

Key Performance Indicators Dashboard 2023 Q2

Prepared for Branson Convention
& Visitors Bureau

Delivered August 2023

THE CLOSEST TO THE CUSTOMER WINS.



01. Branson Performance



02. VISITOR PROFILE KEY PERFORMANCE INDICATORS

03. U.S. ECONOMIC KEY PERFORMANCE INDICATORS

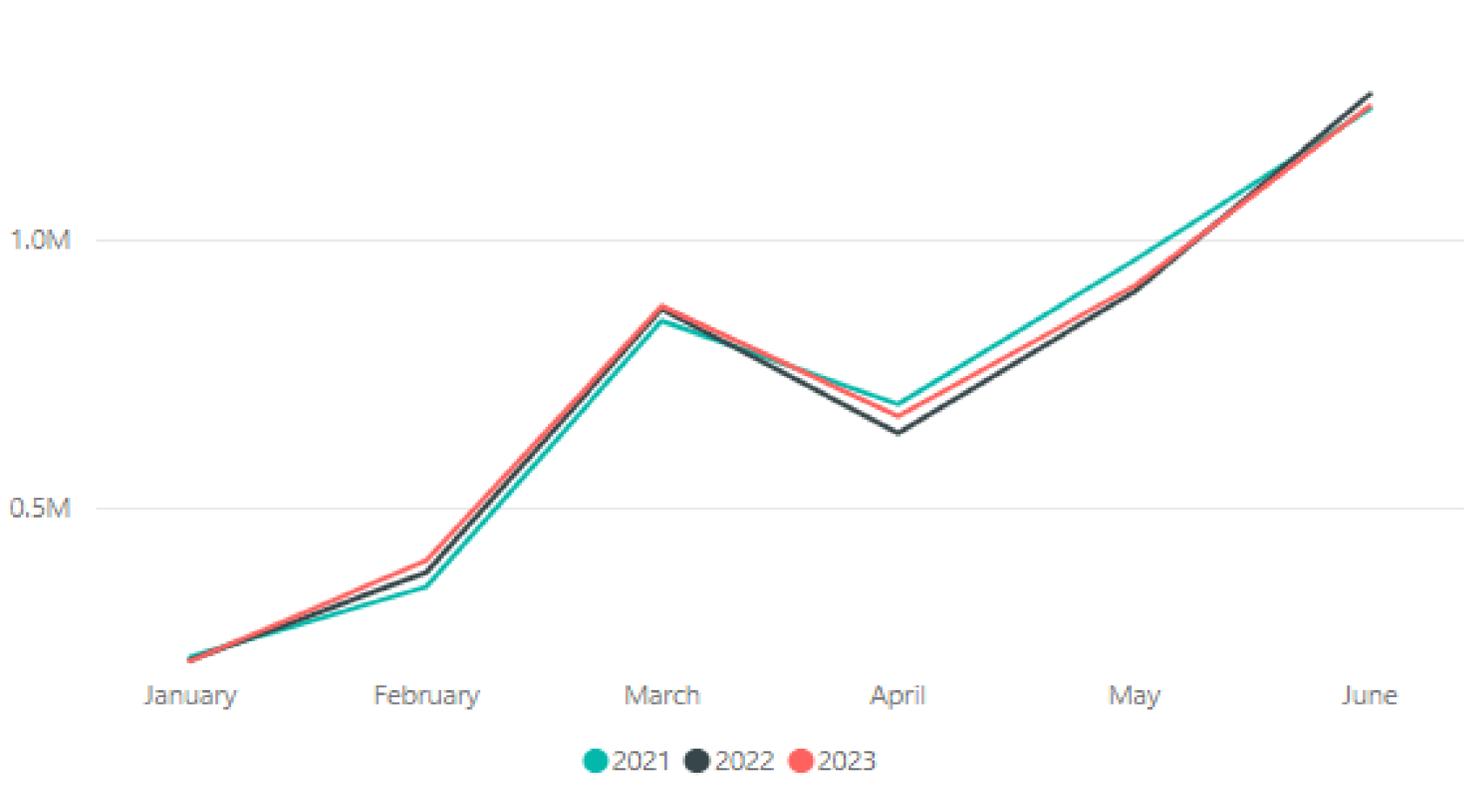


Quarter 2 2023

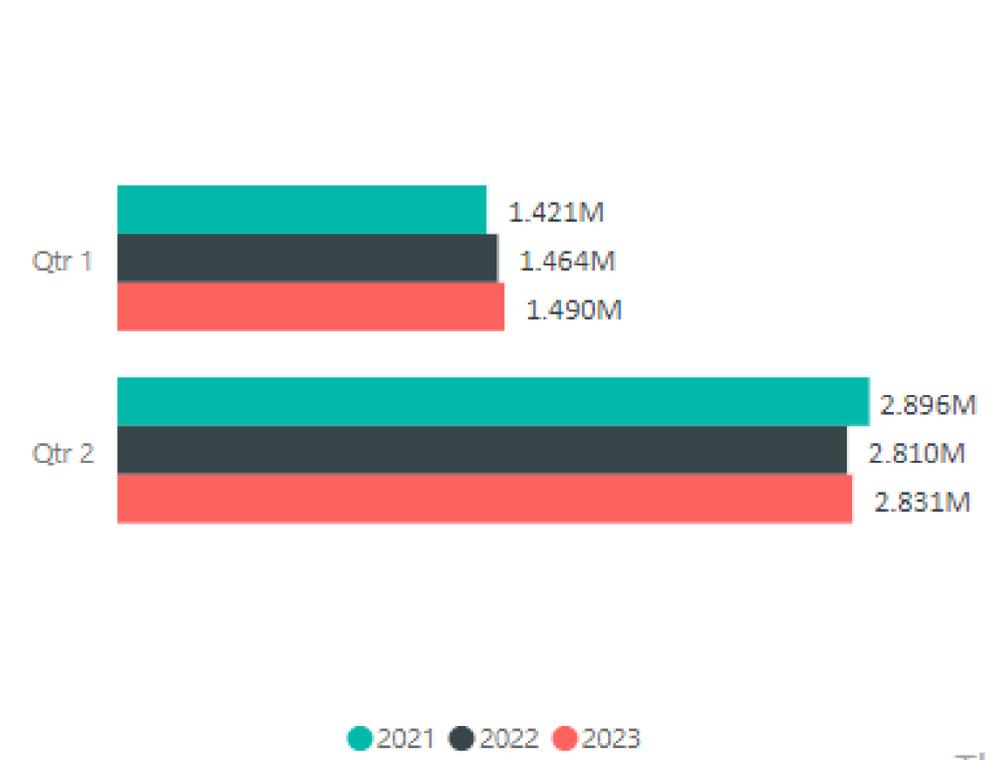
BRANSON PERFORMANCE

Estimated Visitation YTD Thru June 2023

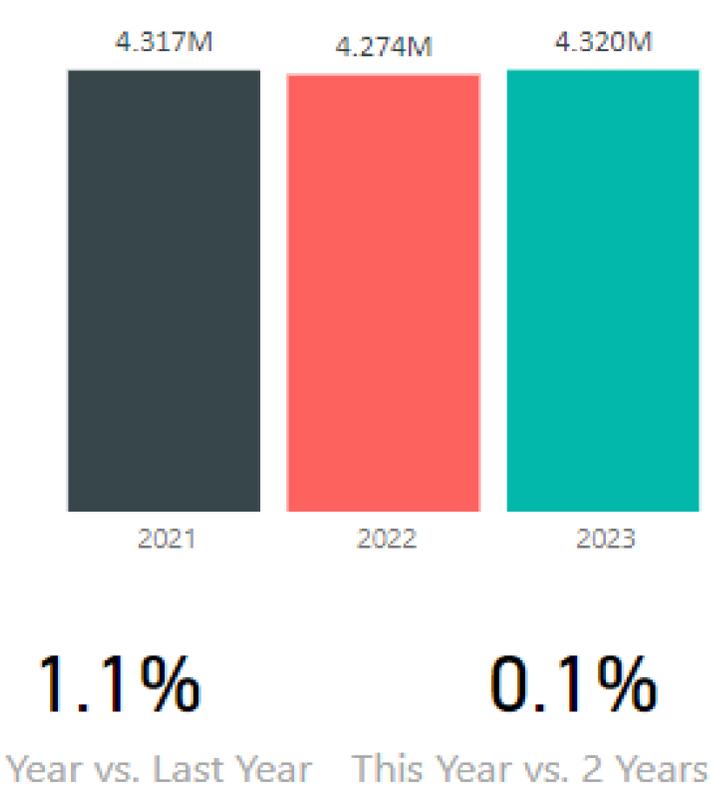
