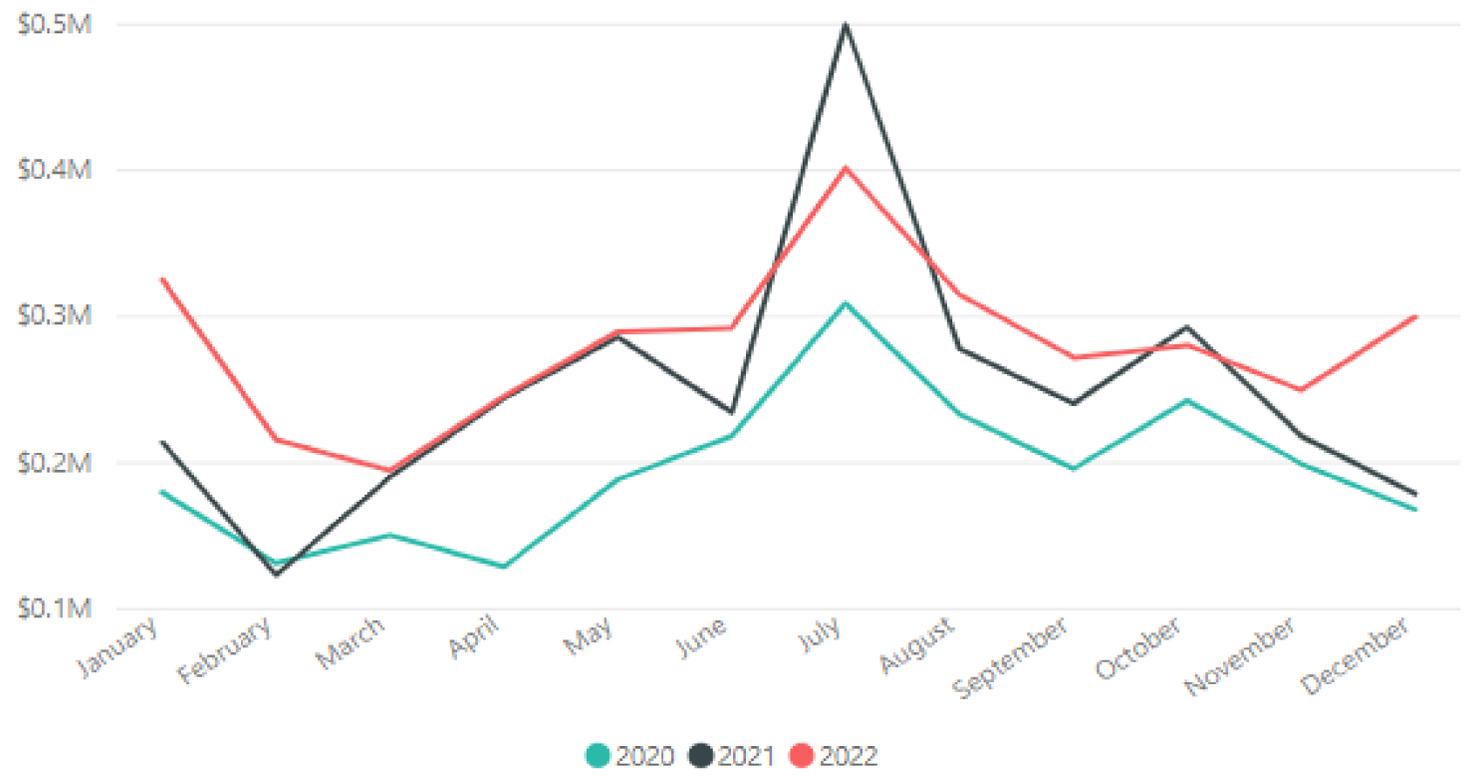
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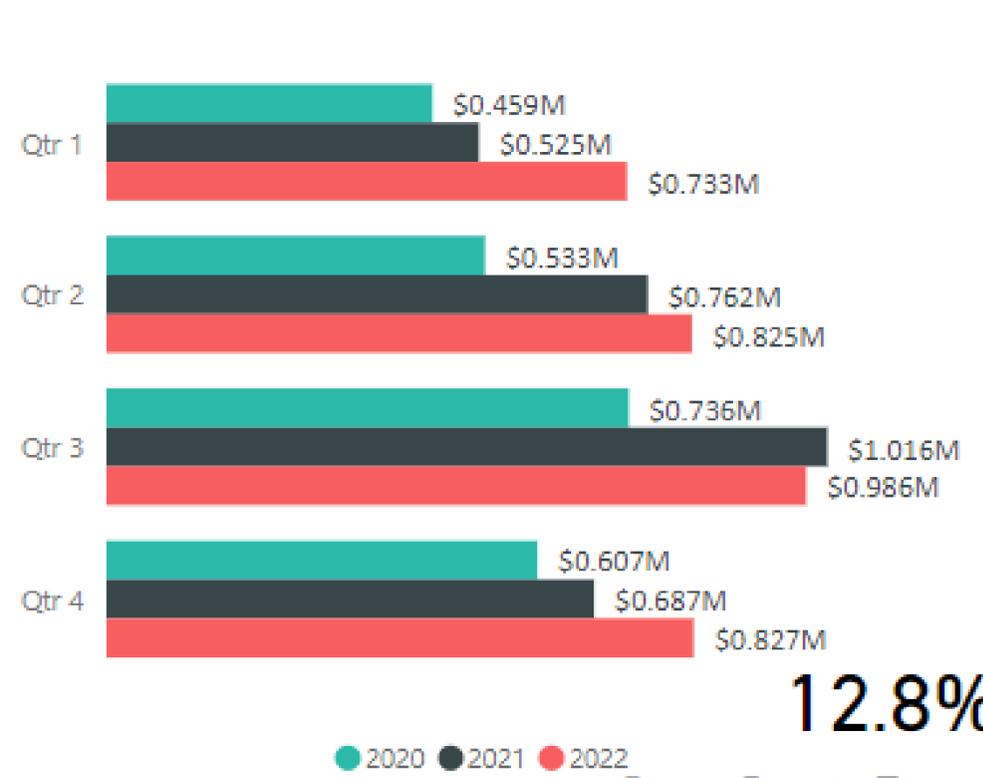
### BRANSON PERFORMANCE

