

# Key Performance Indicators Dashboard

Prepared for Branson Convention  
& Visitors Bureau

Delivered May 2023

THE CLOSEST TO THE CUSTOMER WINS.



# 01. Branson Performance



**02. VISITOR PROFILE KEY PERFORMANCE INDICATORS**

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

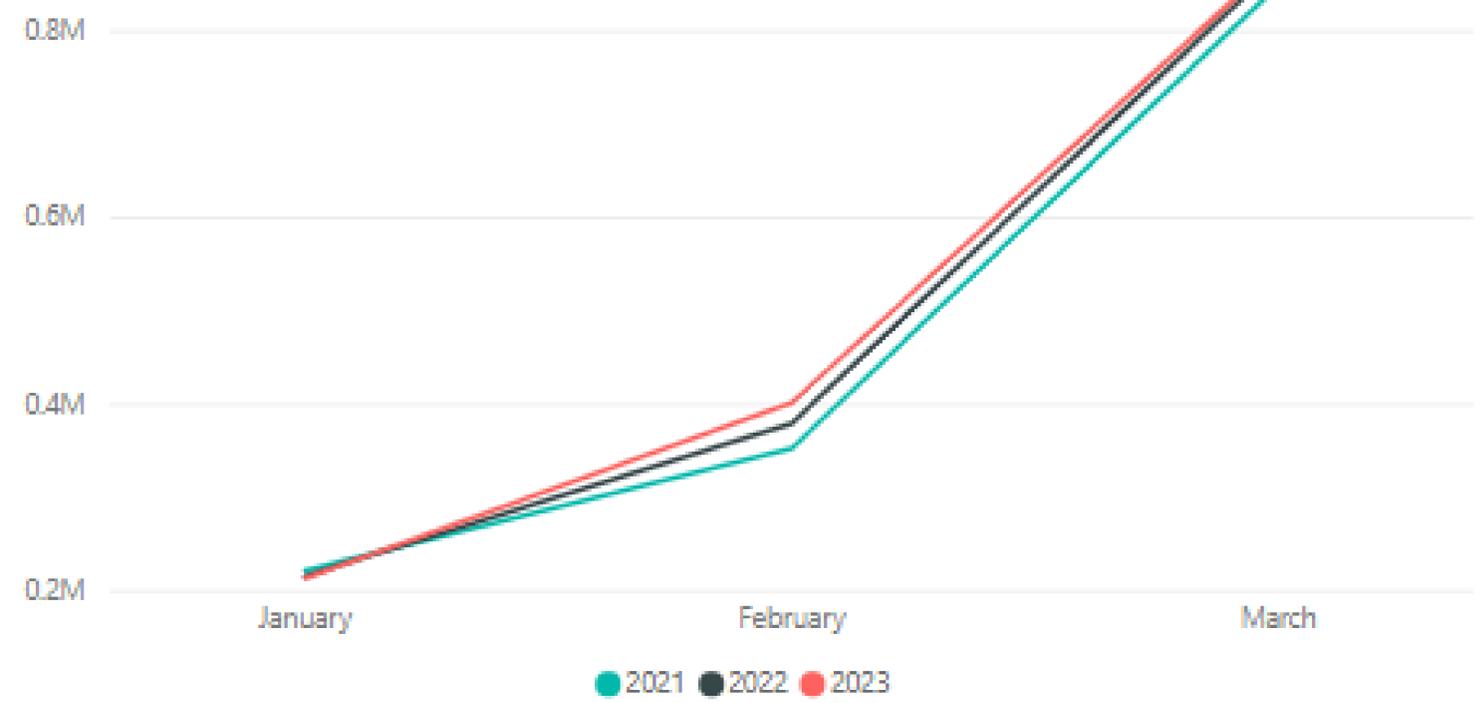


# Quarter 1 2023

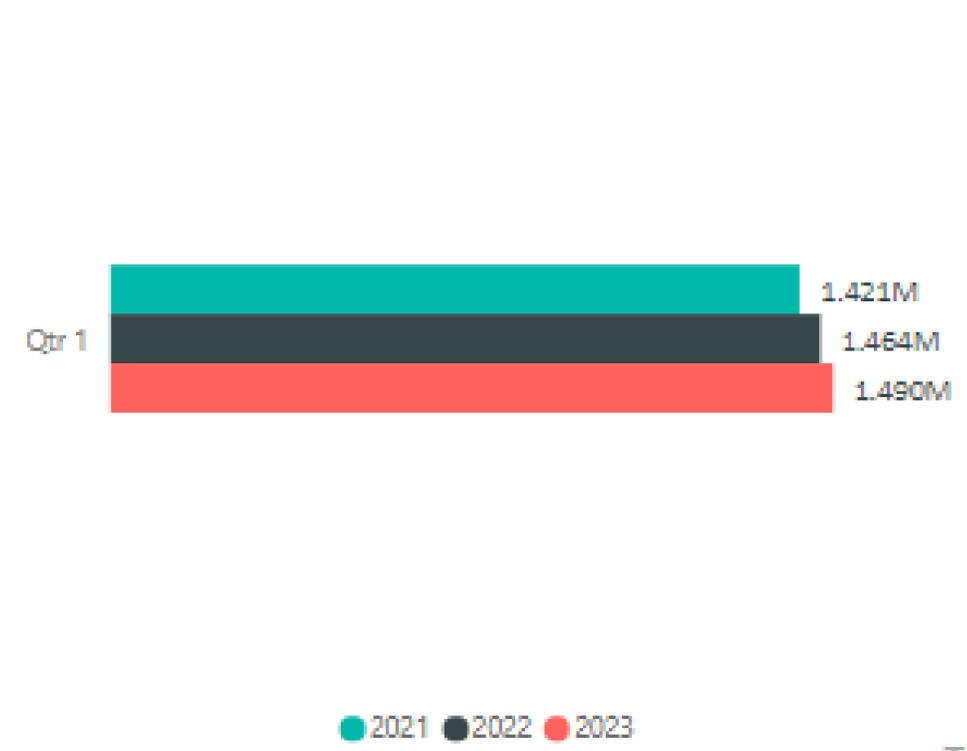
## BRANSON PERFORMANCE

Estimated Visitation YTD Thru March 2023

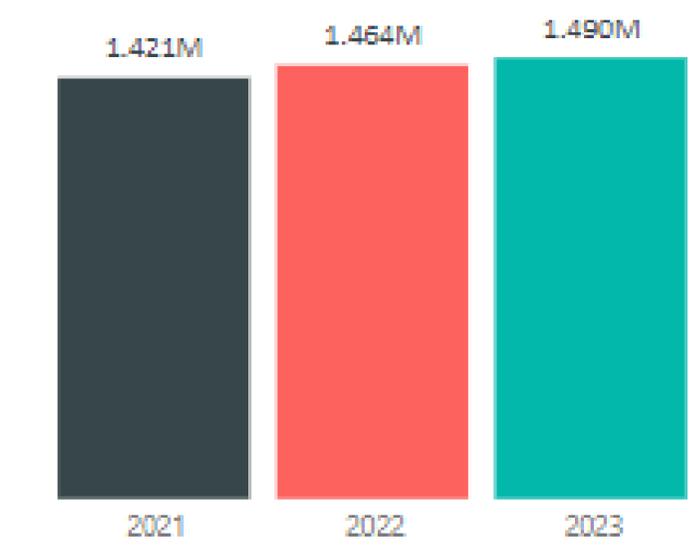
### Visitation by Month



### Visitation by Quarter



### Visitation by Year



**1.8%**

**4.8%**

This Year vs. Last Year    This Year vs. 2 Years Ago





# Quarter 1 2023

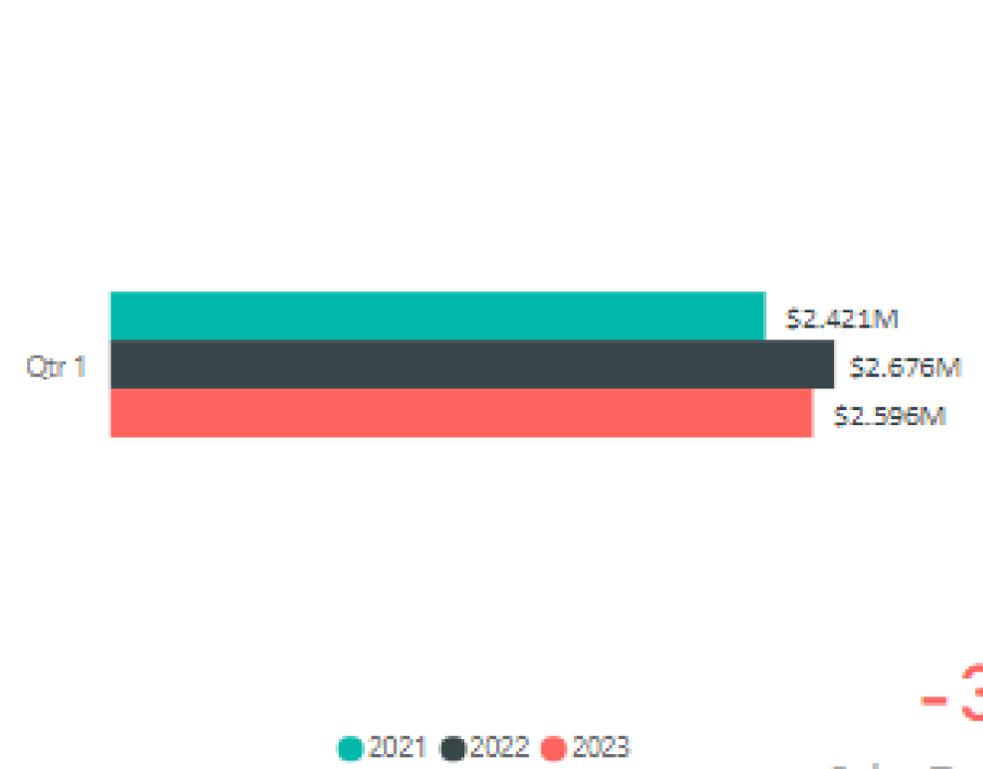