Visitation by Month



Visitation by Quarter



Visitation by Year



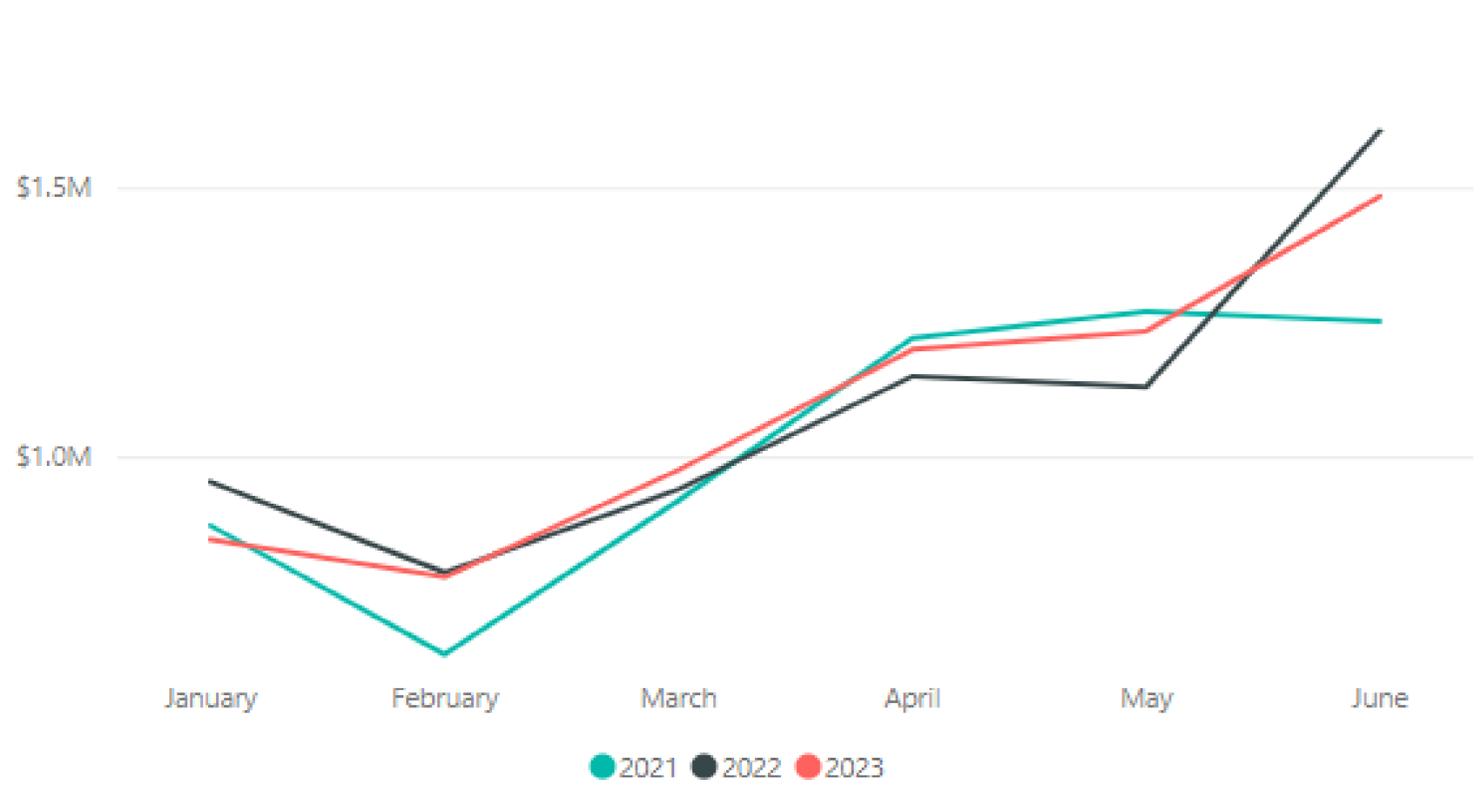


Quarter 2 2023

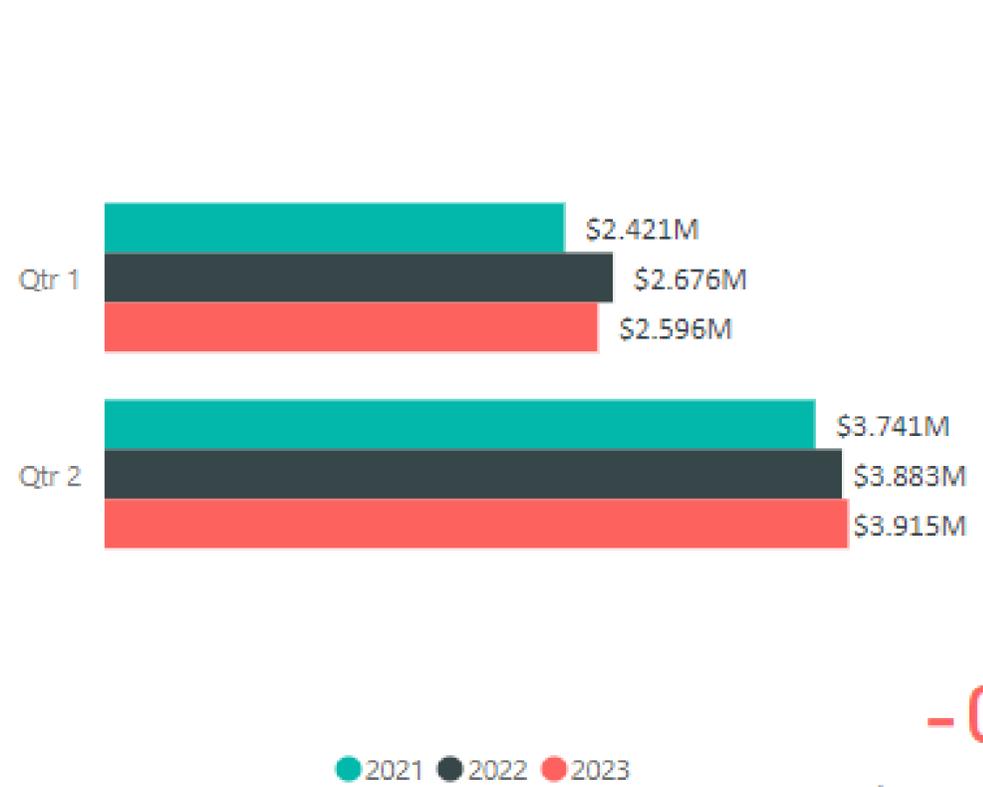
BRANSON PERFORMANCE

1% City Sales Tax YTD Thru June 2023

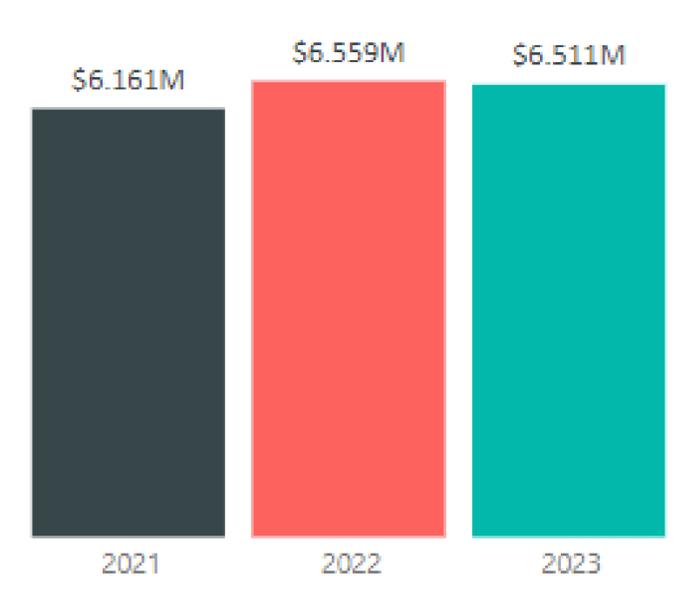
1% City Sales Tax by Month



1% City Sales Tax by Quarter



1% City Sales Tax by Year



-0.7%

Sales Tax vs. Last Year

5.7%

Sales Tax vs. 2 Years Ago



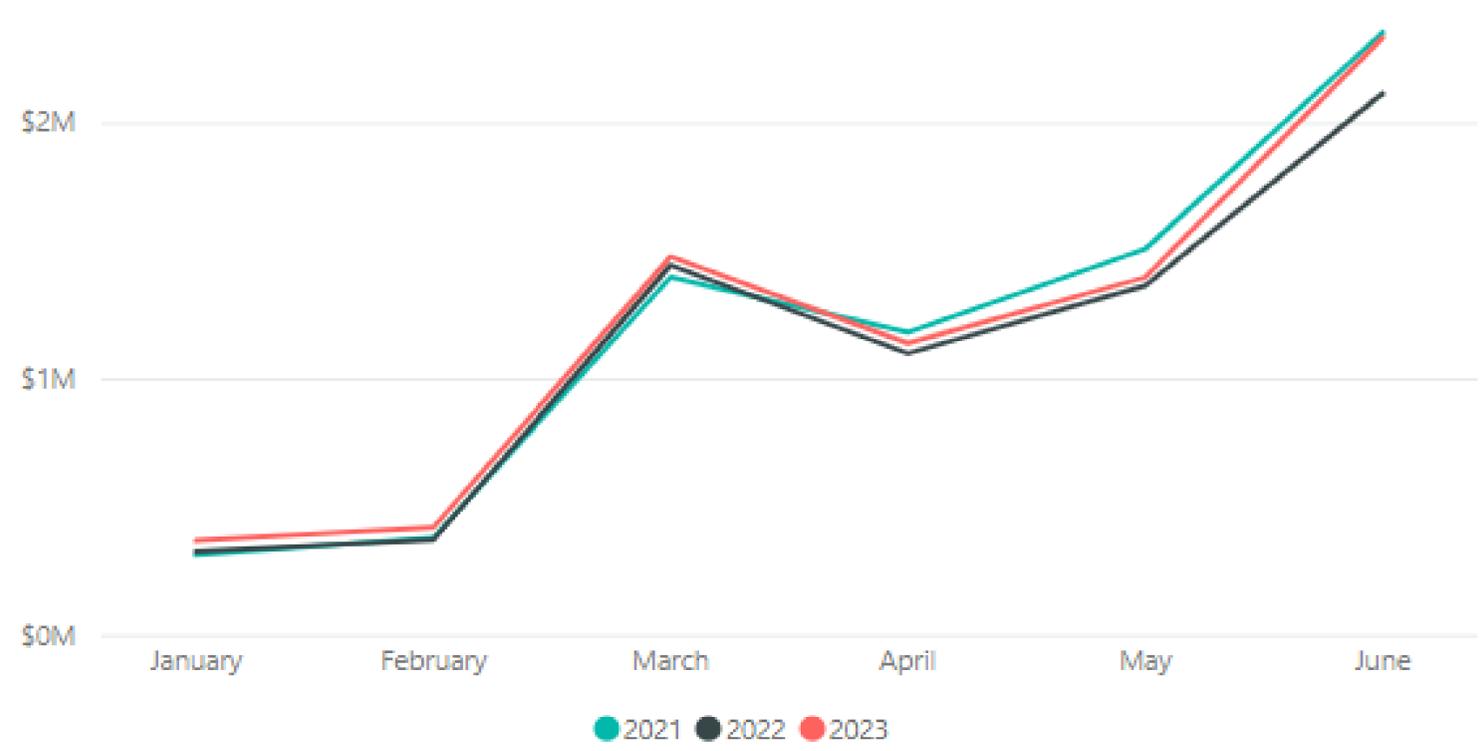