#### Stone County Tax YTD Thru December 2022

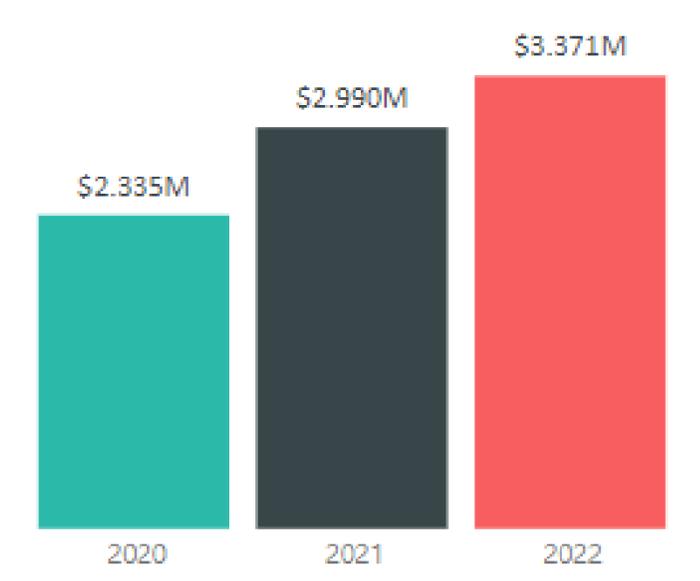
#### Stone County Tax by Month



#### Stone County Tax by Quarter



#### Stone County Tax by Year



**12.8%**

**44.4%**

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





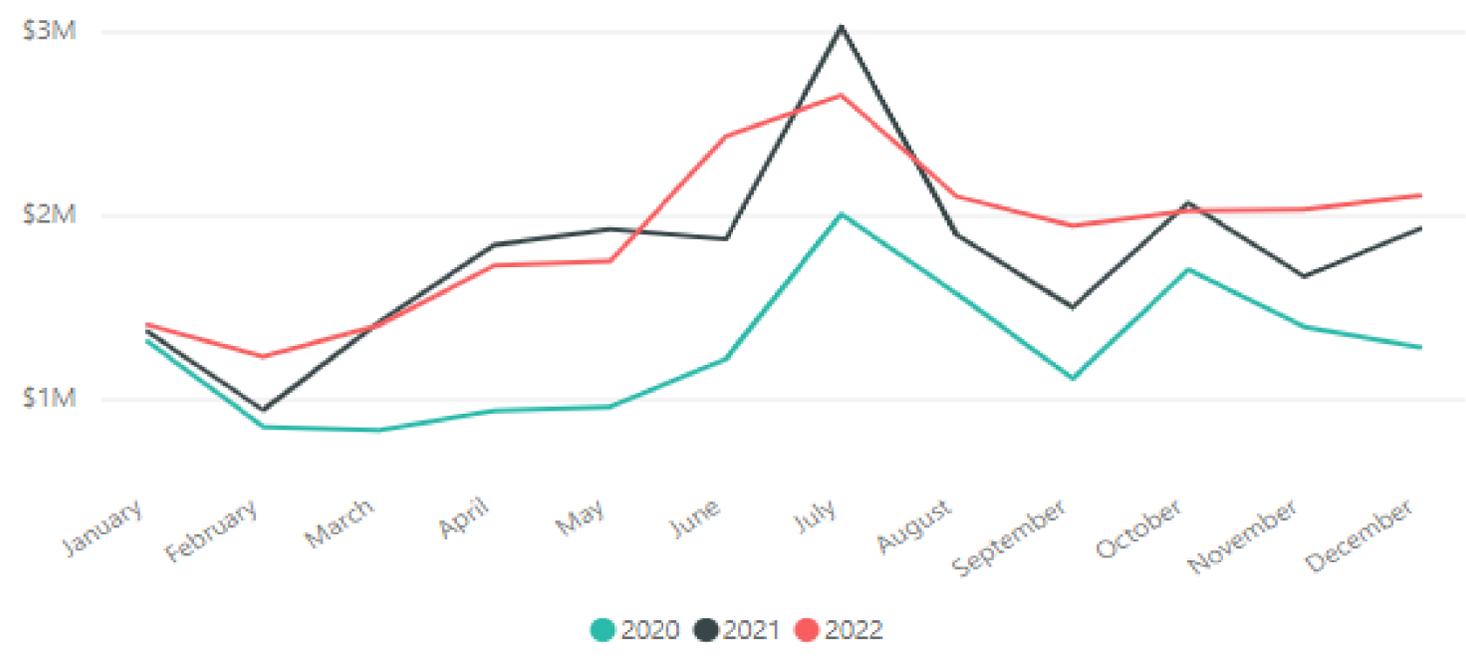
# Branson/Lakes Area CVB Key Performance Indicators Dashboard

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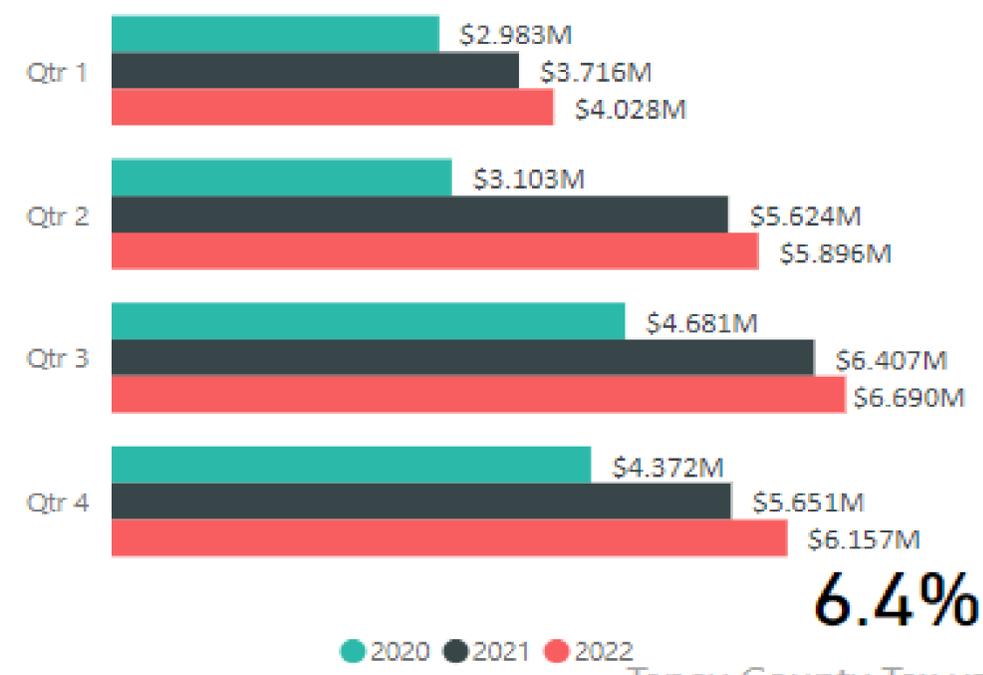
### BRANSON PERFORMANCE