## BRANSON PERFORMANCE

### 1% City Sales Tax YTD Thru March 2023

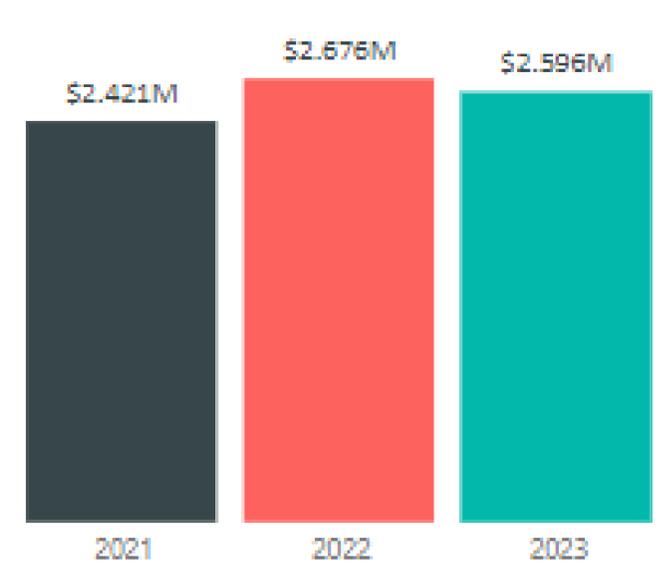
1% City Sales Tax by Month



1% City Sales Tax by Quarter



1% City Sales Tax by Year



**-3.0%**

Sales Tax vs. Last Year

**7.2%**

Sales Tax vs. 2 Years Ago



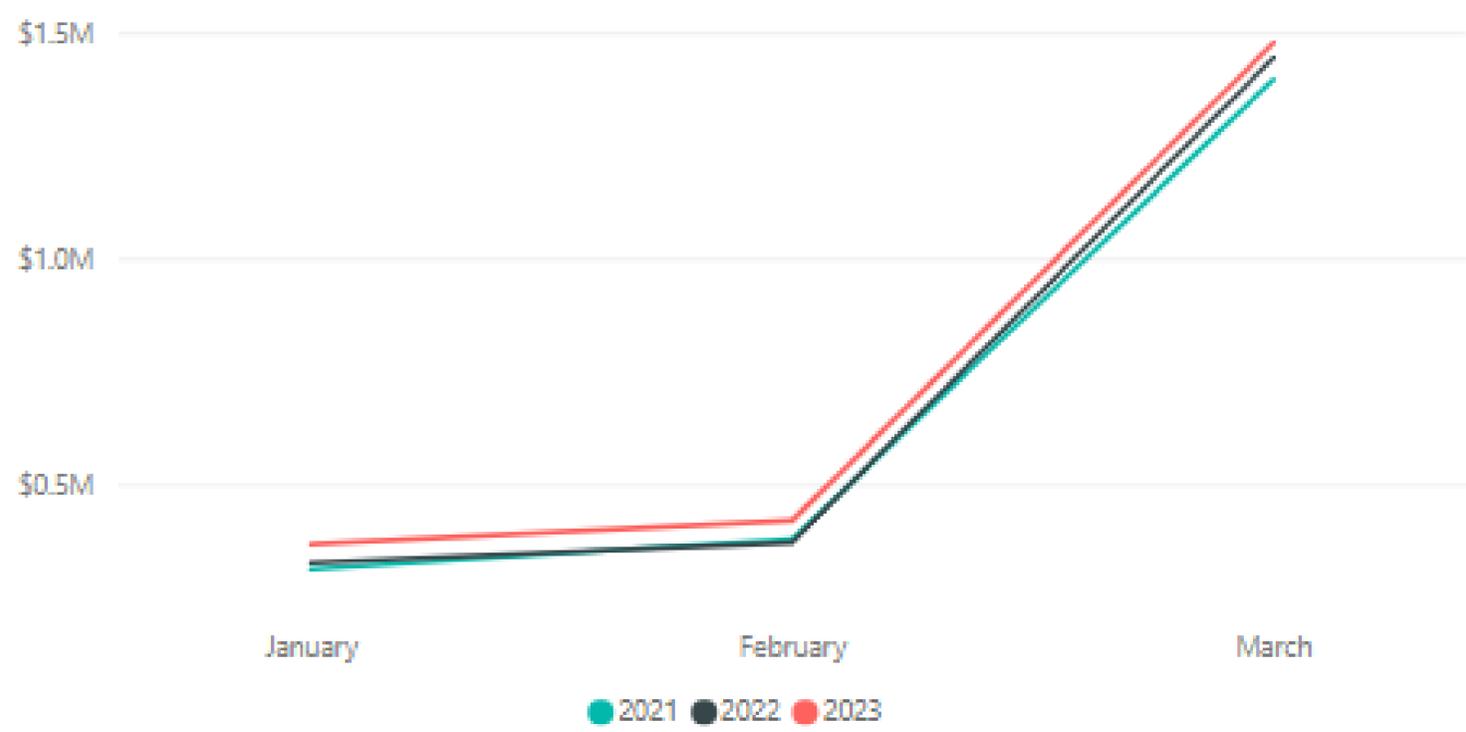


# Quarter 1 2023

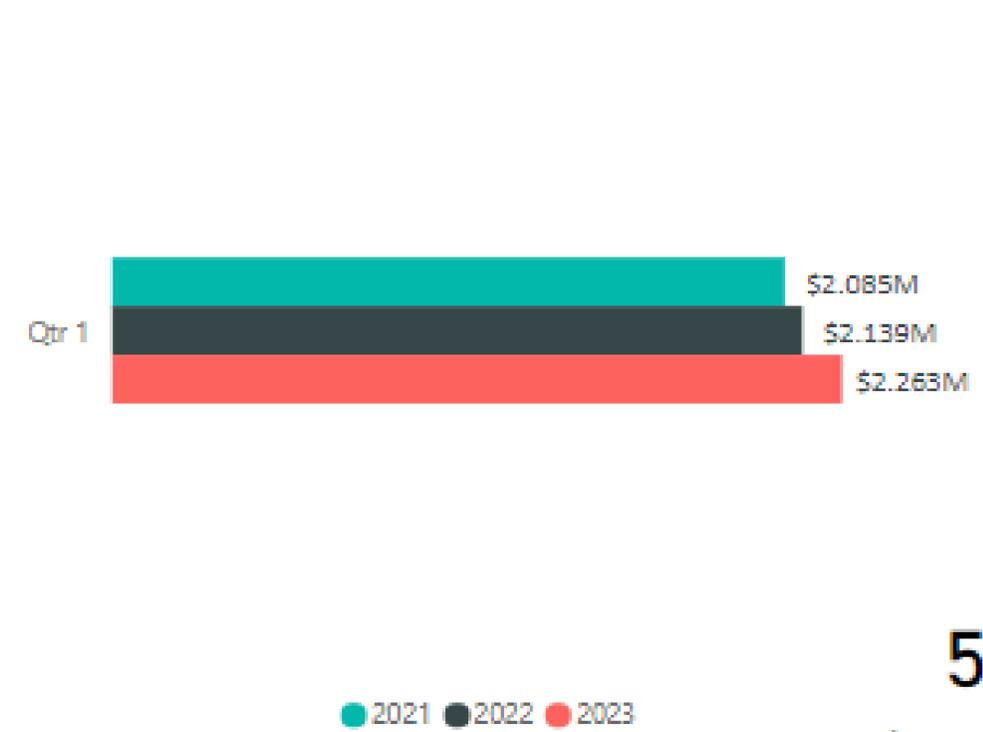
## BRANSON PERFORMANCE

### Tourism Tax YTD Thru March 2023

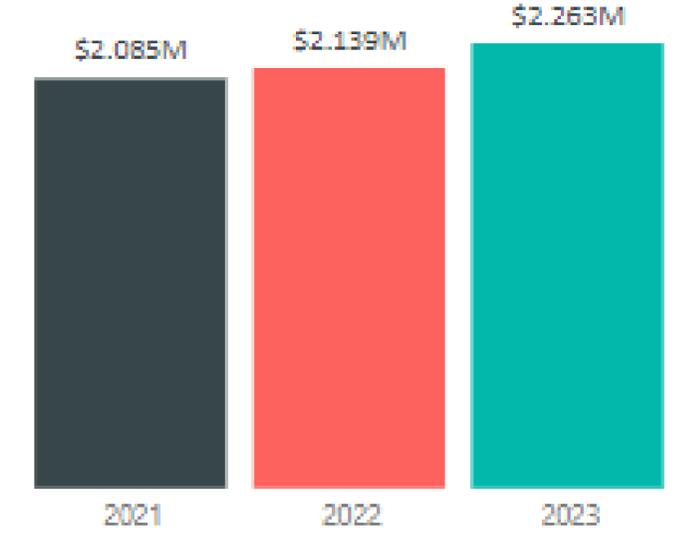
Tourism Tax by Month



Tourism Tax by Quarter



Tourism Tax by Year



5.8%

Tourism Tax vs. Last Year

8.5%

Tourism Tax vs. 2 Years Ago





# Quarter 1 2023

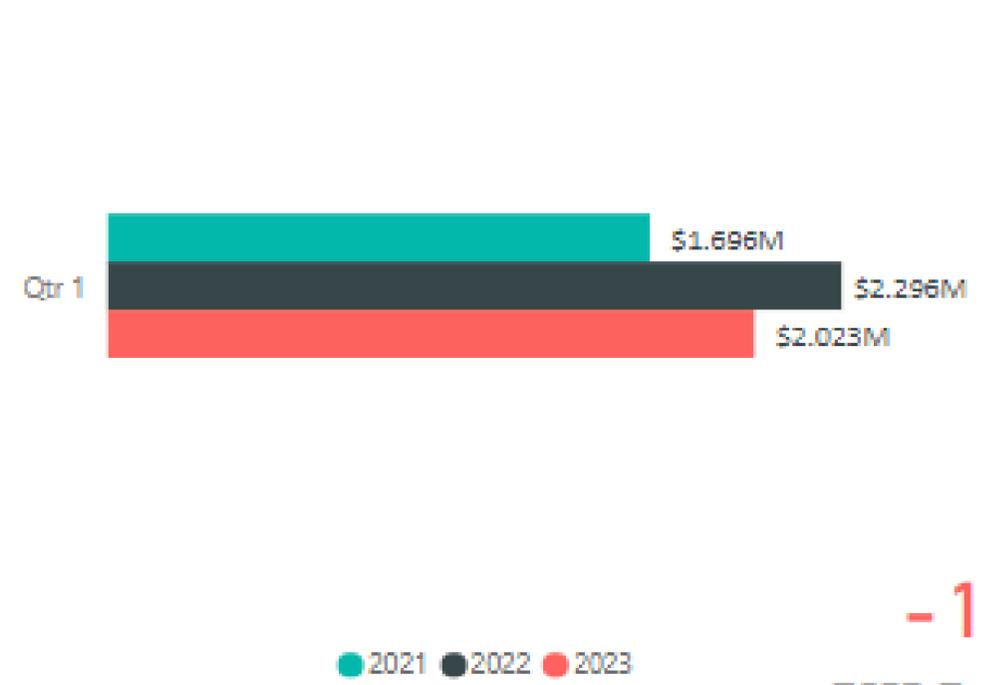
## BRANSON PERFORMANCE

### TCED Tax YTD Thru March 2023

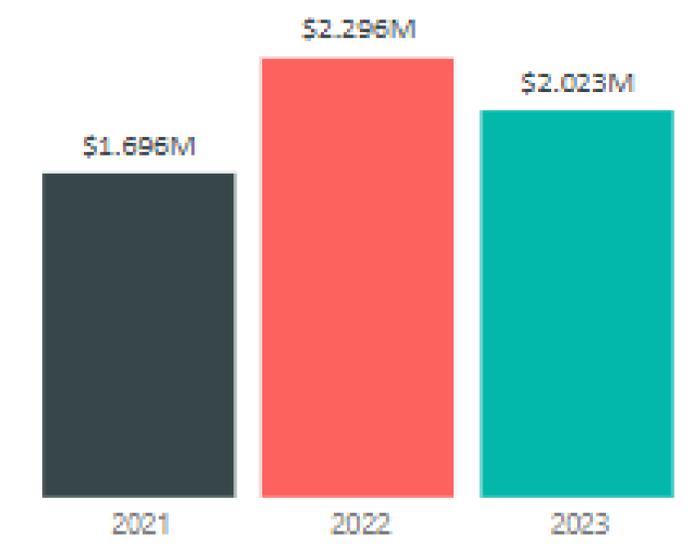