Quarter 2 2023

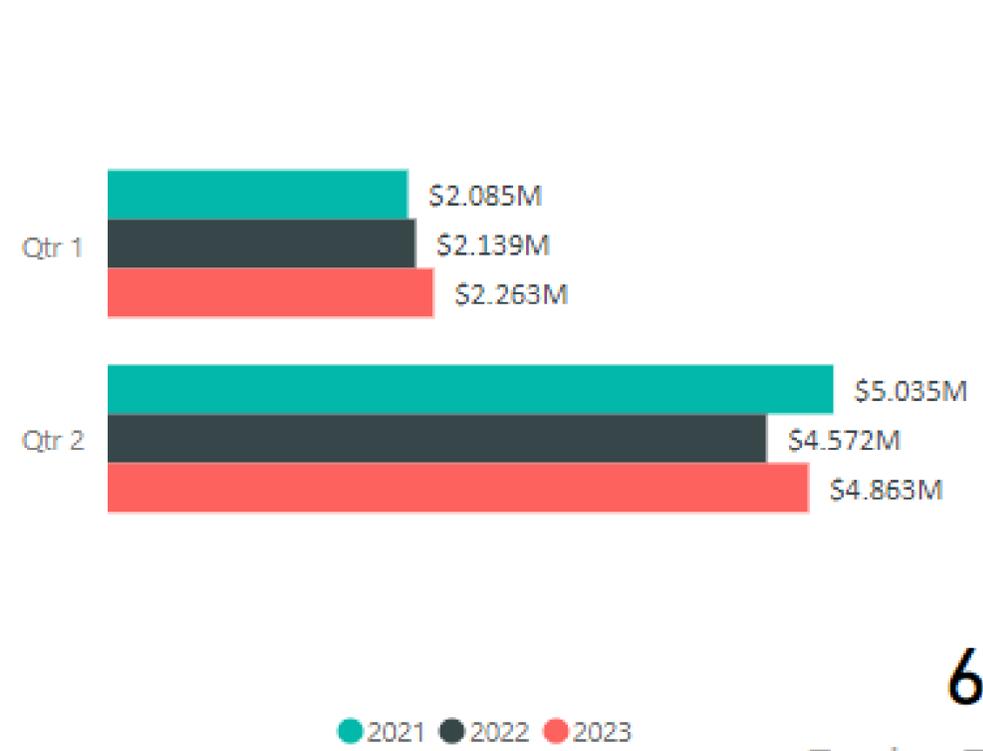
BRANSON PERFORMANCE

Tourism Tax YTD Thru June 2023

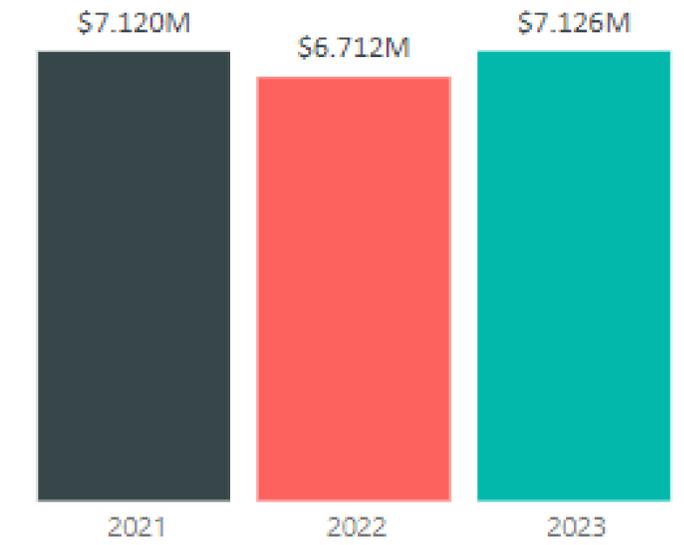
Tourism Tax by Month



Tourism Tax by Quarter



Tourism Tax by Year



6.2%

Tourism Tax vs. Last Year

0.1%

Tourism Tax vs. 2 Years Ago



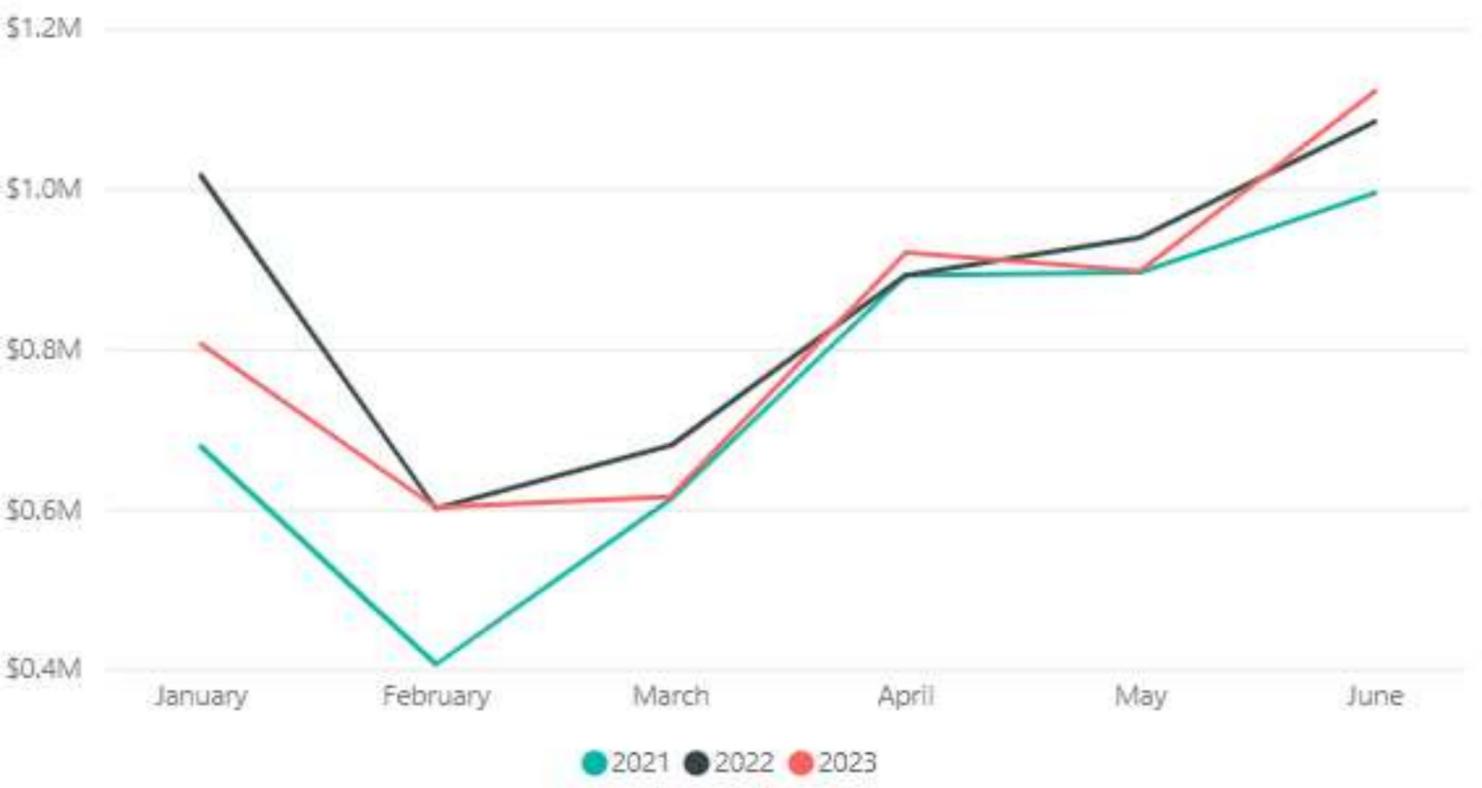


Quarter 2 2023

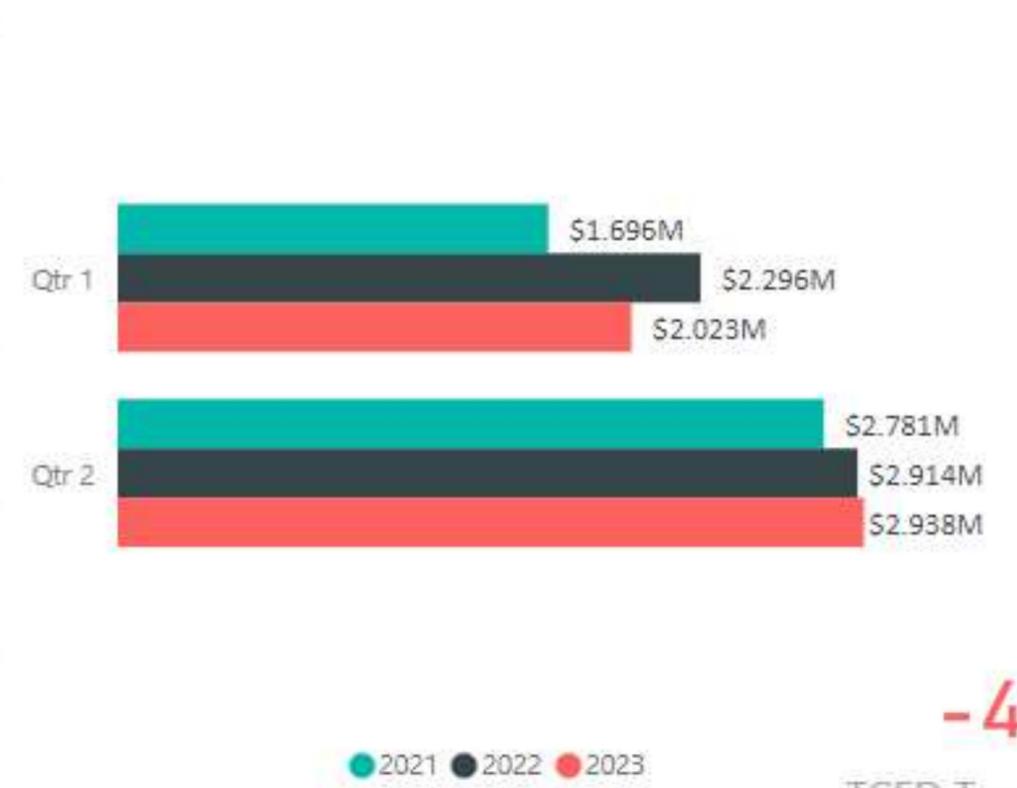
BRANSON PERFORMANCE

TCED Tax YTD Thru June 2023