#### Taney County Tax YTD Thru December 2022

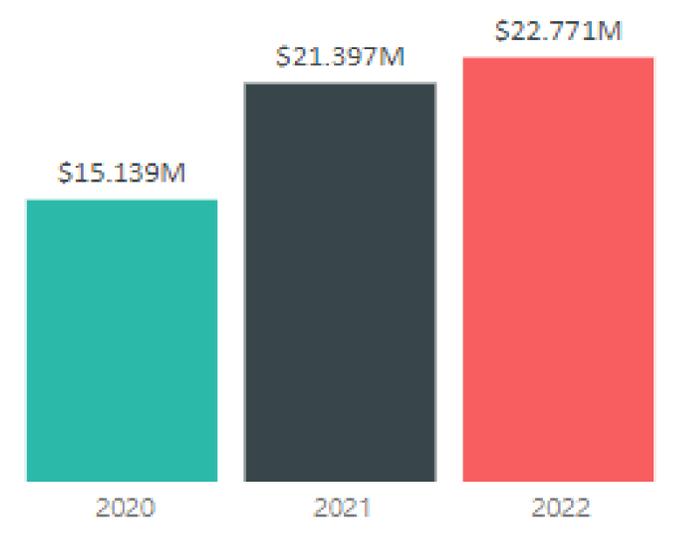
#### Taney County Tax by Month



#### Taney County Tax by Quarter



#### Taney County Tax by Year



**6.4%**

**50.4%**

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





# Branson/Lakes Area CVB Key Performance Indicators Dashboard

## Quarter 4 2022

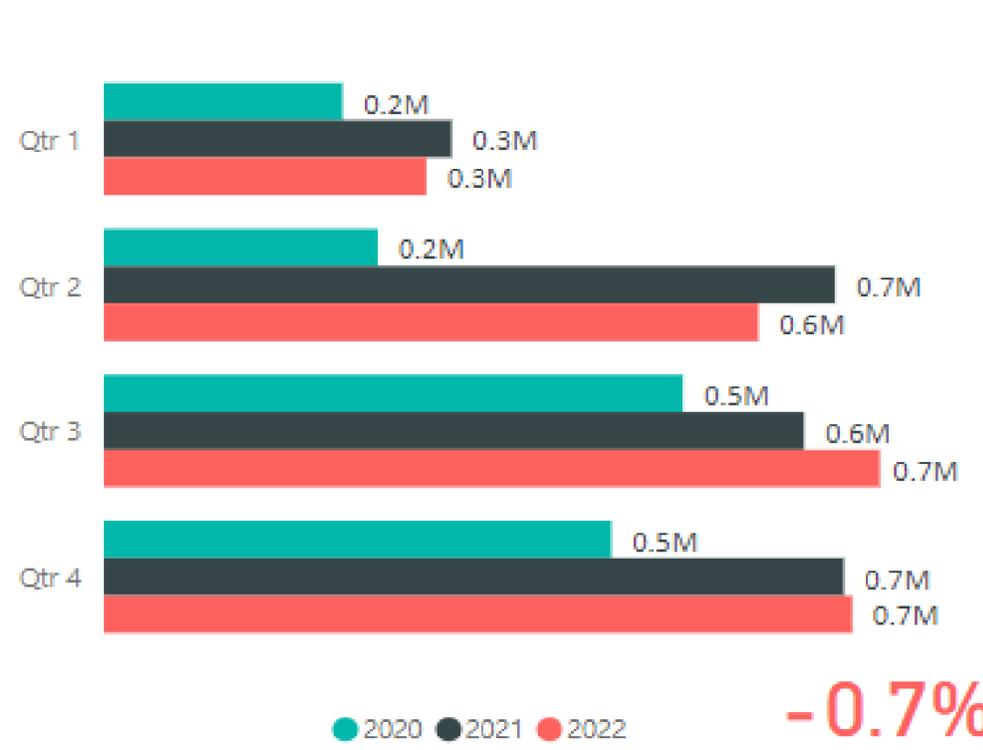
### BRANSON PERFORMANCE

#### Branson STR Room Demand YTD Thru December 2022

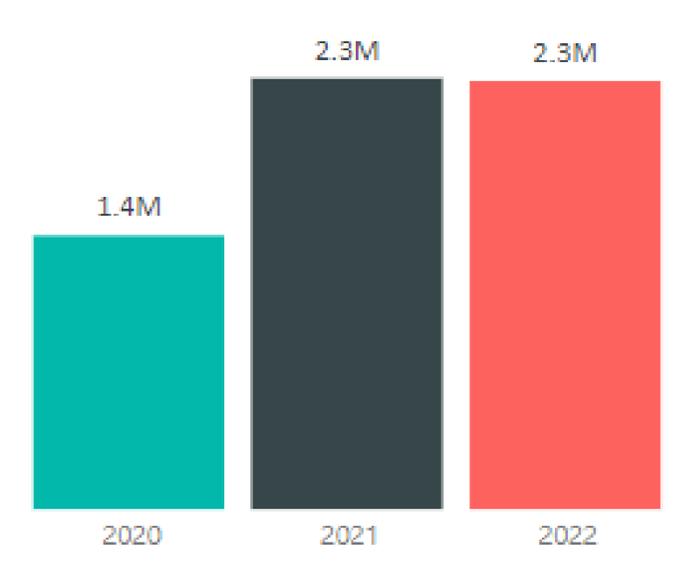
#### Branson Room Demand by Month



#### Branson Room Demand by Quarter



#### Branson Room Demand by Year



**-0.7%**

**56.5%**

Branson Demand vs. Last Year

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 4 2022

## VISITOR PROFILE KPIs

First Time vs. Repeat

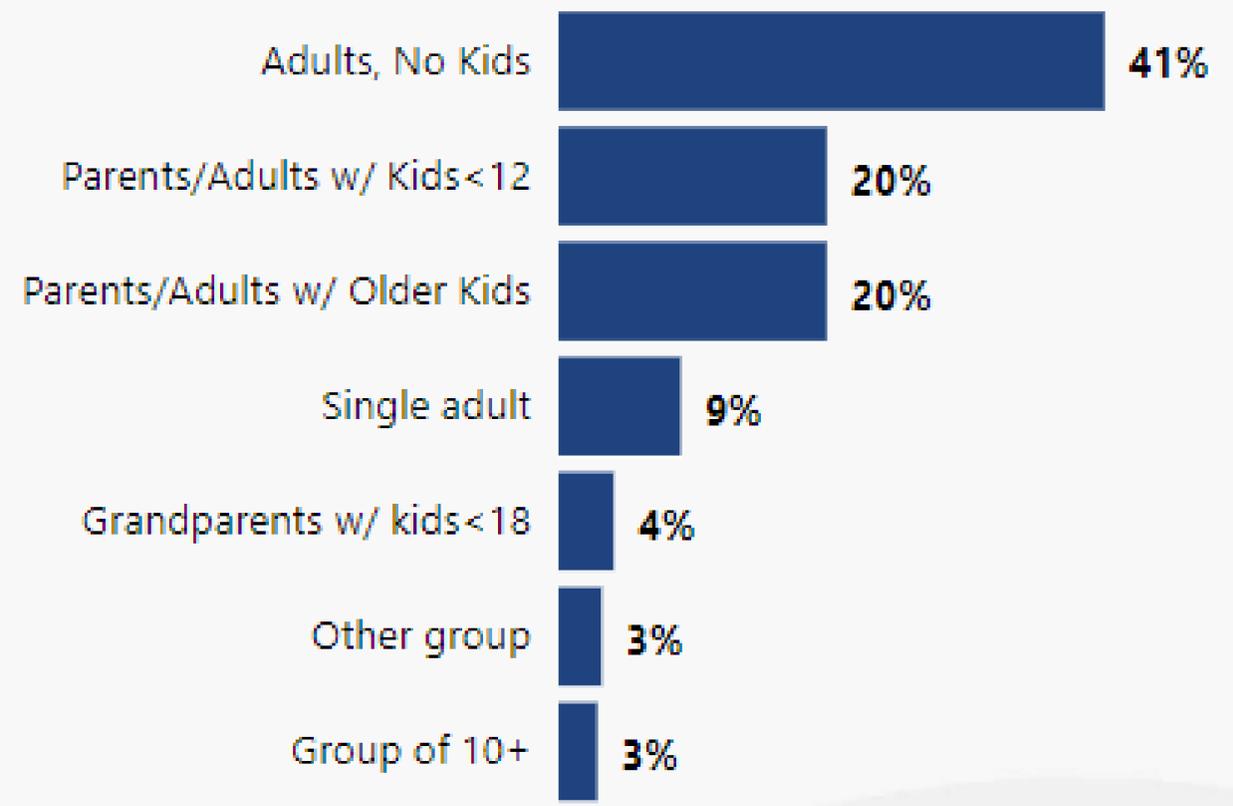