TCED Tax by Month



TCED Tax by Quarter



TCED Tax by Year



**-11.9%**

TCED Tax vs. Last Year

**19.3%**

TCED Tax vs. 2 Years Ago



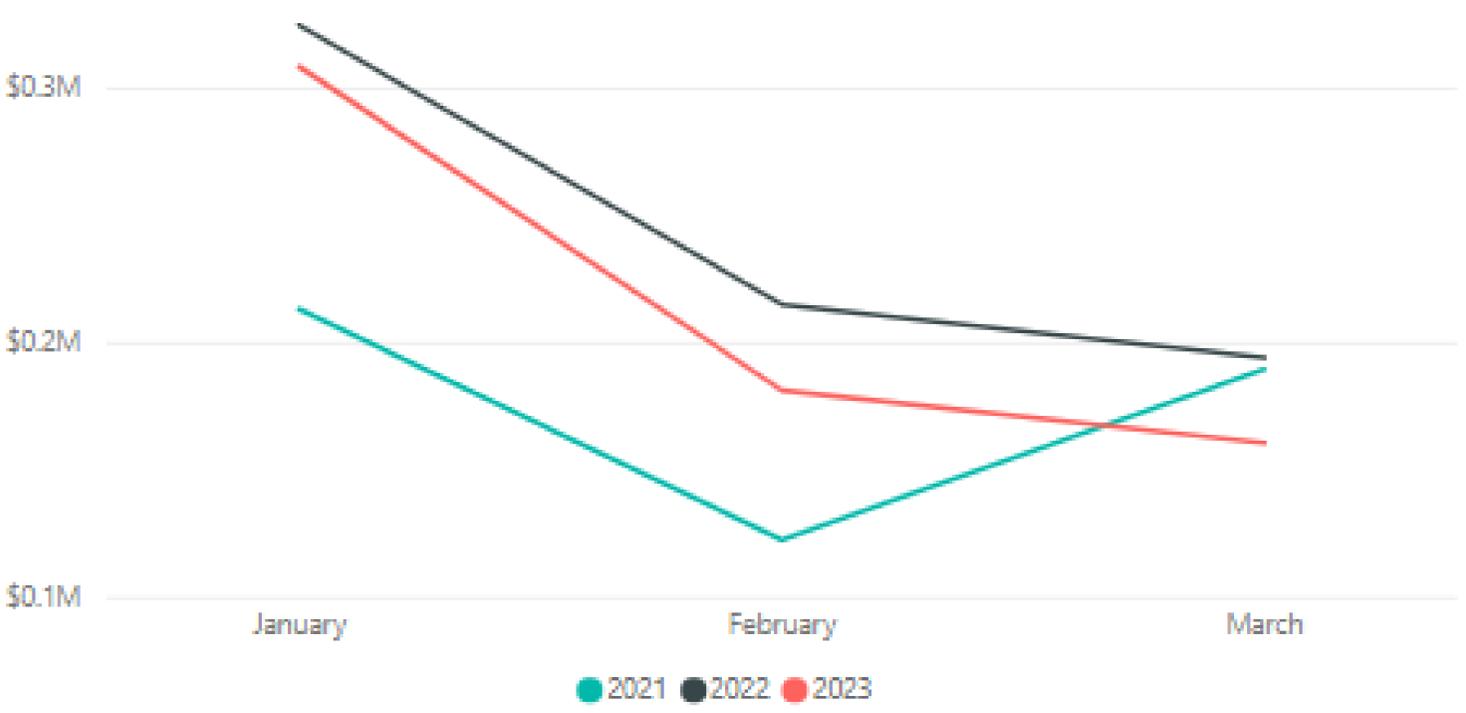


# Quarter 1 2023

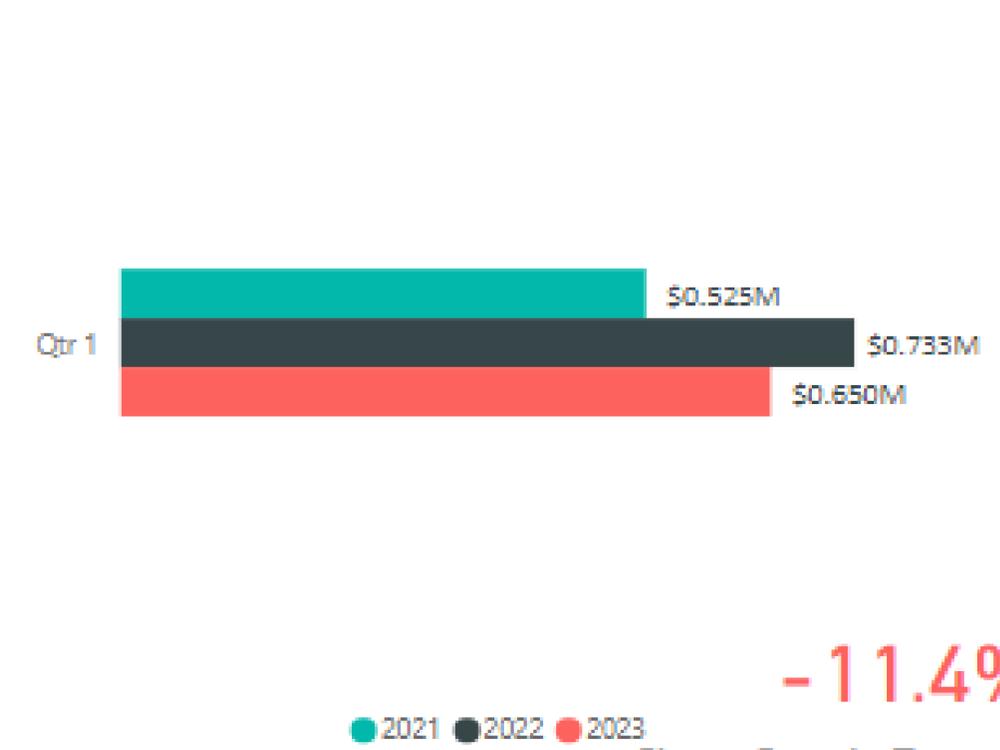
## BRANSON PERFORMANCE

### Stone County Tax YTD Thru March 2023

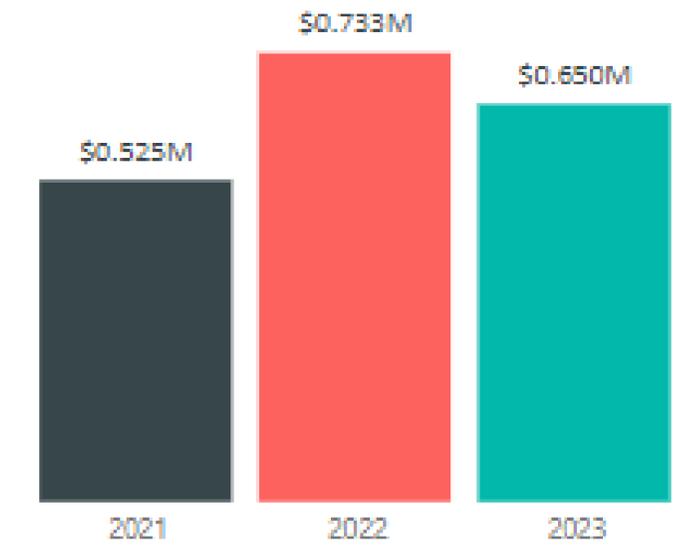
Stone County Tax by Month



Stone County Tax by Quarter



Stone County Tax by Year



**-11.4%**

**23.8%**

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





# Quarter 1 2023

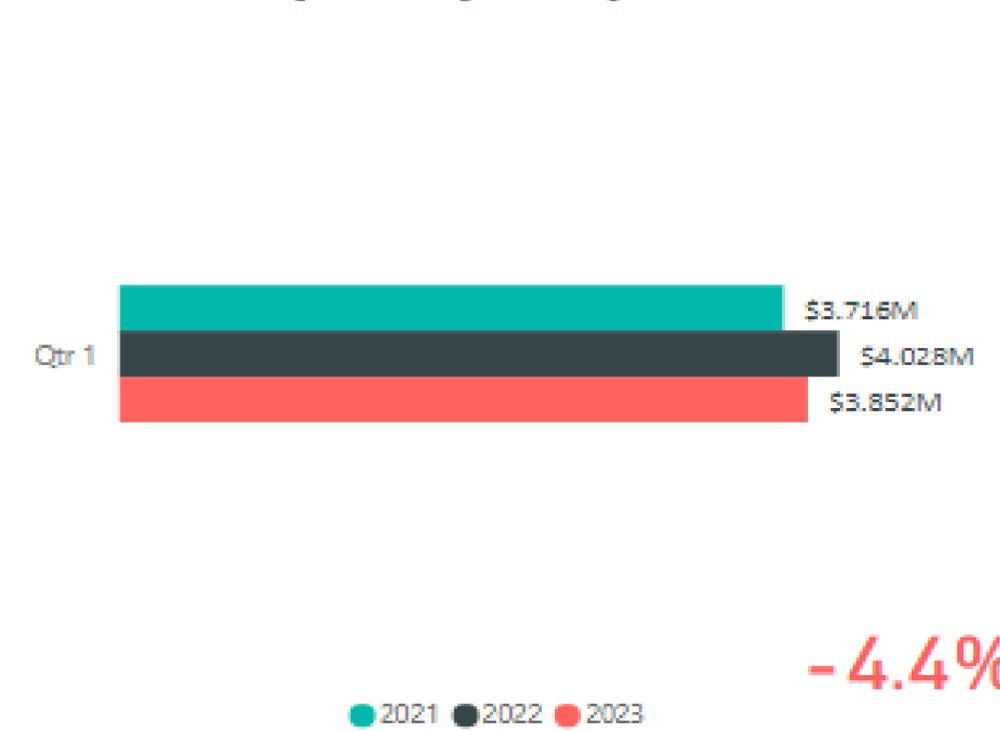
## BRANSON PERFORMANCE

### Taney County Tax YTD Thru March 2023

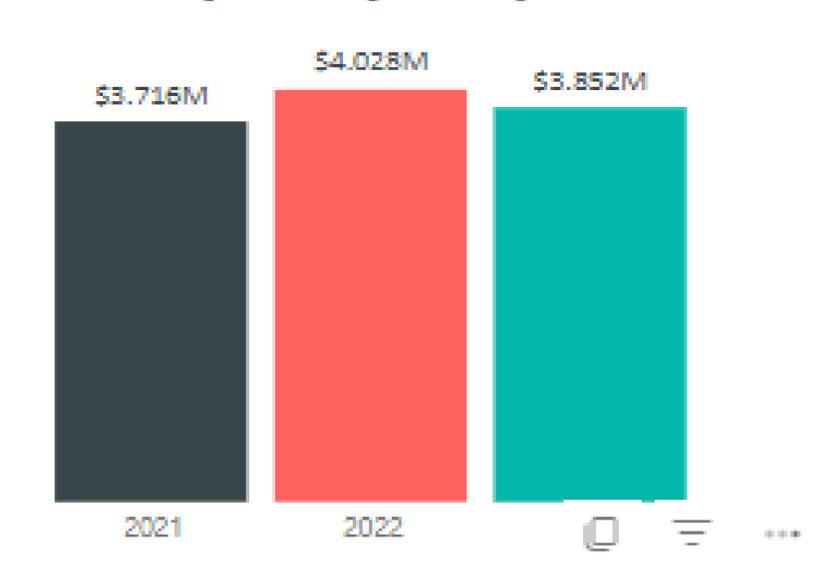