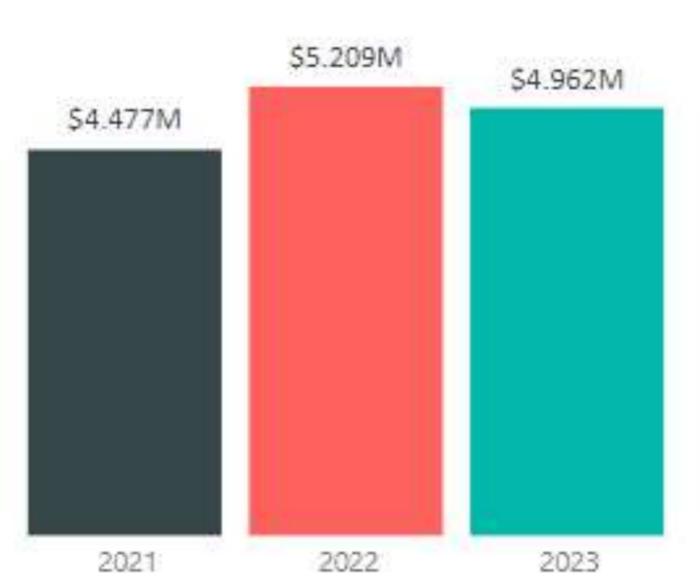
TCED Tax by Month



TCED Tax by Quarter



TCED Tax by Year



-4.7%

TCED Tax vs. Last Year

10.8%

TCED Tax vs. 2 Years Ago



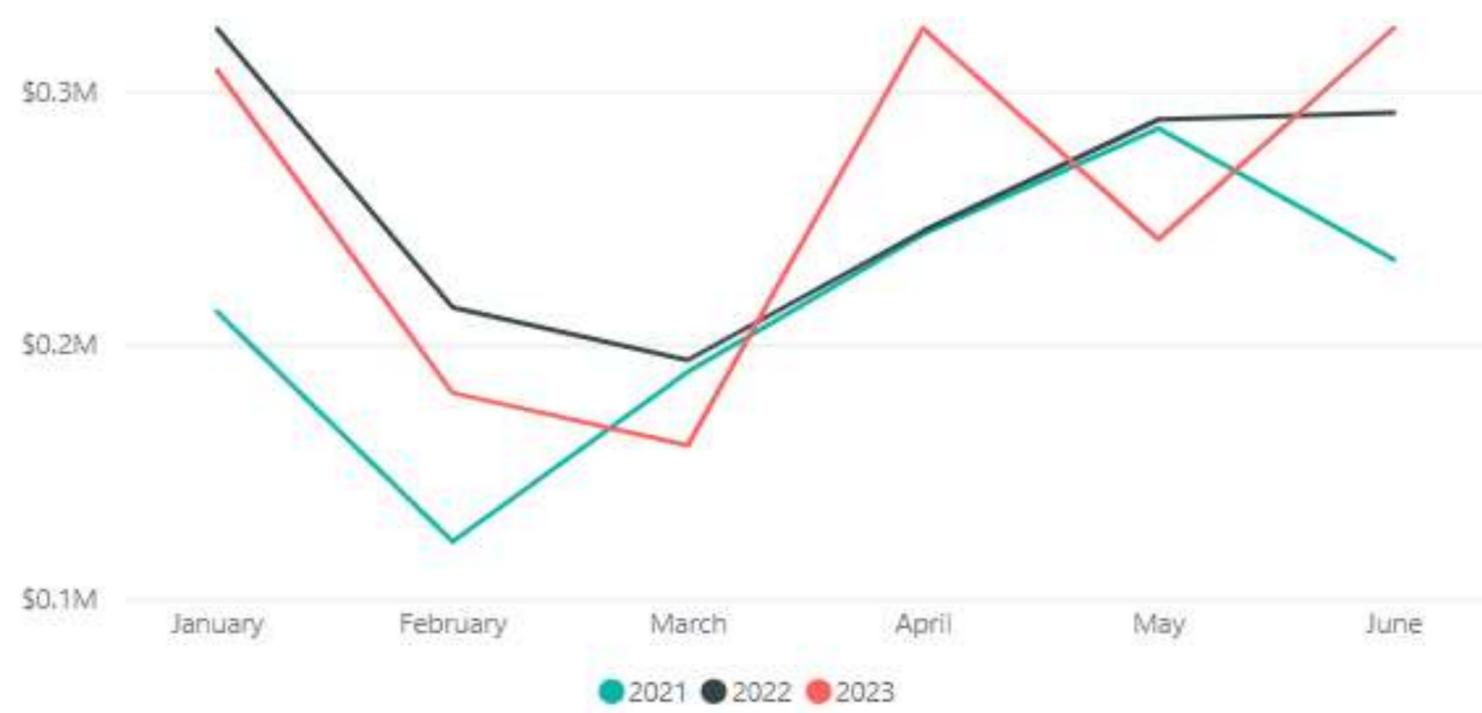


Quarter 2 2023

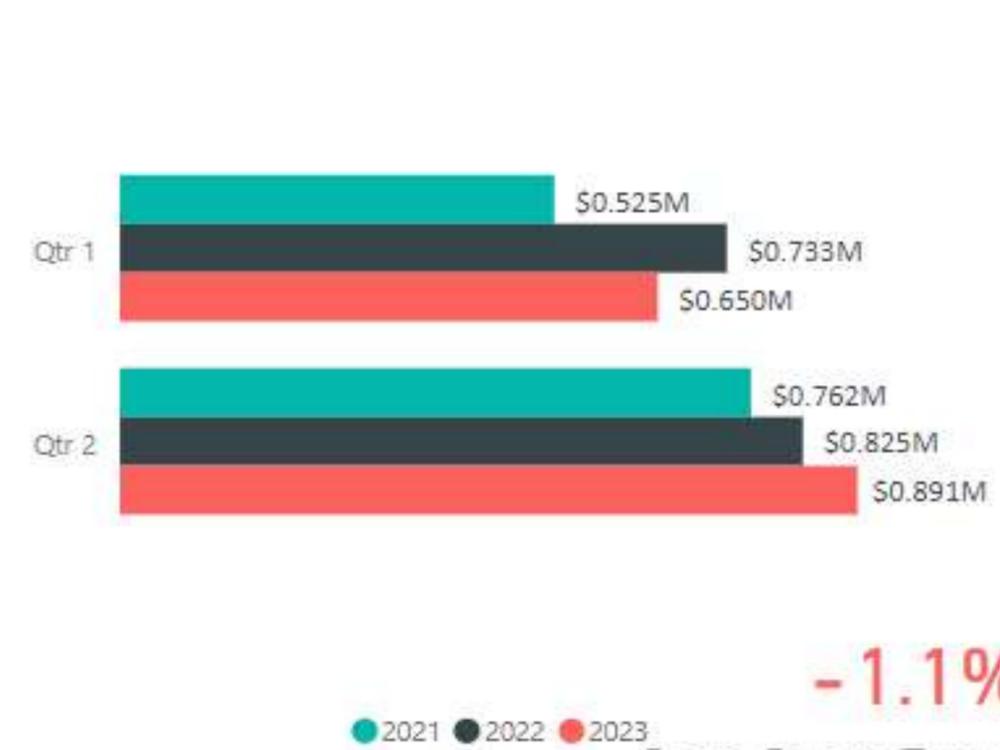
BRANSON PERFORMANCE

Stone County Tax YTD Thru June 2023

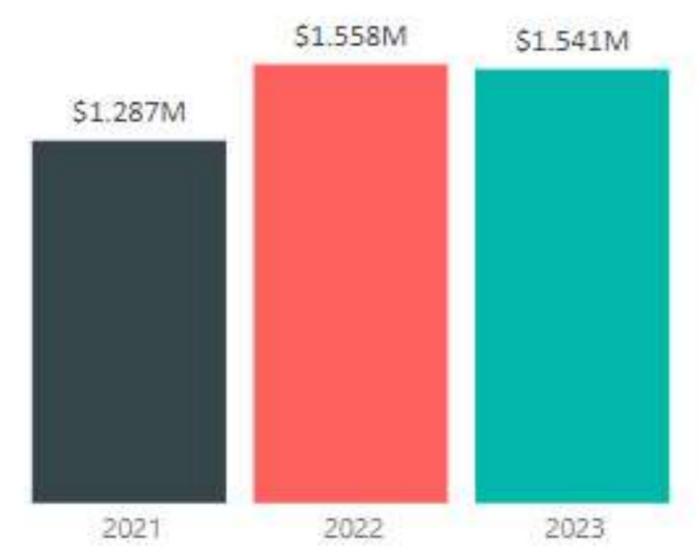
Stone County Tax by Month



Stone County Tax by Quarter



Stone County Tax by Year



-1.1%

19.7%