# Quarter 4 2022

## VISITOR PROFILE KPIS

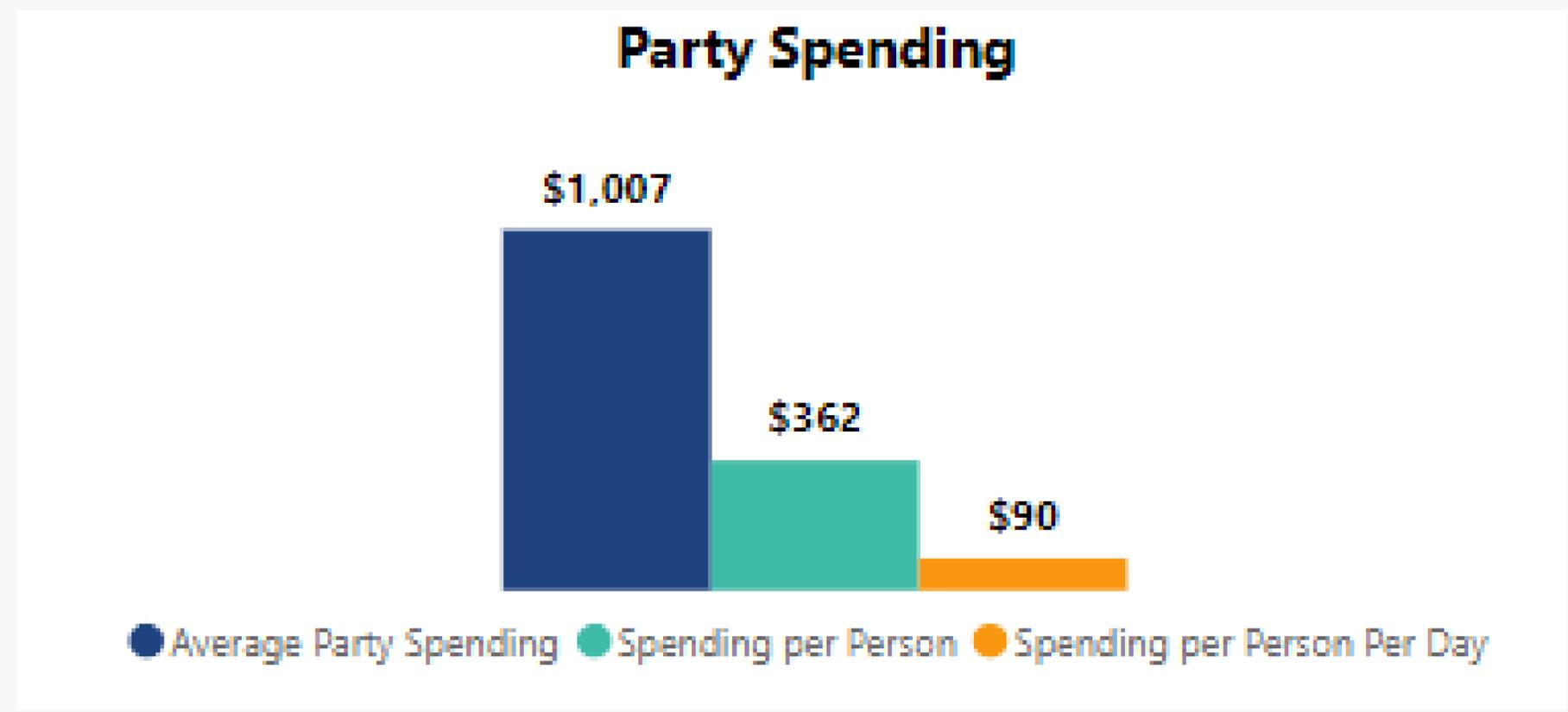
### Party Composition





# Quarter 4 2022

## VISITOR PROFILE KPIS





# Quarter 4 2022

## VISITOR PROFILE KPIs

### Branson Party Composition

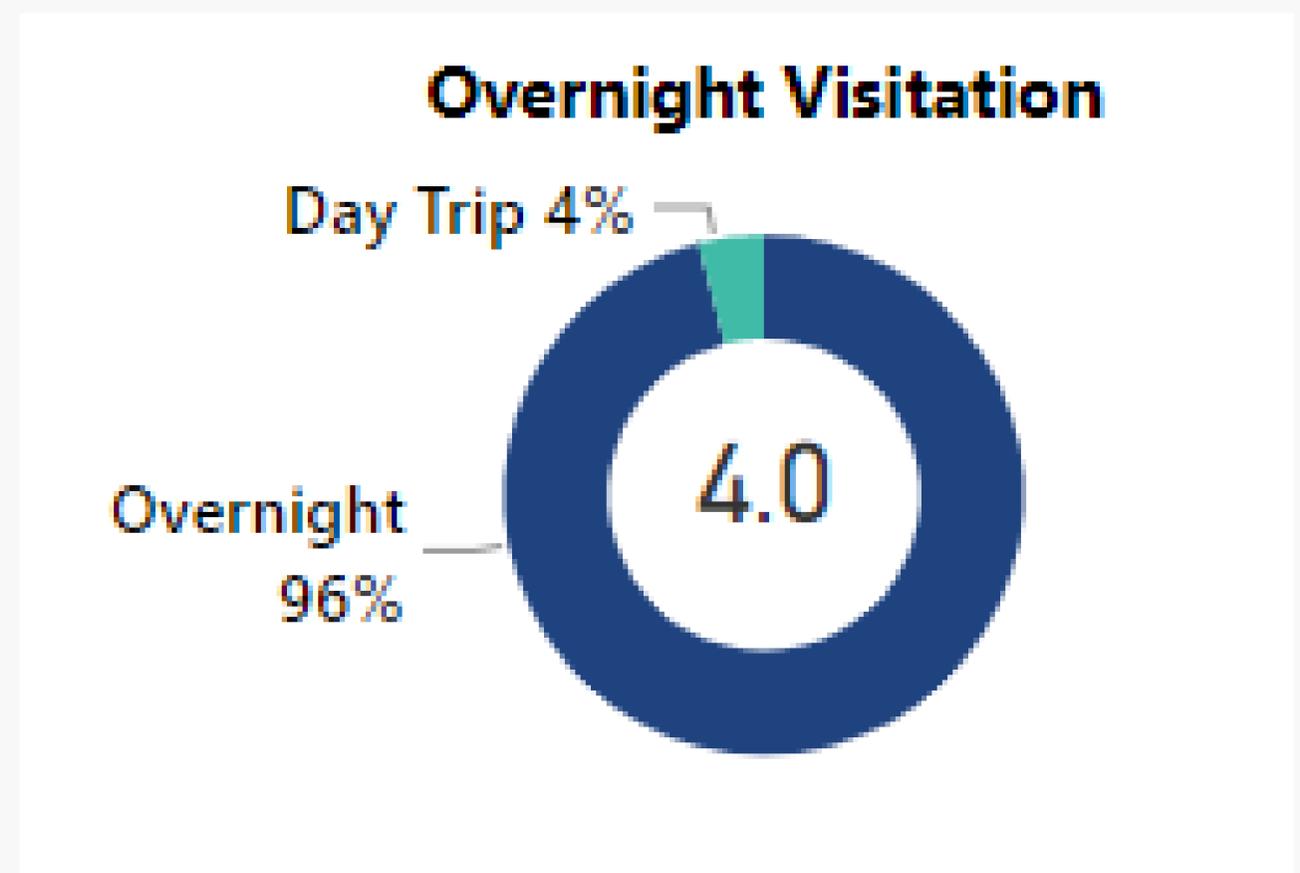
|                   |                 |
|-------------------|-----------------|
| Party Size        | <b>2.78</b>     |
| Average Adult Age | <b>45.0</b>     |
| Average Child Age | <b>9.6</b>      |
| Under 12          | <b>16%</b>      |
| 12 to 17 years    | <b>10%</b>      |
| 18 to 34 years    | <b>26%</b>      |
| 35 to 54 years    | <b>26%</b>      |
| 55+ years         | <b>22%</b>      |
| Families          | <b>62%</b>      |
| Adults            | <b>38%</b>      |
| Average HH Income | <b>\$87,666</b> |