Taney County Tax by Month



Taney County Tax by Quarter



Taney County Tax by Year



**-4.4%**

**3.7%**

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



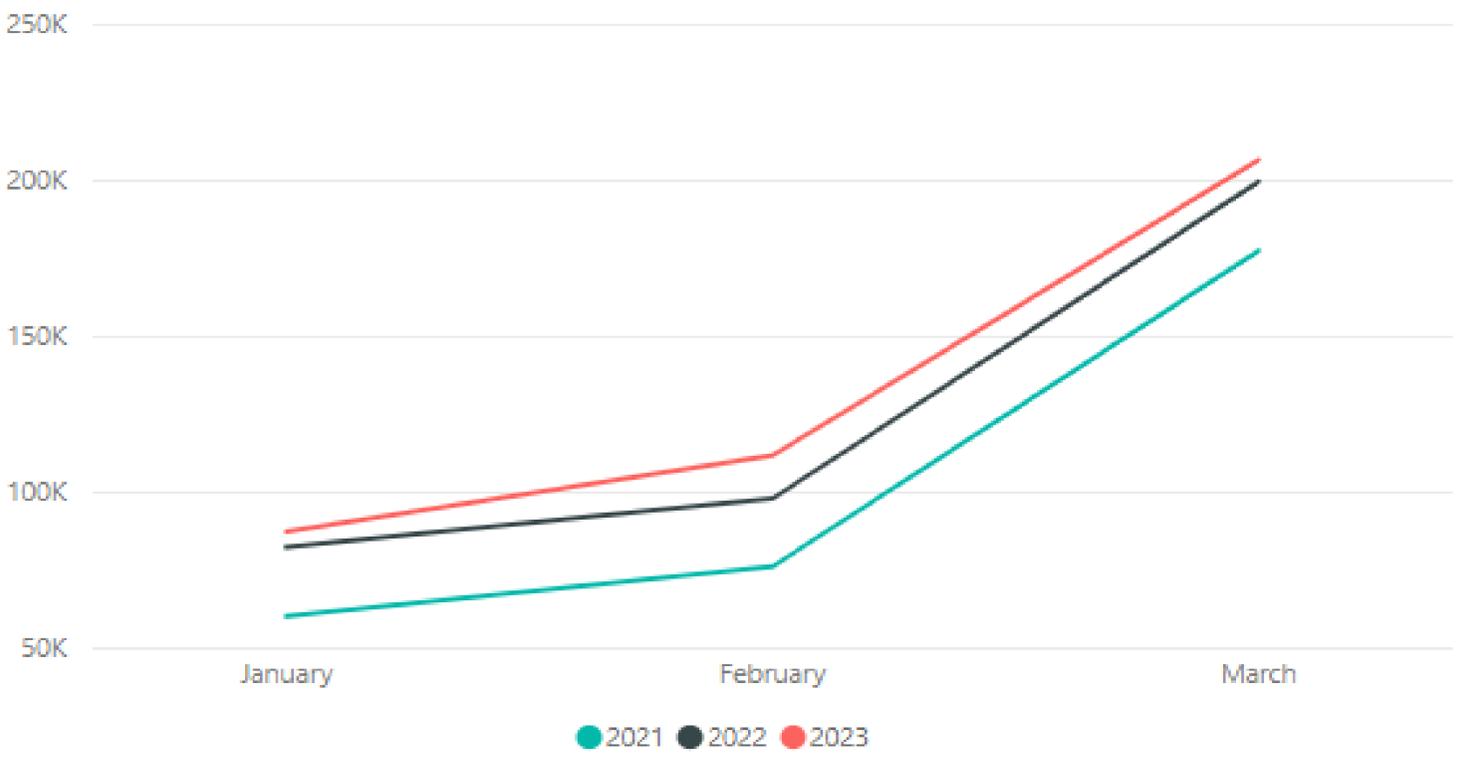


# Quarter 1 2023

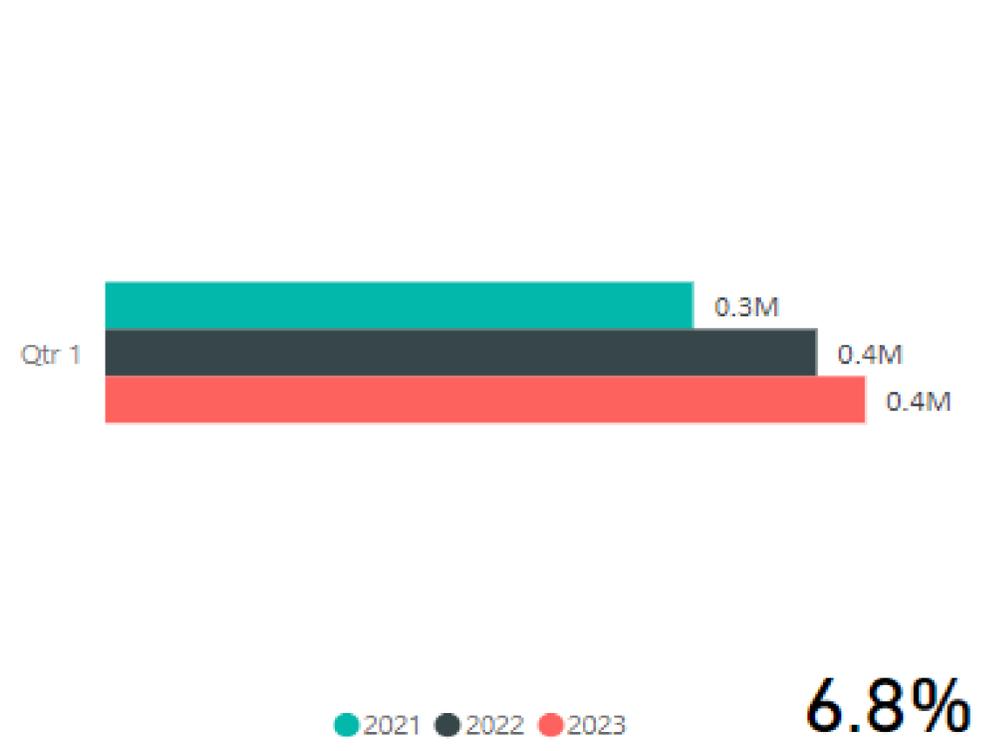
## BRANSON PERFORMANCE

### Branson STR Room Demand YTD Thru March 2023

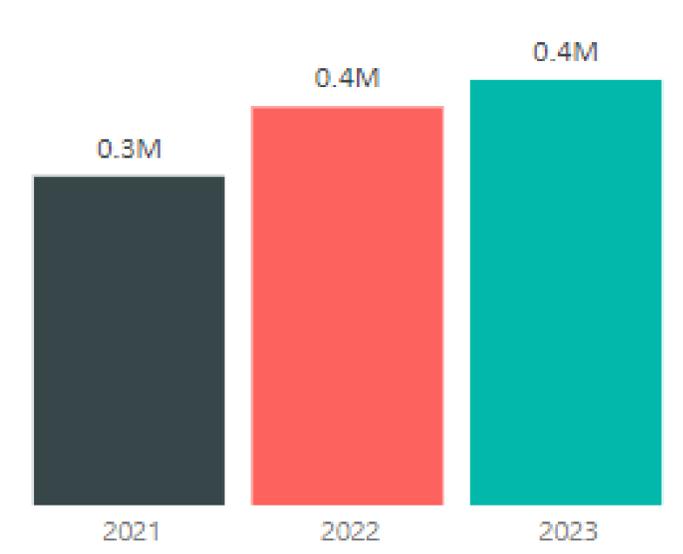
Branson Room Demand by Month



Branson Room Demand by Quarter



Branson Room Demand by Year



**6.8%**

Branson Demand vs. Last Year

**29.3%**

Branson Demand vs. 2 Years Ago



**01. BRANSON PERFORMANCE**

**02. Visitor Profile Key Performance Indicators**

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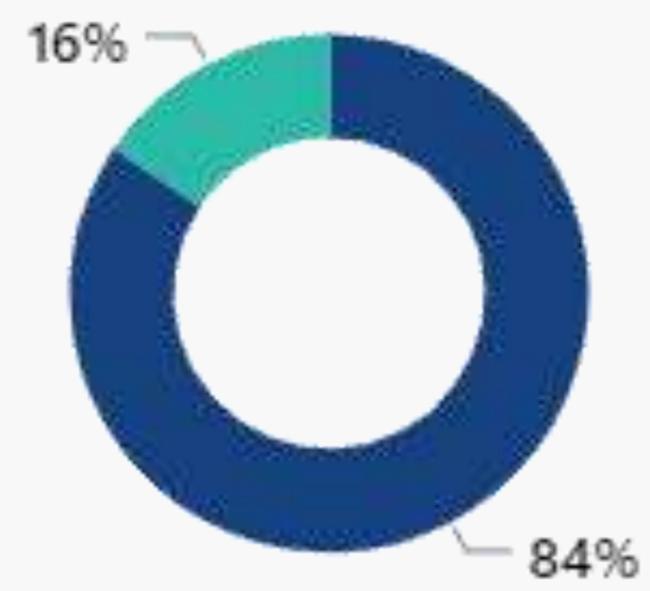