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



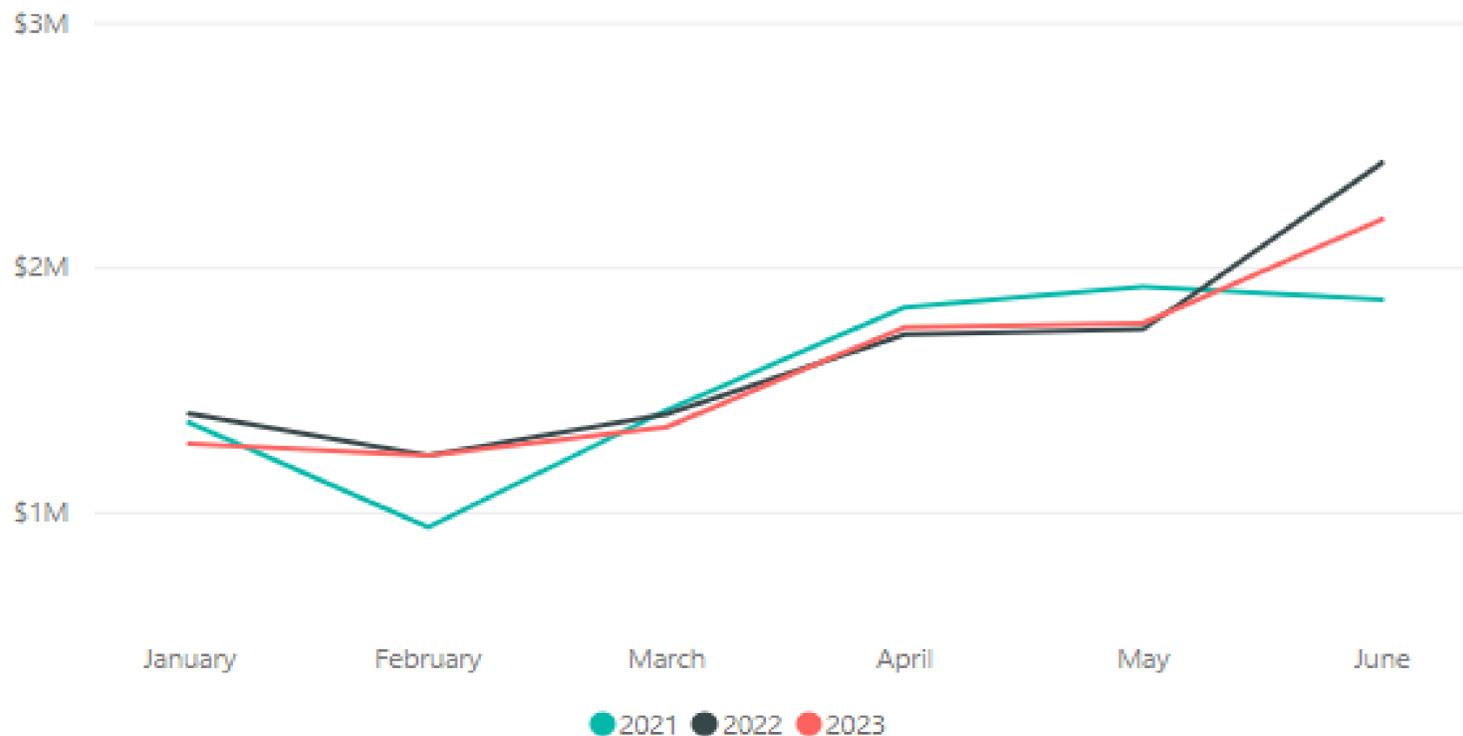


Quarter 2 2023

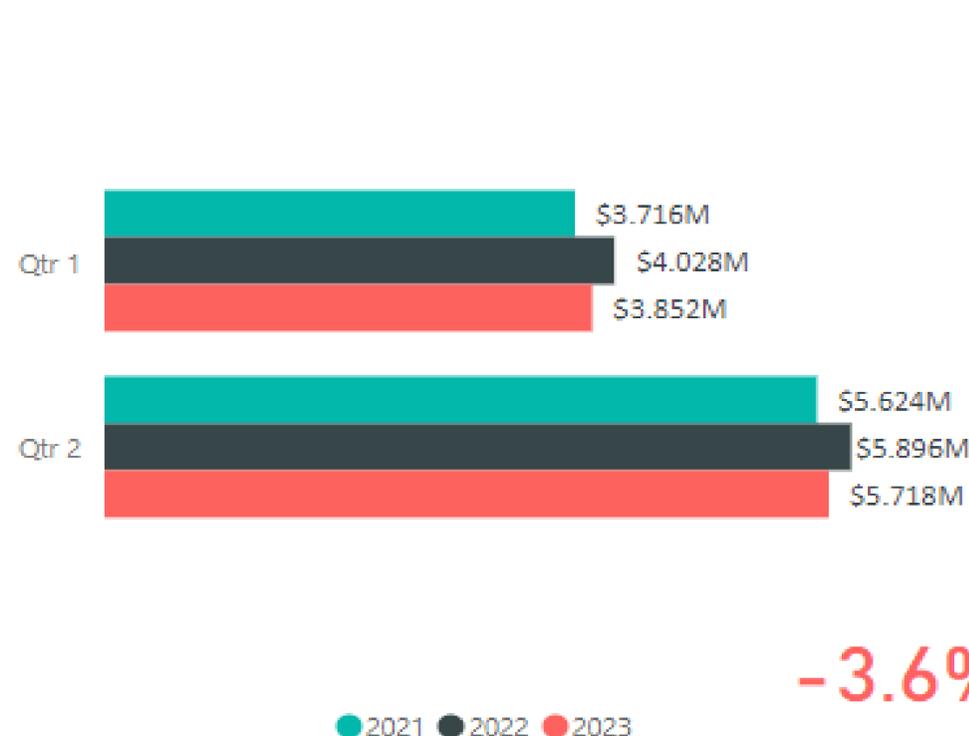
BRANSON PERFORMANCE

Taney County Tax YTD Thru June 2023

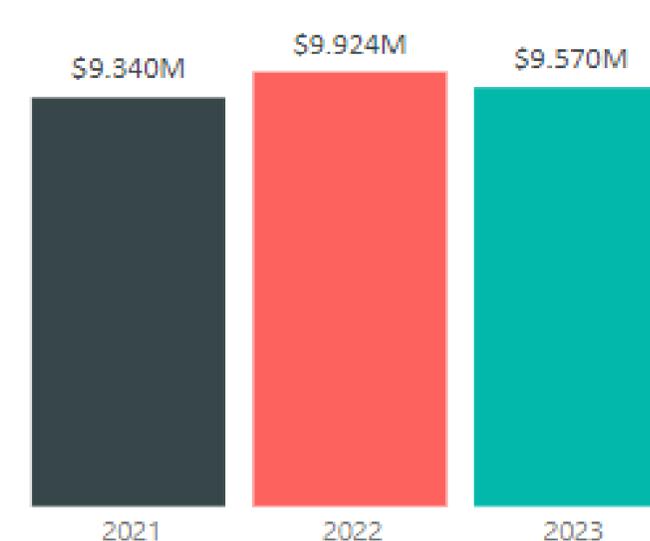
Taney County Tax by Month



Taney County Tax by Quarter



Taney County Tax by Year



-3.6%

2.5%

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

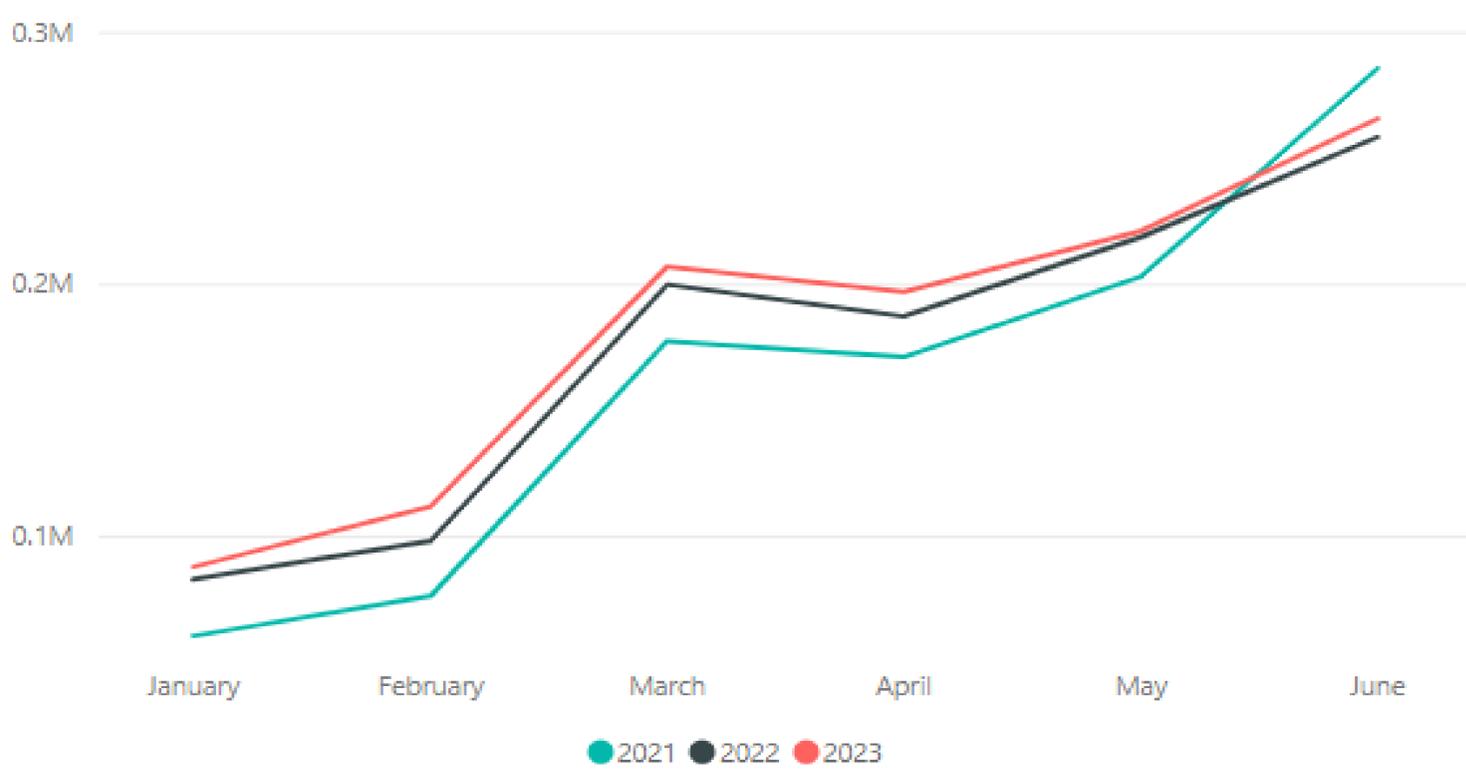


Quarter 2 2023