# Quarter 4 2022

## VISITOR PROFILE KPIs





Branson/Lakes Area CVB  
Key Performance Indicators Dashboard

# Quarter 4 2022

## VISITOR PROFILE KPIs

| Activity Participation & Influence      |              |                 |
|---|--------------|-----------------|
|   | Participated | Influenced Trip |
| Shopping                                | 48%          | 21%             |
| Live Shows                              | 34%          | 21%             |
| Downtown Branson/Main Street            | 40%          | 14%             |
| Outdoor/Lake Activities                 | 31%          | 18%             |
| Unique local restaurants                | 36%          | 12%             |
| Silver Dollar City                      | 37%          | 27%             |
| Branson Landing                         | 34%          | 14%             |
| Museum attraction                       | 27%          | 11%             |
| Historical places/Old homes             | 19%          | 8%              |
| Wine tasting/Winery tour                | 18%          | 7%              |
| Rural sightseeing                       | 23%          | 10%             |
| Excursion                               | 15%          | 6%              |
| Zip Line                                | 16%          | 8%              |
| Aquarium at the Boardwalk               | 18%          | 7%              |
| Golf                                    | 13%          | 7%              |
| Special event/festival                  | 14%          | 5%              |
| Youth/Amateur/Collegiate sporting event | 12%          | 5%              |
| Wonderworks                             | 12%          | 4%              |
| Spa/Health club                         | 12%          | 5%              |
| Reunions/Family events                  | 12%          | 7%              |
| None of the above                       | 2%           | 4%              |





# Quarter 4 2022

## VISITOR PROFILE KPIs

### Live Shows Seen in Branson

|  |             |
|--|-------------|
| # of Live Shows Seen on Most Recent Visit to Branson | <b>2.94</b> |
| Live Performances/Productions in Branson Theater     | <b>69%</b>  |
| Theme/Amusement Park Shows                           | <b>40%</b>  |
| Dinner Show Productions                              | <b>47%</b>  |
| Outdoor Light/Fountain/Fireworks Shows               | <b>32%</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 4 2022