**03. U.S. ECONOMIC KEY PERFORMANCE INDICATORS**



# Quarter 1 2023

## VISITOR PROFILE KPIs

First Time vs. Repeat



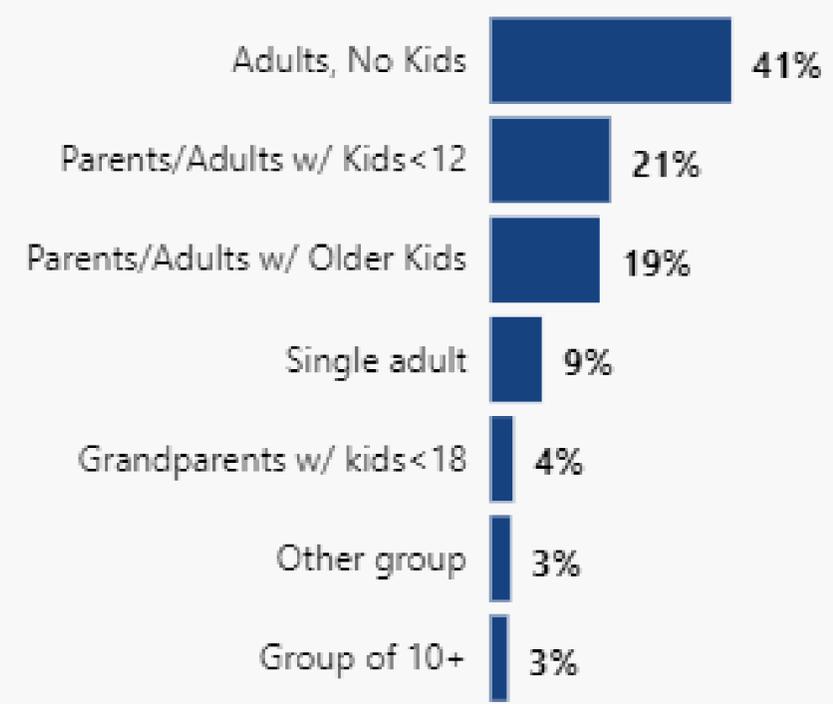
● Repeat Visitor ● First-Time Visitor



# Quarter 1 2023

## VISITOR PROFILE KPIs

### Party Composition





# Quarter 1 2023

## VISITOR PROFILE KPIS

### Party Spending





# Quarter 1 2023

## VISITOR PROFILE KPIs

### Branson Party Composition

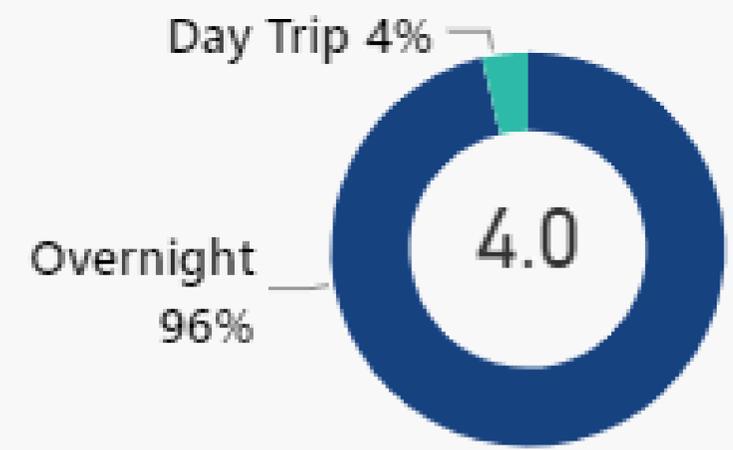
Party Size	<b>3.33</b>
Average Adult Age	<b>45.2</b>
Average Child Age	<b>9.4</b>
Under 12	<b>16%</b>
12 to 17 years	<b>10%</b>
18 to 34 years	<b>26%</b>
35 to 54 years	<b>25%</b>
55+ years	<b>23%</b>
Families	<b>62%</b>
Adults	<b>38%</b>
Average HH Income	<b>\$87,258</b>