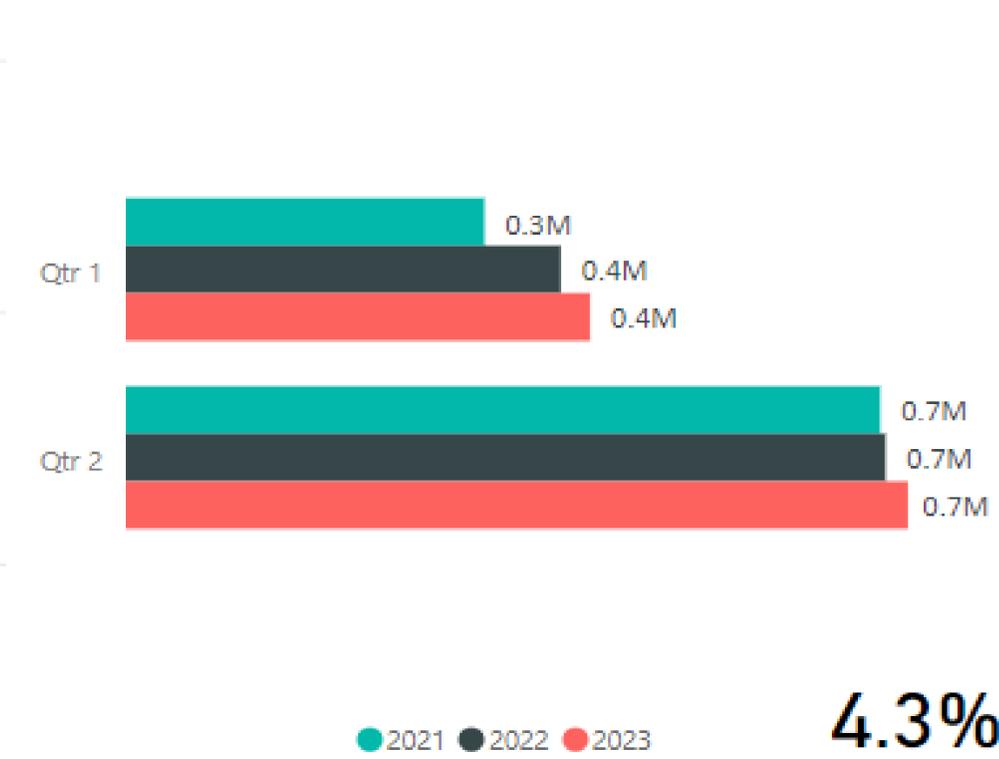
BRANSON PERFORMANCE

Branson STR Room Demand YTD Thru June 2023

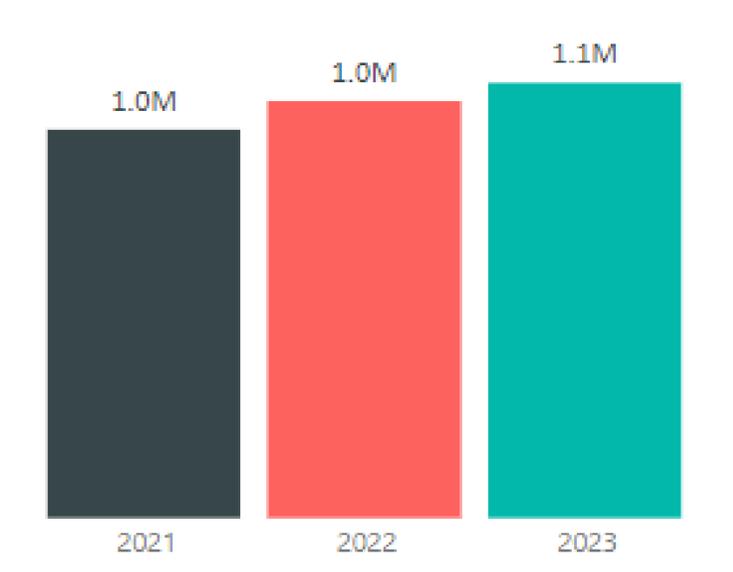
Branson Room Demand by Month



Branson Room Demand by Quarter



Branson Room Demand by Year



4.3%

Branson Demand vs. Last Year

12.0%

Branson Demand vs. 2 Years Ago



01. BRANSON PERFORMANCE

02. Visitor Profile Key Performance Indicators

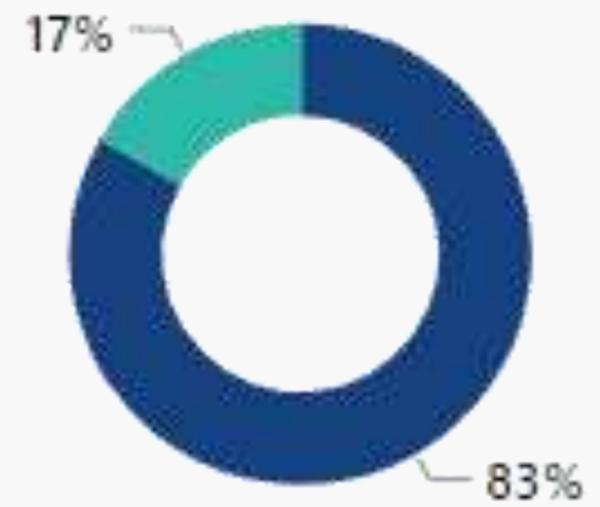
03. U.S. ECONOMIC KEY PERFORMANCE INDICATORS