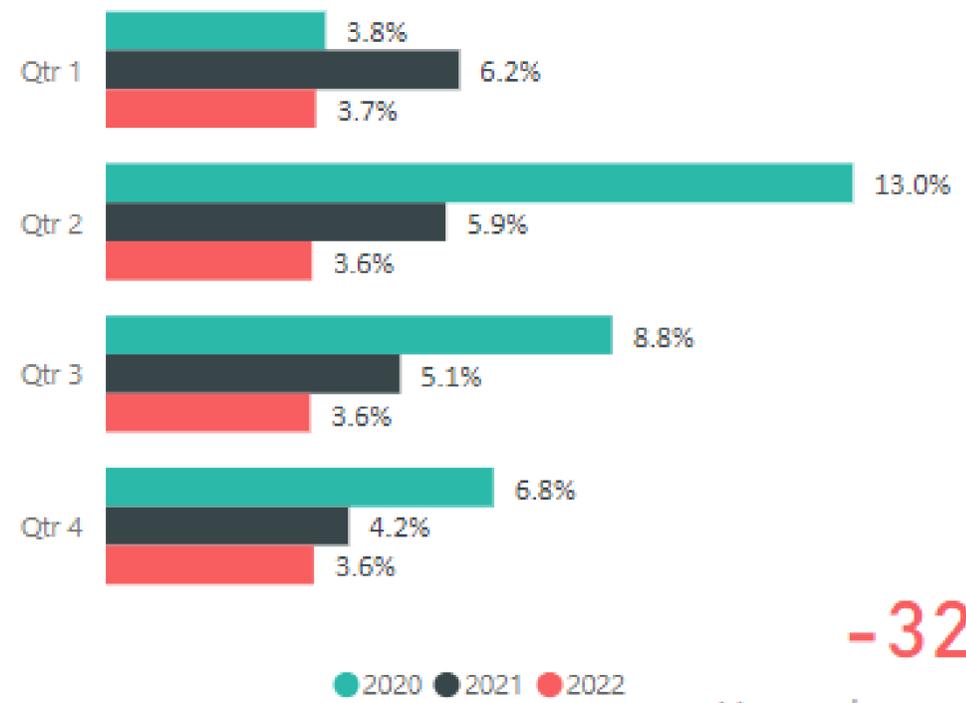
### US ECONOMIC KPIS

#### US Unemployment Rate YTD Thru December 2022

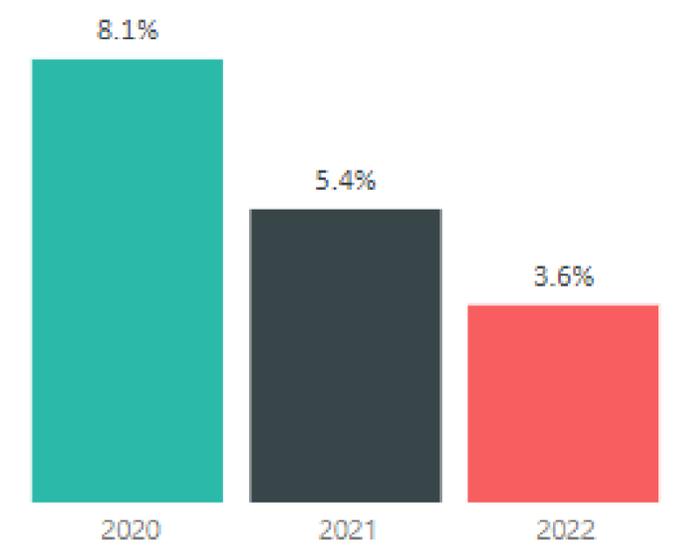
#### Unemployment by Month



#### Unemployment by Quarter



#### Unemployment by Year



**-32.6%**

**-55.4%**

Unemployment vs. Last Year    Unemployment vs. 2 years Ago





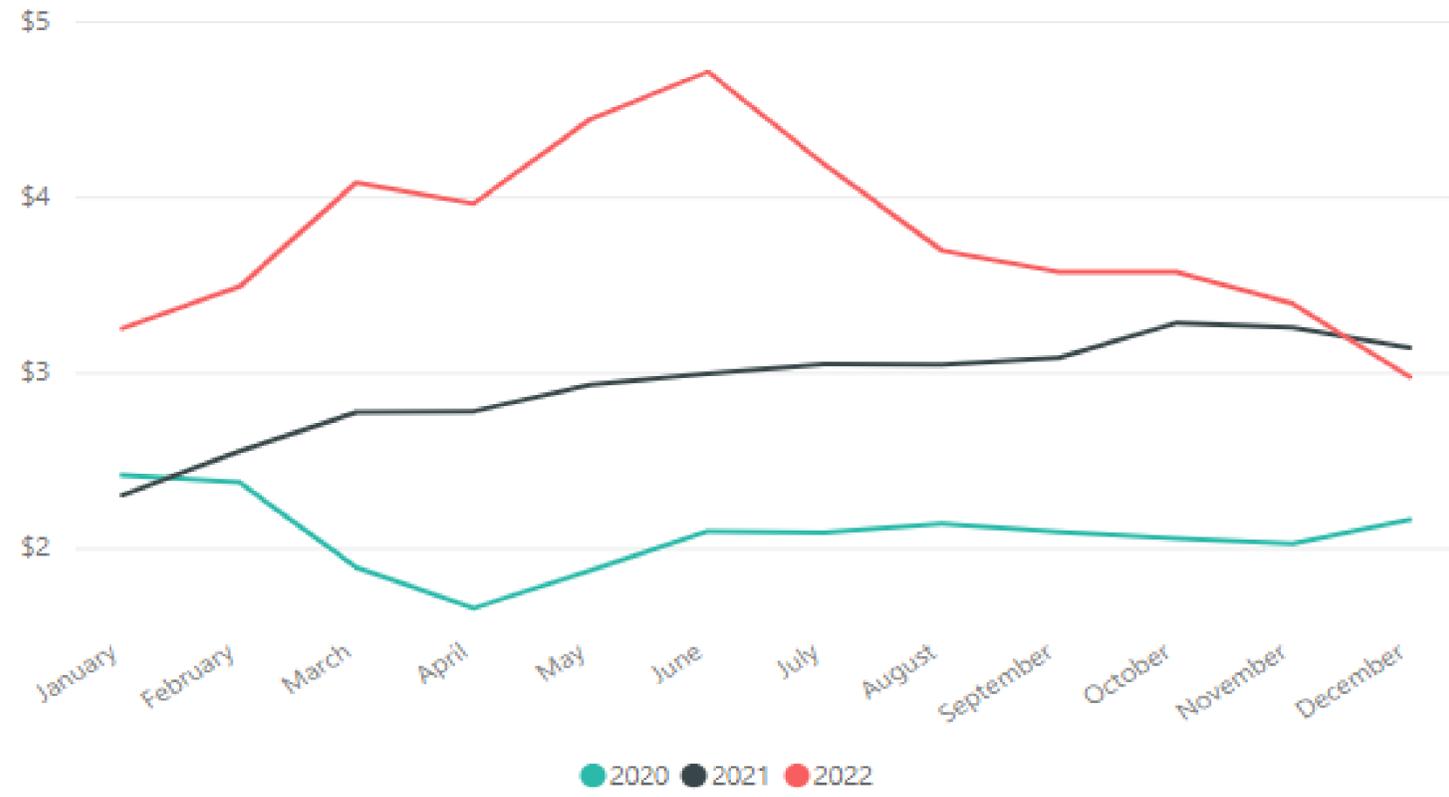
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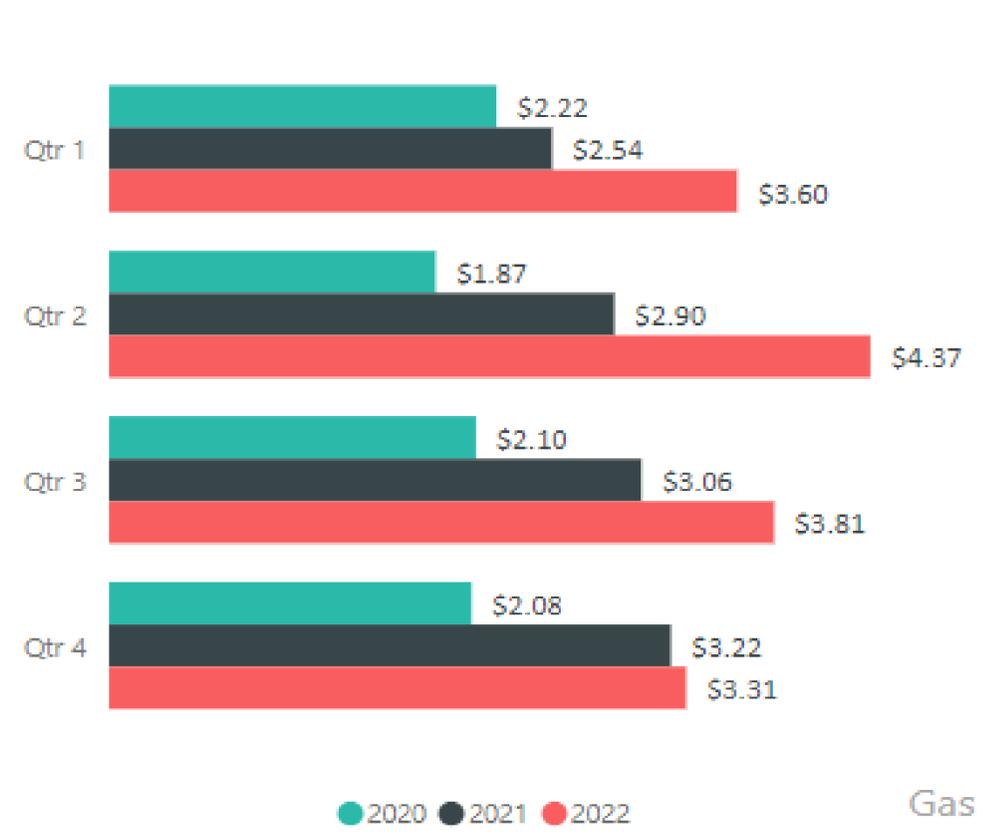
### US ECONOMIC KPIS