# Quarter 1 2023

## VISITOR PROFILE KPIs

### Overnight Visitation





# Branson/Lakes Area CVB Key Performance Indicators Dashboard

## Quarter 1 2023

### VISITOR PROFILE KPIs

#### Activity Participation & Influence

Activity	Participated	Influenced Visit
Shopping	58%	24%
Downtown Branson/Main Street	48%	17%
Unique Local Restaurants	44%	14%
Silver Dollar City	44%	32%
Branson Landing	41%	17%
Live shows	40%	25%
Outlook/Lake activities	36%	22%
Museum attraction	31%	13%
Rural Sightseeing	29%	12%
Aquarium At The Boardwalk	22%	8%
Historical Places/Old Homes	22%	9%
Wine Tasting/Winery Tour	21%	8%
Zip Line	19%	9%
Excursion (Branson Railways, etc.)	18%	7%
Special Event/Festival	16%	6%
Golf	16%	8%
Spa/Health Club	15%	6%
WonderWorks	14%	5%
Reunions/Family Events	14%	8%
Youth/Amateur/Collegiate Sporting Event	13%	6%
None of the above	2%	





# Quarter 1 2023

## VISITOR PROFILE KPIs

### Live Shows Seen in Branson

# of Live Shows Seen on Most Recent Visit to Branson	<b>2.86</b>
Live Performances/Productions in Branson Theater	<b>68%</b>
Theme/Amusement Park Shows	<b>40%</b>
Dinner Show Productions	<b>49%</b>
Outdoor Light/Fountain/Fireworks Shows	<b>28%</b>
Celebrity Show/Concert in Branson Theater	<b>32%</b>

**01. BRANSON PERFORMANCE**

**02. VISITOR PROFILE KEY PERFORMANCE INDICATORS**

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

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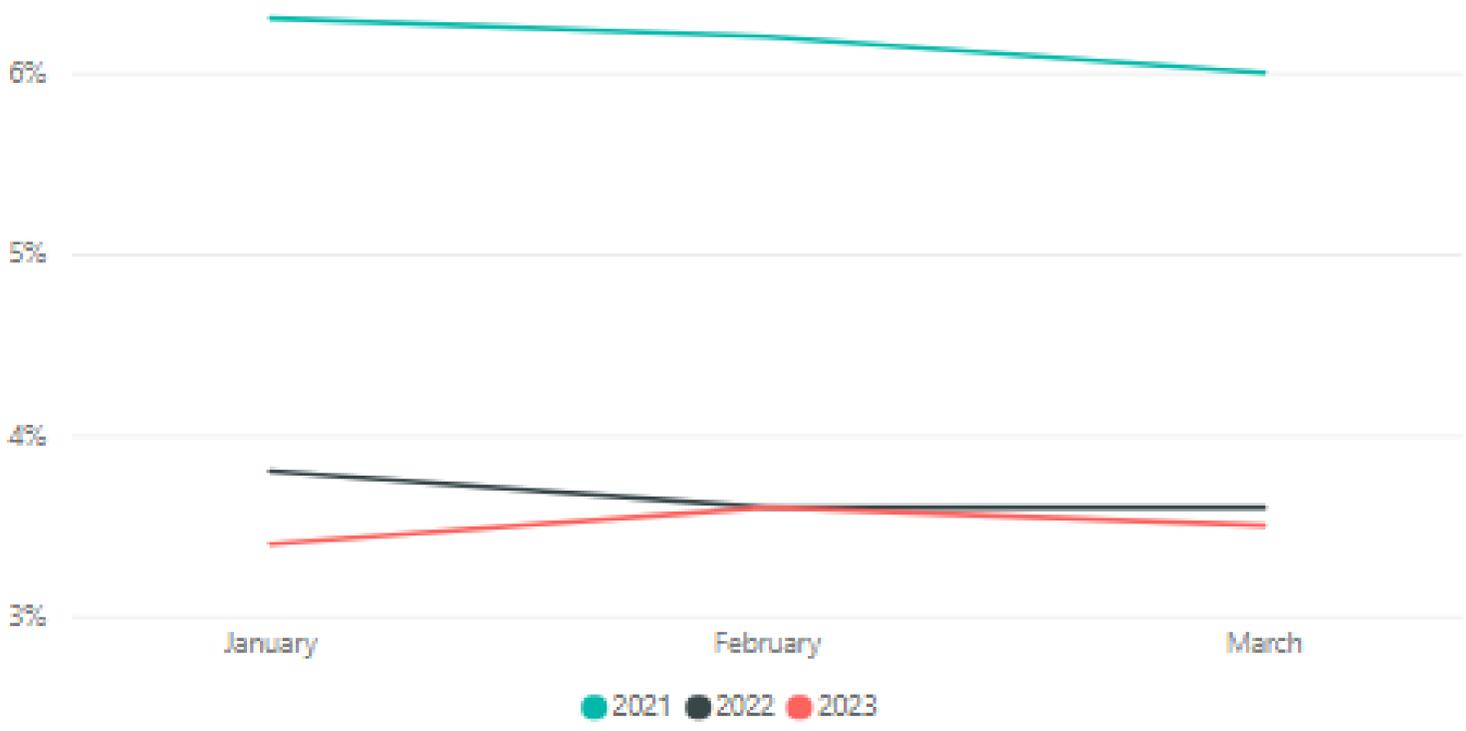