Quarter 2 2023

VISITOR PROFILE KPIS

First Time vs. Repeat



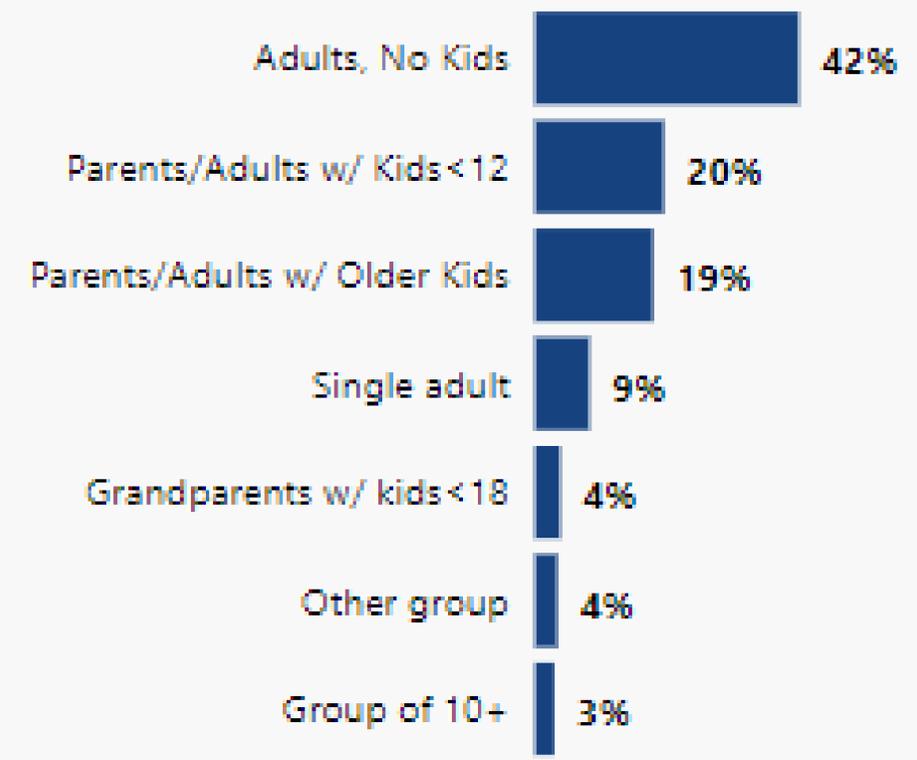
Repeat Visitor First-Time Visitor



Quarter 2 2023

VISITOR PROFILE KPIS

Party Composition

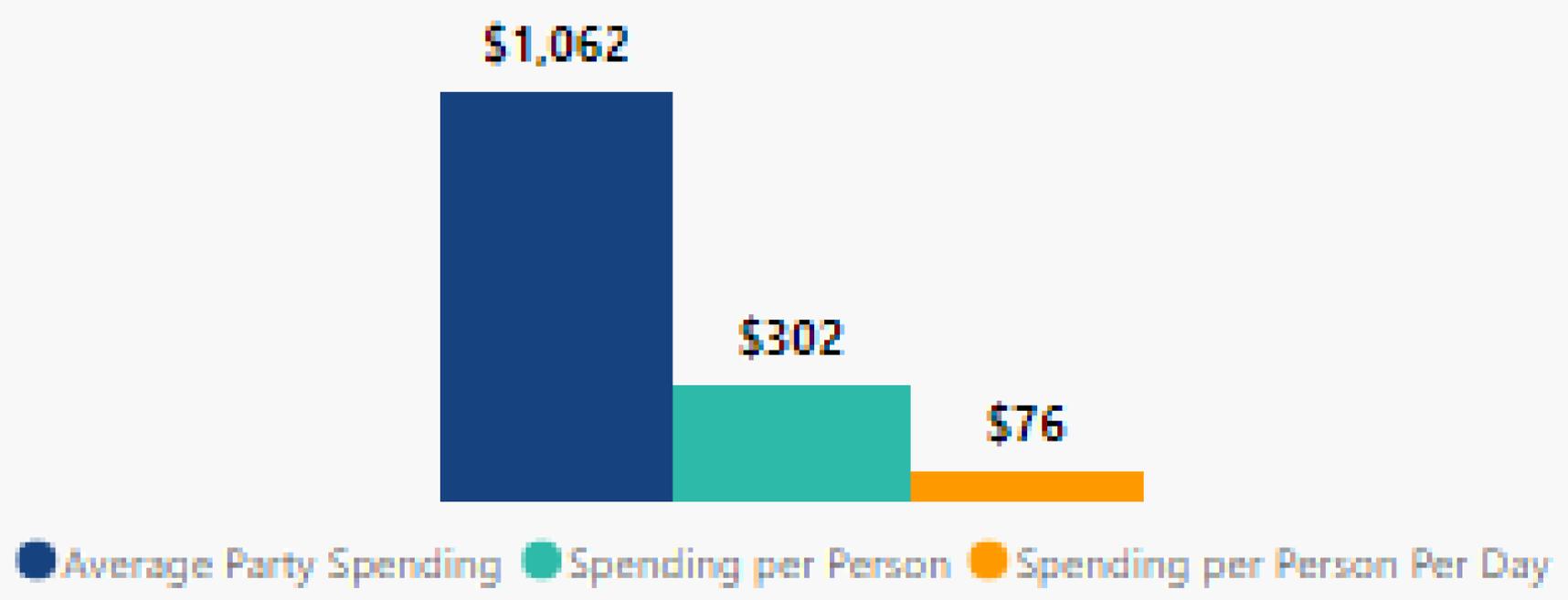




Quarter 2 2023

VISITOR PROFILE KPIs

Party Spending





Quarter 2 2023

VISITOR PROFILE KPIS

Branson Party Composition

Party Size	3.51
Average Adult Age	45.5
Average Child Age	9.4
Under 12	16%
12 to 17 years	10%
18 to 34 years	25%
35 to 54 years	25%
55+ years	24%
Families	62%
Adults	38%
Average HH Income	\$86,805



Quarter 2 2023

VISITOR PROFILE KPIs





Quarter 2 2023

VISITOR PROFILE KPIs

Activity Participation & Influence

Activity	Participated	Influenced Visit
Shopping	60%	24%
Downtown Branson/Main Street	50%	18%
Unique Local Restaurants	46%	15%
Silver Dollar City	45%	34%
Branson Landing	43%	18%
Live shows	42%	26%
Outlook/Lake activities	38%	22%
Museum attraction	32%	13%
Rural Sightseeing	30%	12%
Aquarium At The Boardwalk	23%	8%
Historical Places/Old Homes	23%	9%
Wine Tasting/Winery Tour	22%	8%
Zip Line	19%	9%
Excursion (Branson Railways, etc.)	18%	7%
Golf	16%	8%
Special Event/Festival	16%	6%
Spa/Health Club	15%	6%
WonderWorks	14%	5%
Reunions/Family Events	14%	8%
Youth/Amateur/Collegiate Sporting Event	14%	6%
None of the above	2%	





Quarter 2 2023

VISITOR PROFILE KPIs

Live Shows Seen in Branson

# of Live Shows Seen on Most Recent Visit to Branson	2.83
Live Performances/Productions in Branson Theater	68%
Theme/Amusement Park Shows	39%
Dinner Show Productions	50%
Outdoor Light/Fountain/Fireworks Shows	28%
Celebrity Show/Concert in Branson Theater	31%