#### Gas Prices YTD Thru December 2022

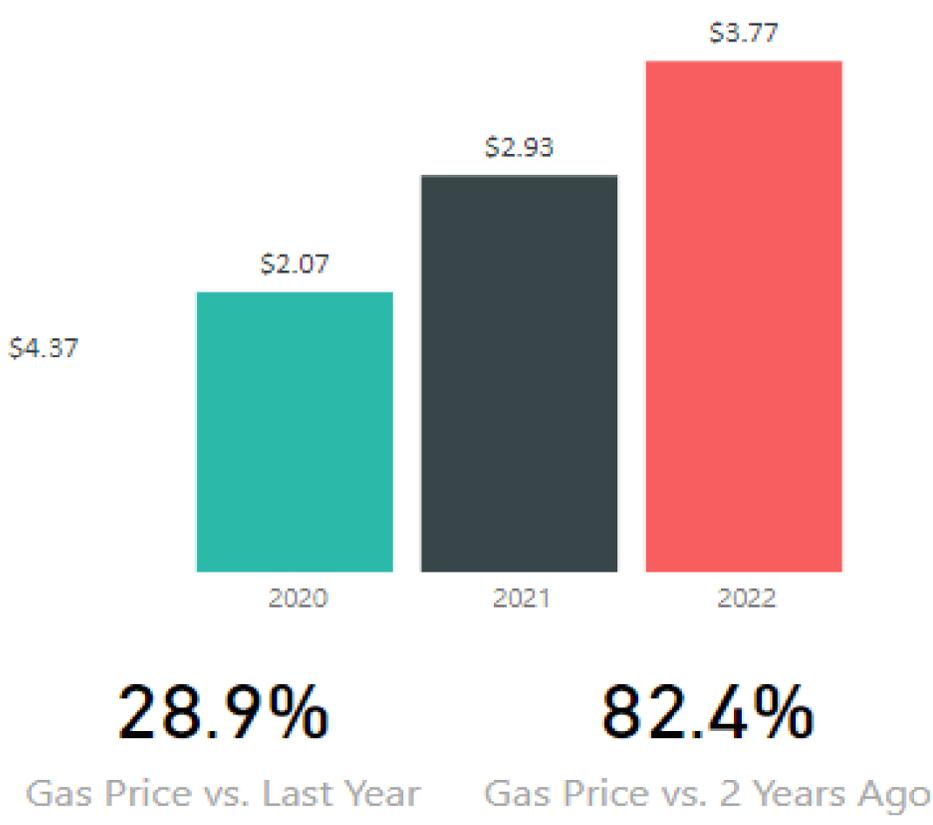
#### Gas Prices by Month



#### Gas Prices by Quarter



#### Gas Prices by Year





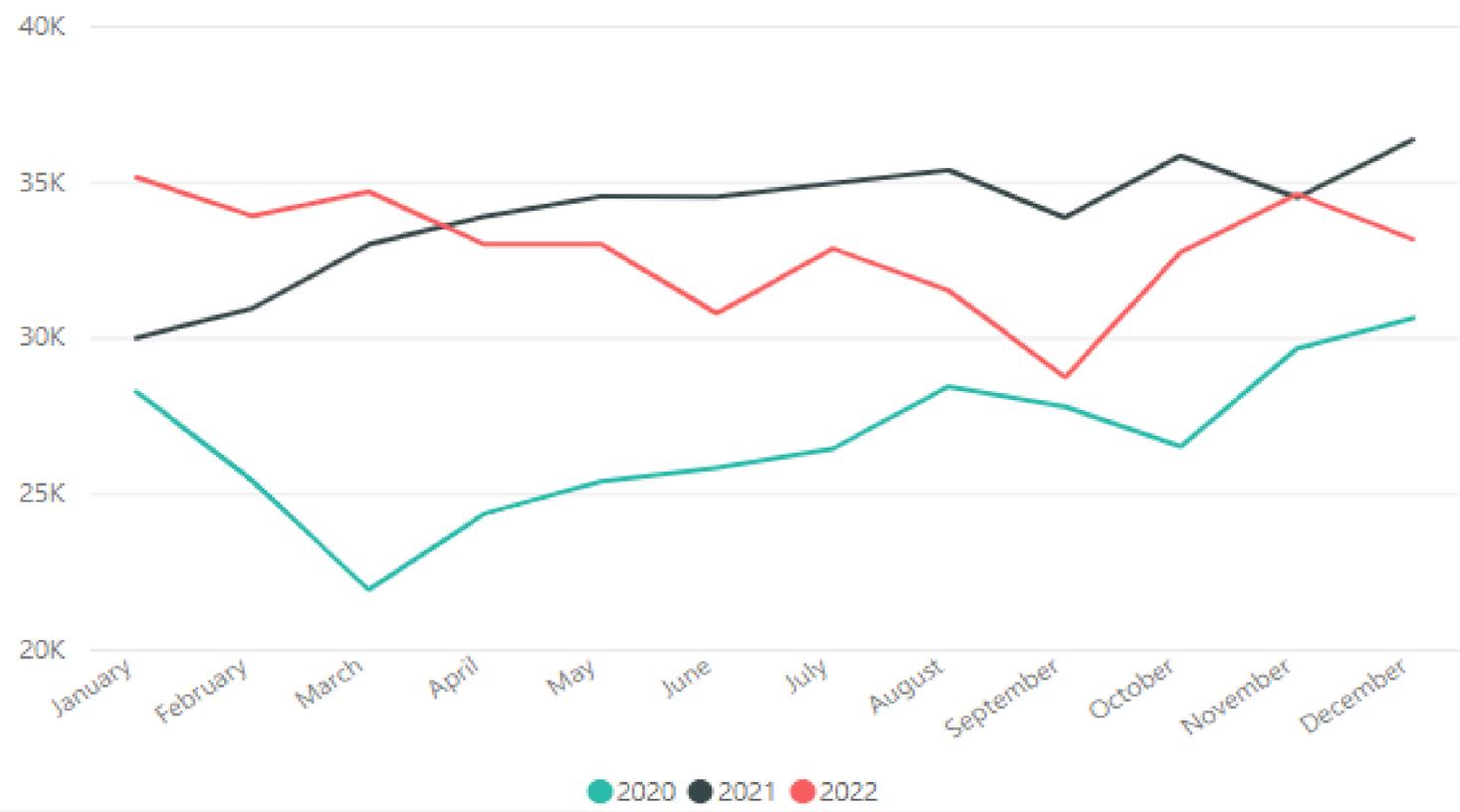
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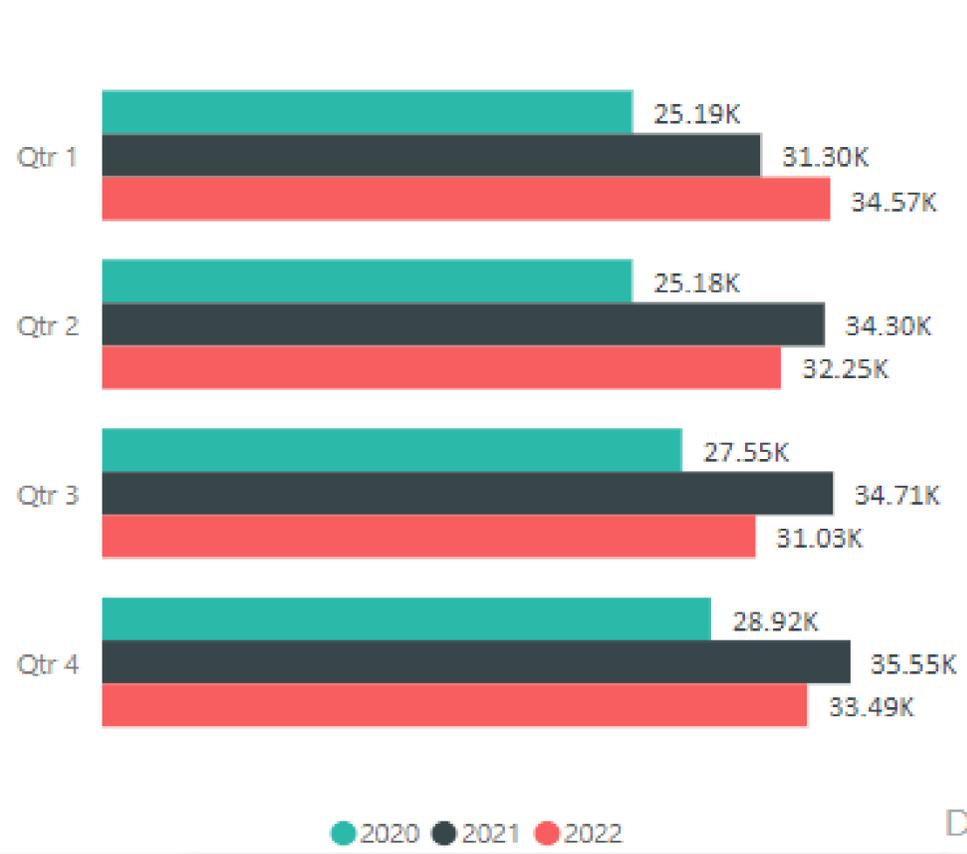
### US ECONOMIC KPIS