# Quarter 1 2023

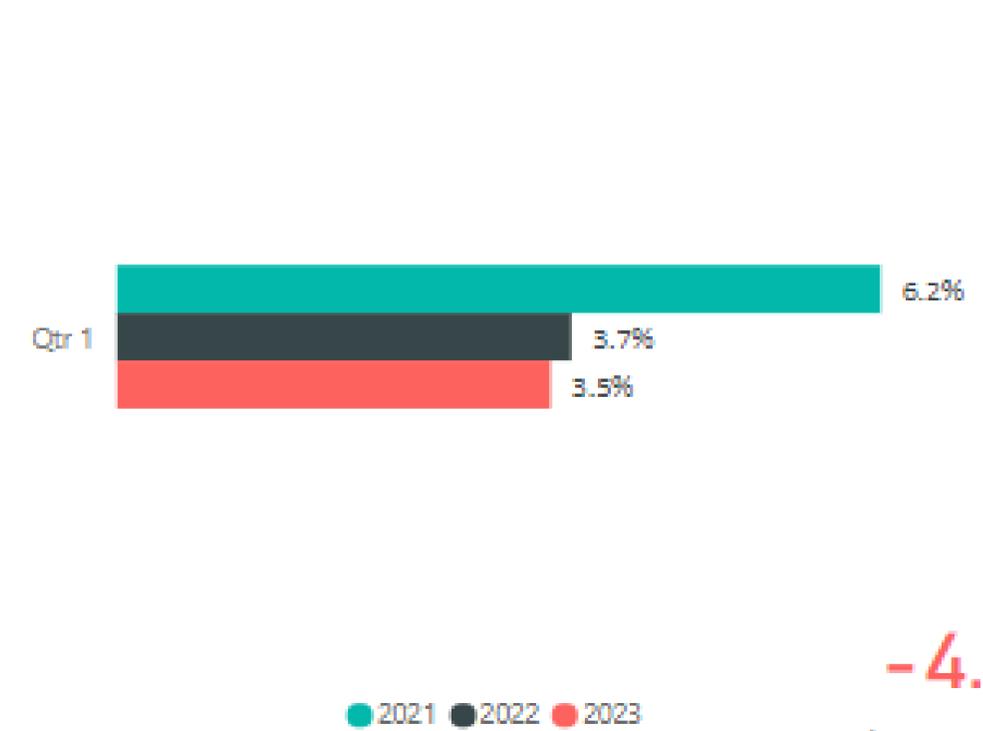
## US ECONOMIC KPIS

### US Unemployment Rate YTD Thru March 2023

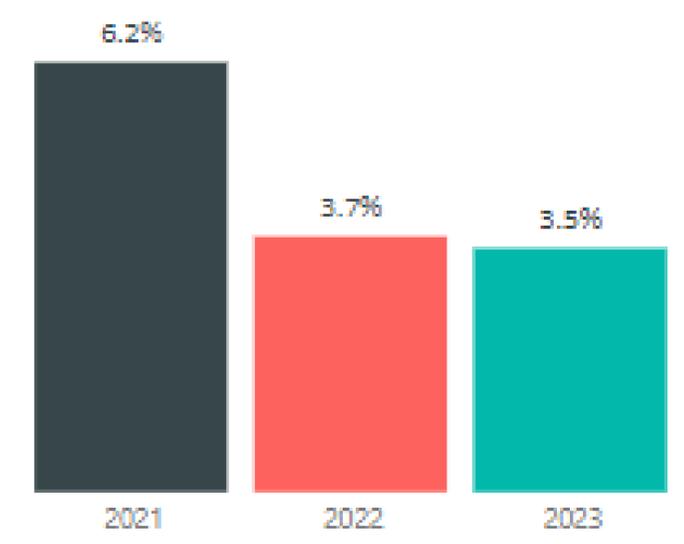
#### Unemployment by Month



#### Unemployment by Quarter



#### Unemployment by Year



**-4.5%**      **-43.2%**  
 Unemployment vs. Last Year      Unemployment vs. 2 years Ago





# Quarter 1 2023

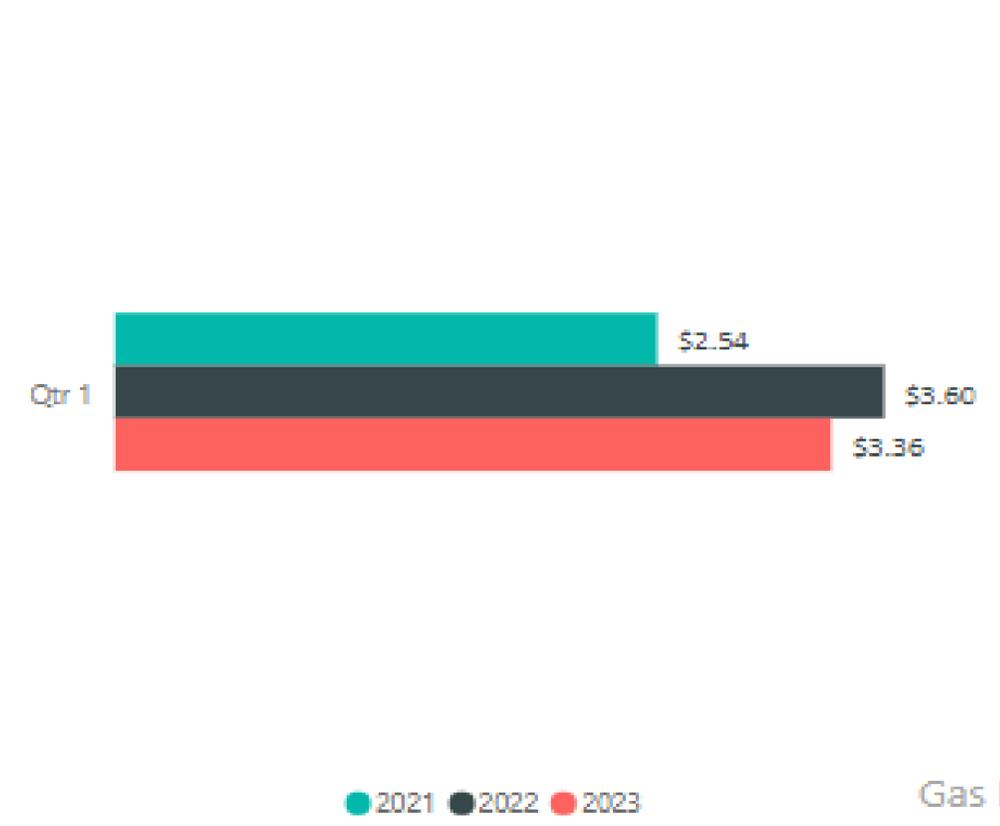
## US ECONOMIC KPIS

### Gas Prices YTD Thru March 2023

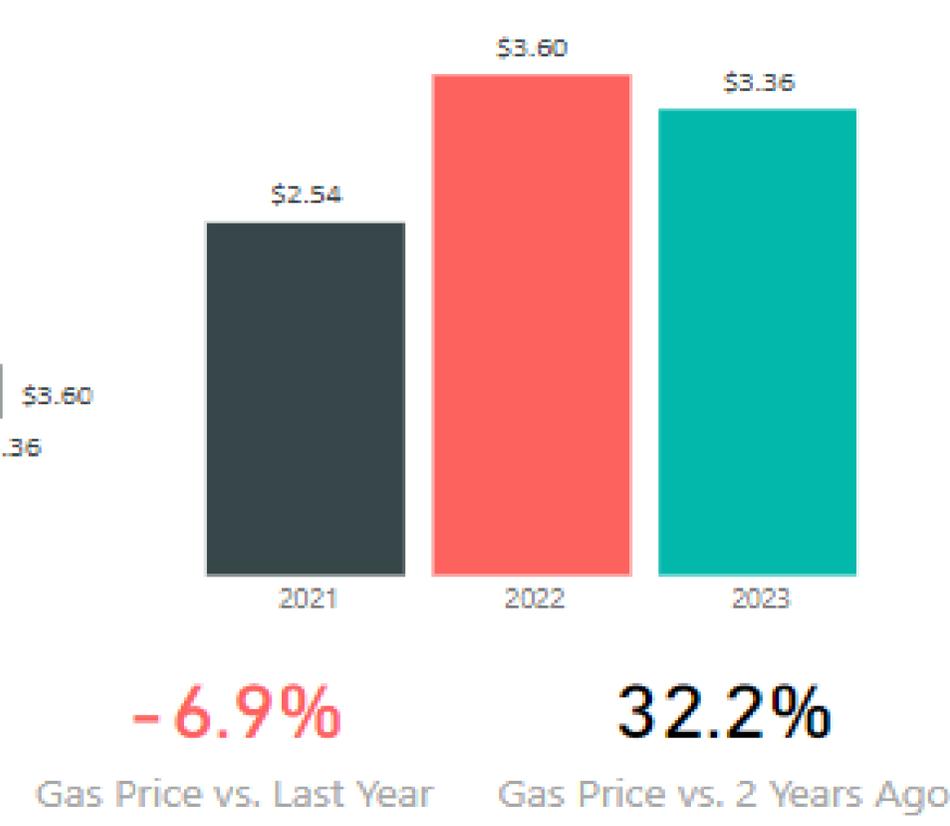
Gas Prices by Month



Gas Prices by Quarter



Gas Prices by Year





# Branson/Lakes Area CVB Key Performance Indicators Dashboard

## Quarter 1 2023

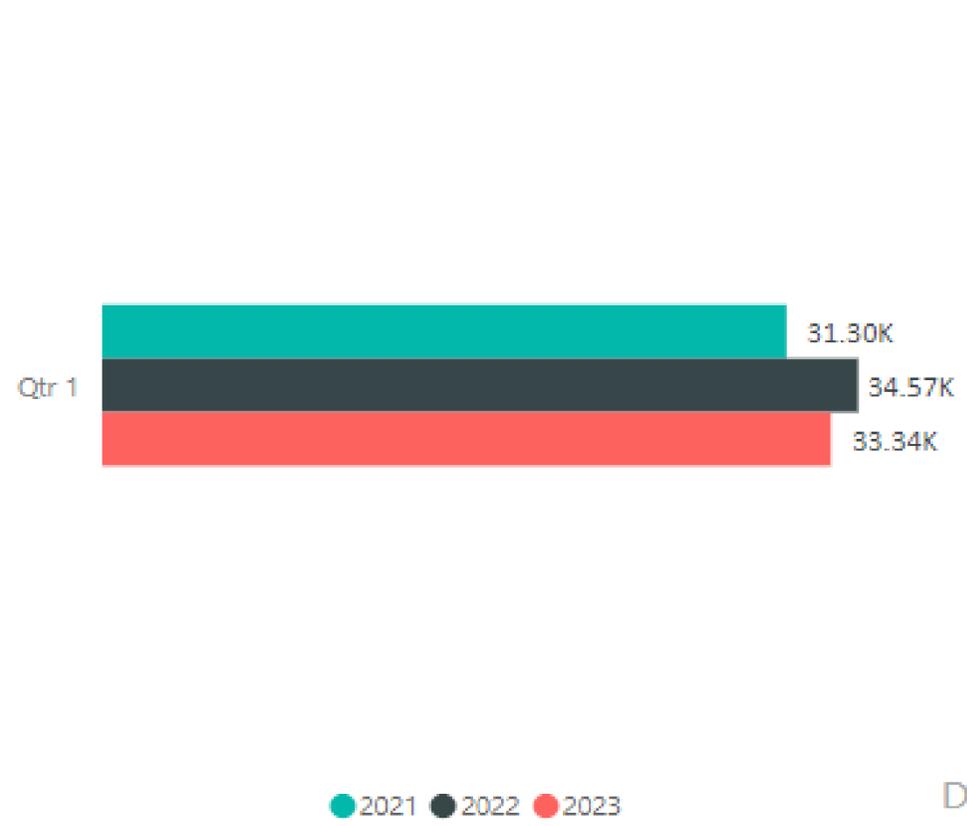