Dow Jones Industrial Average (DJIA) YTD Thru December 2022

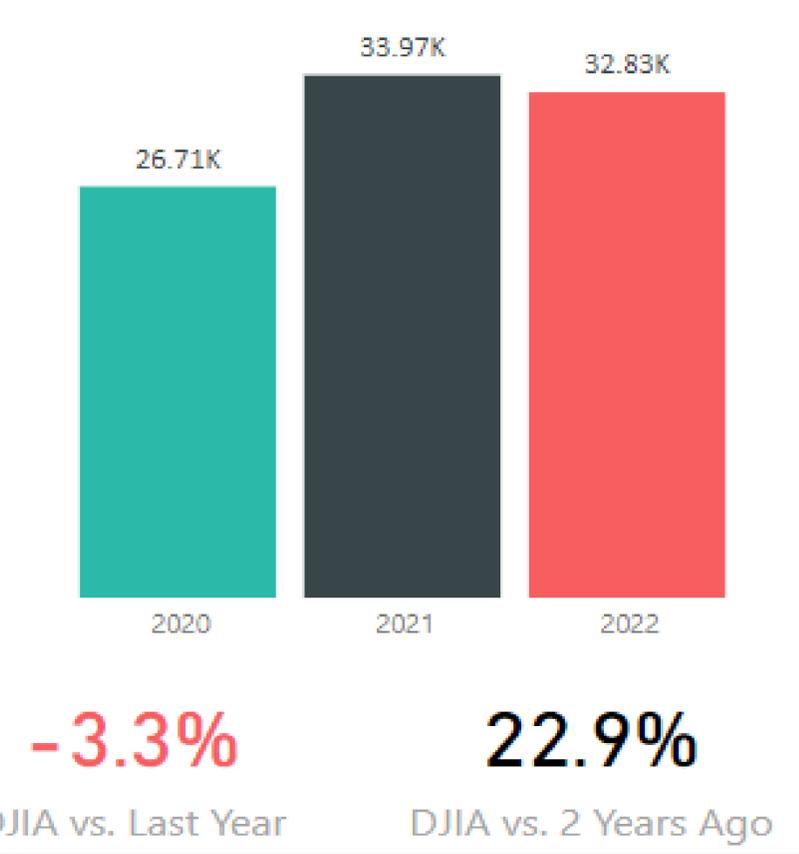
DJIA by Month



DJIA by Quarter



DJIA by Year





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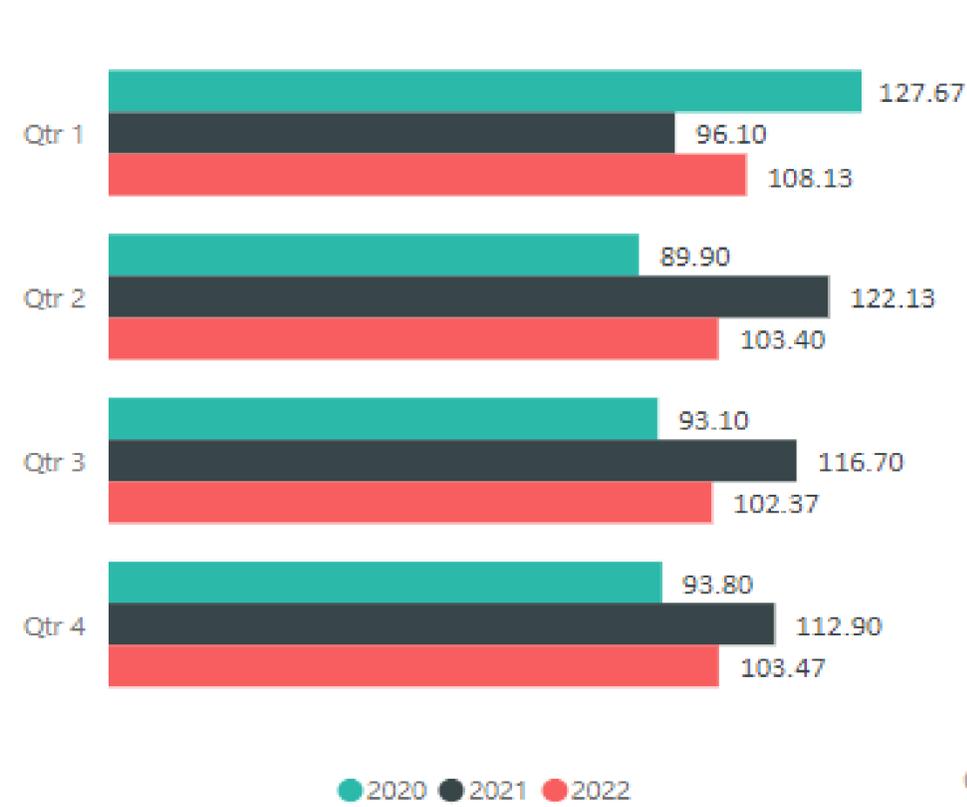
### US ECONOMIC KPIS

#### Consumer Confidence Index (CCI) YTD Thru December 2022

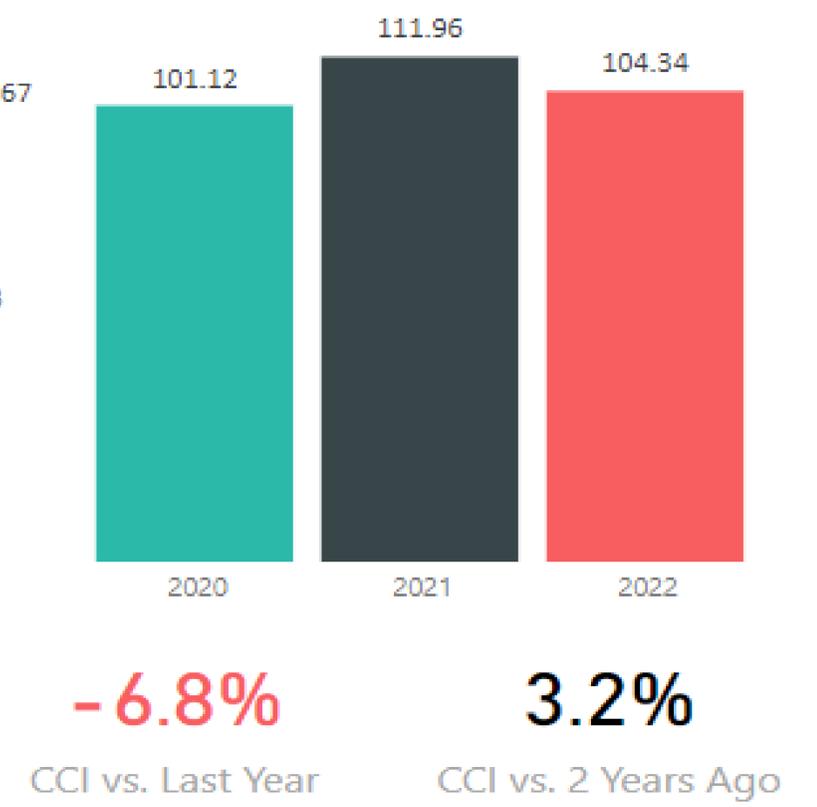
##### Consumer Confidence Index by Month



##### Consumer Confidence Index by Quarter



##### Consumer Confidence Index by Year



# Research developed for Branson, Missouri.

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

Call: 417.880.2487

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