### US ECONOMIC KPIS

#### Dow Jones Industrial Average (DJIA) YTD Thru March 2023

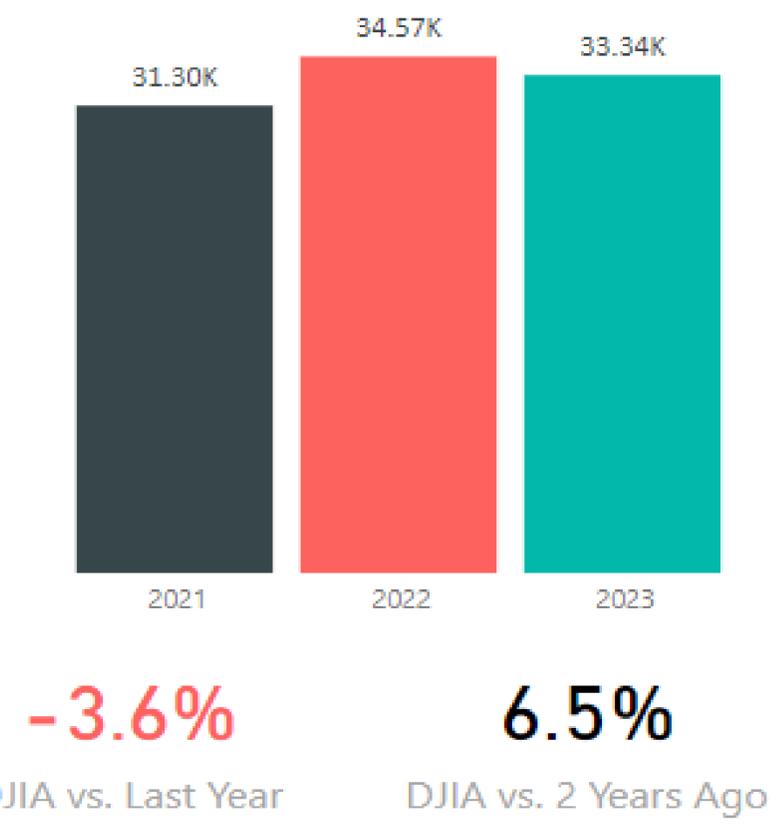
##### DJIA by Month



##### DJIA by Quarter



##### DJIA by Year



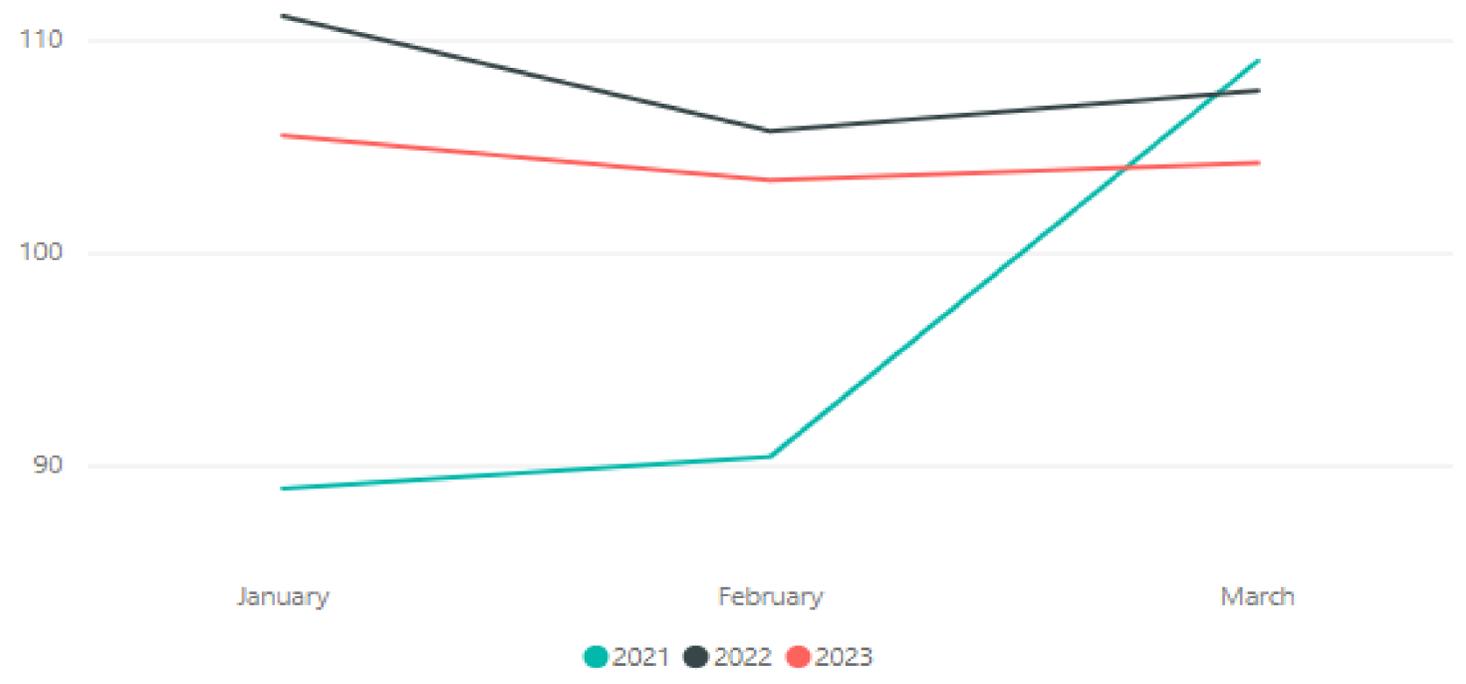


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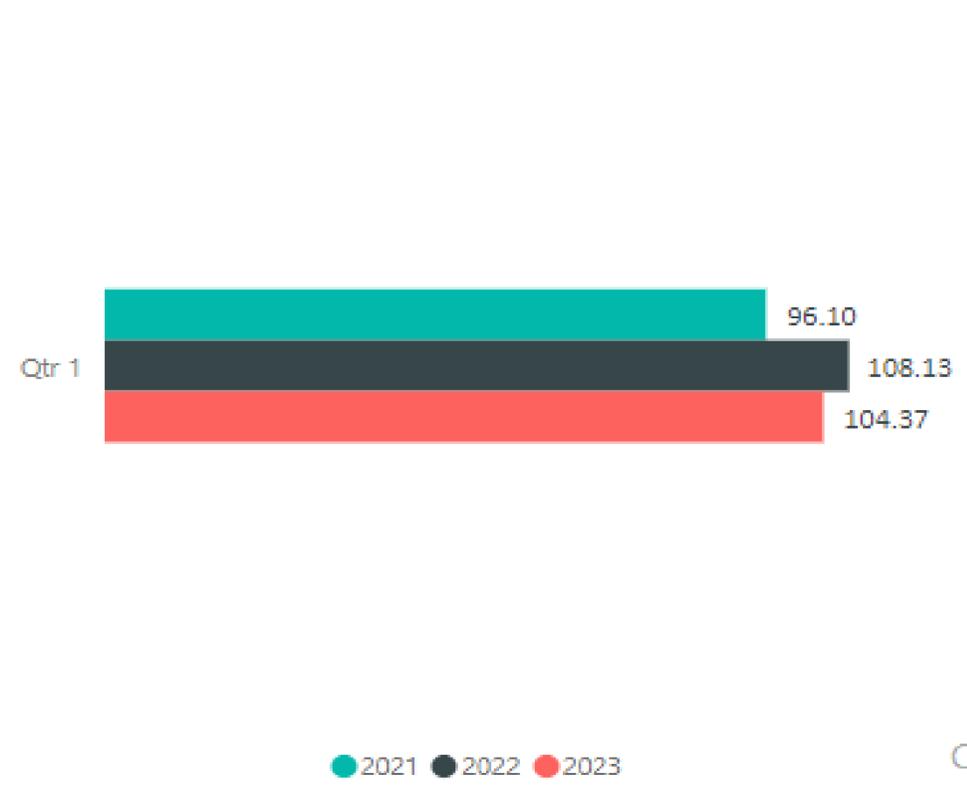
## US ECONOMIC KPIS

### Consumer Confidence Index (CCI) YTD Thru March 2023

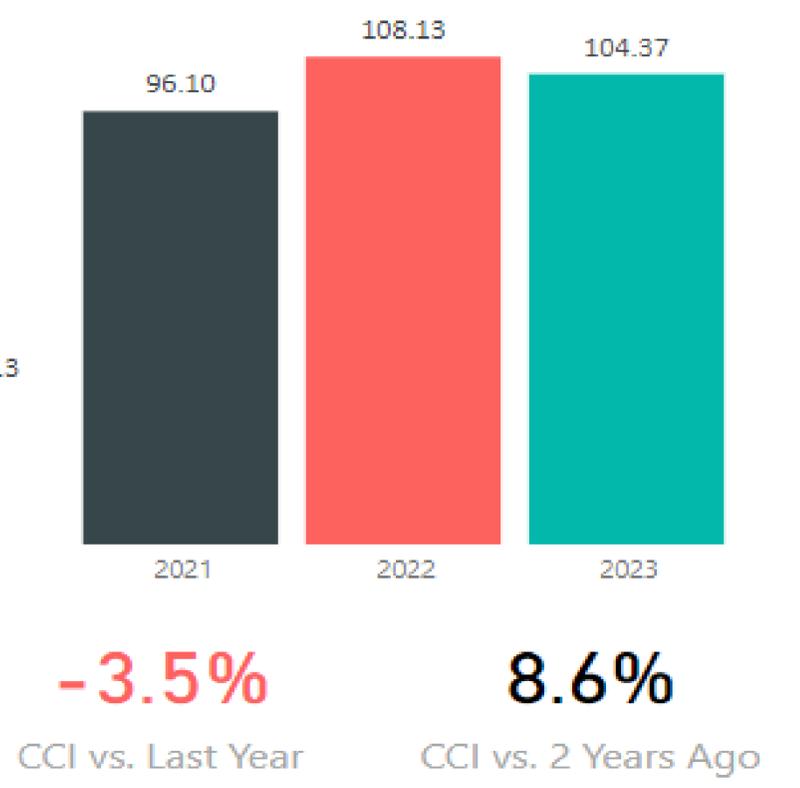
Consumer Confidence Index by Month



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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Call: 417.880.2487

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