01. BRANSON PERFORMANCE

02. VISITOR PROFILE KEY PERFORMANCE INDICATORS

03. U.S. Economic Key Performance Indicators

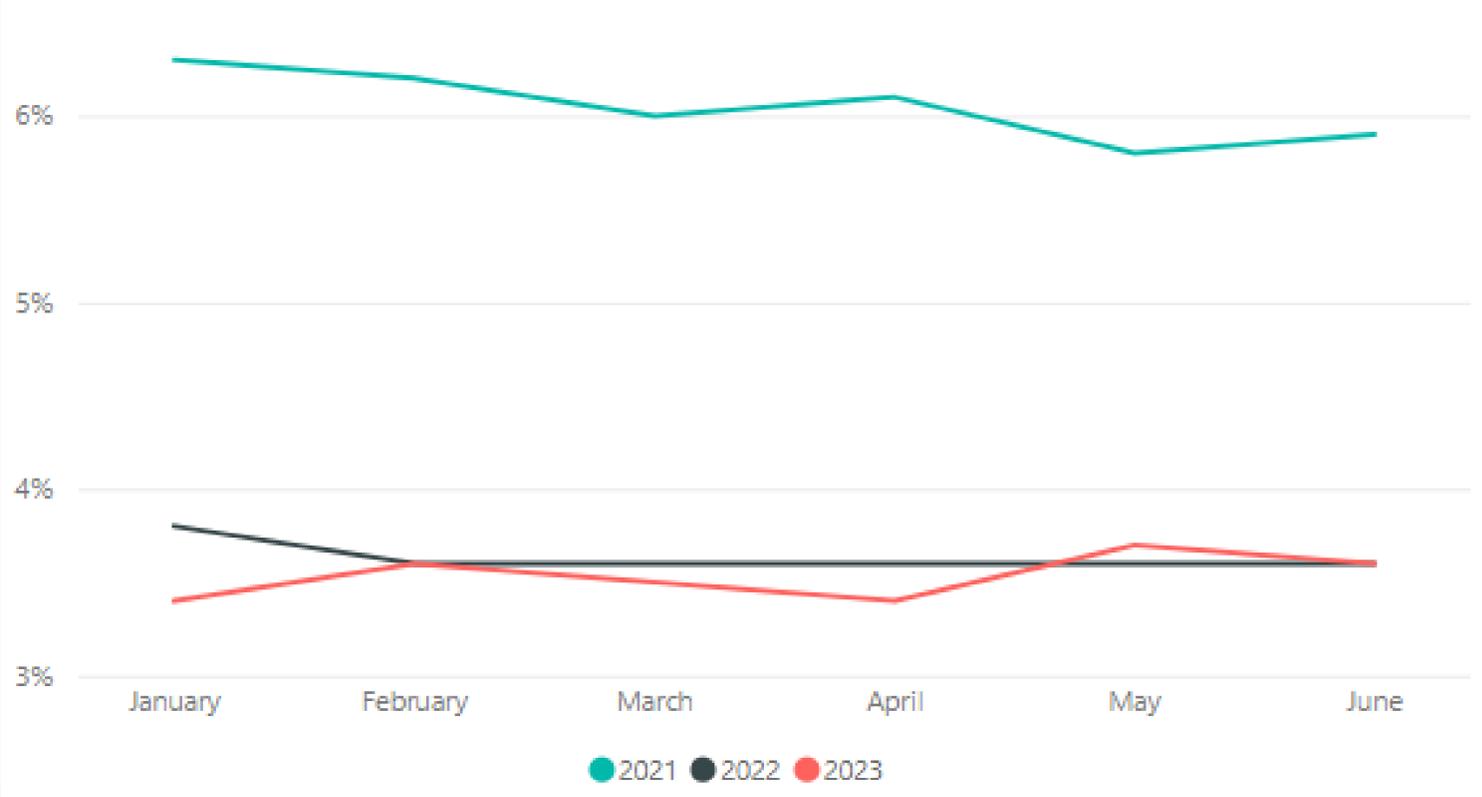


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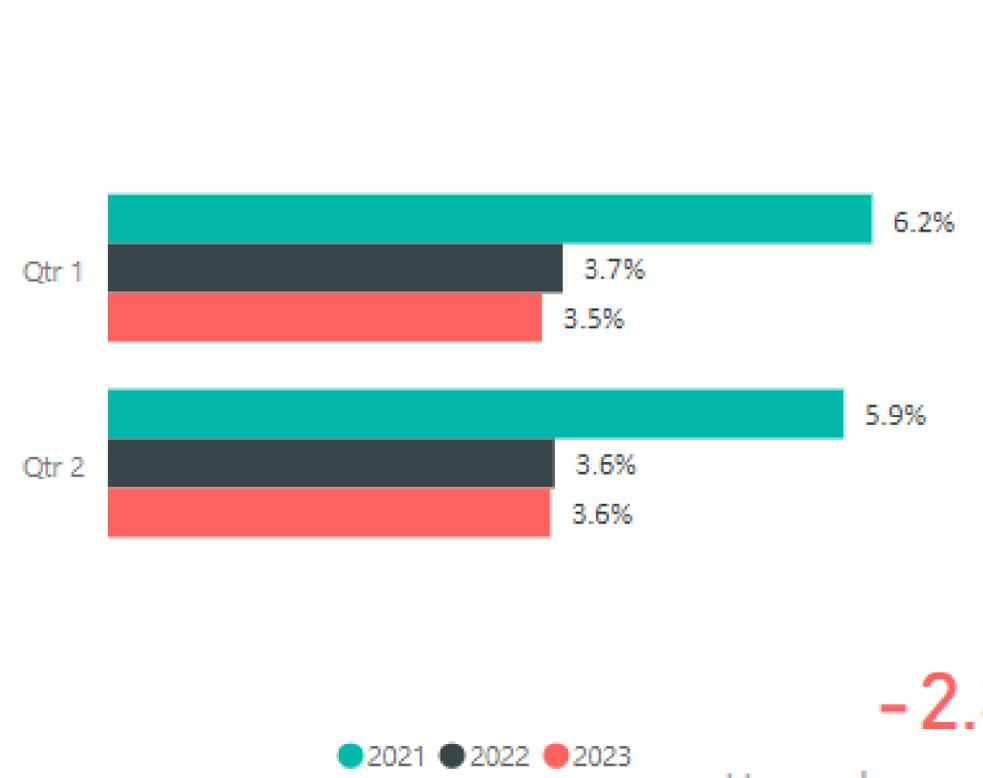
US ECONOMIC KPIS

US Unemployment Rate YTD Thru June 2023

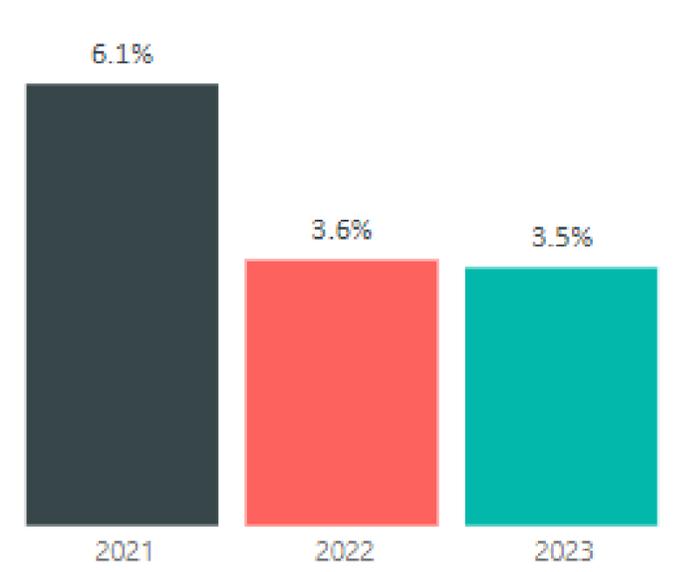
Unemployment by Month



Unemployment by Quarter



Unemployment by Year



-2.8% Unemployment vs. Last Year
-41.6% Unemployment vs. 2 years Ago



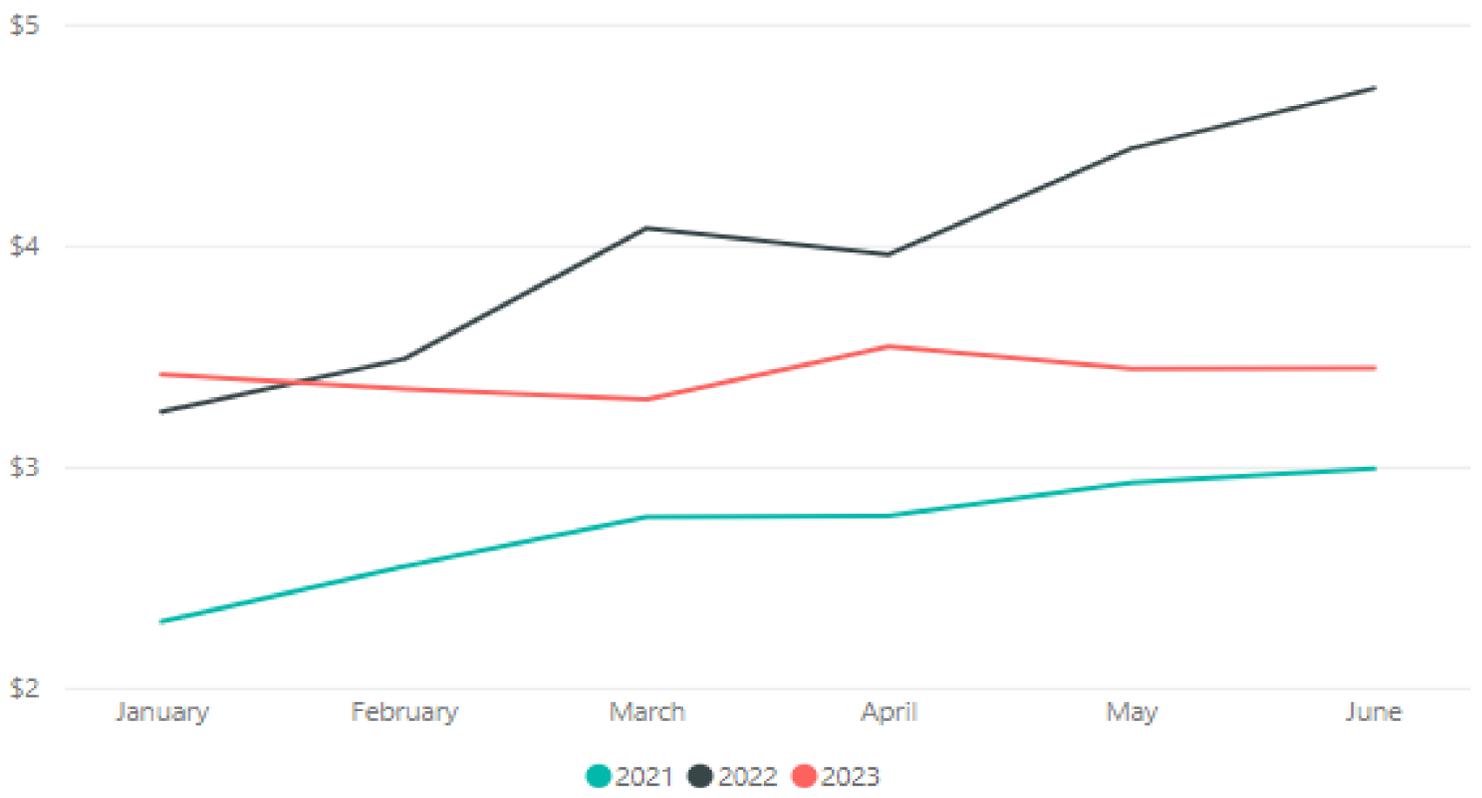


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US ECONOMIC KPIS

Gas Prices YTD Thru June 2023

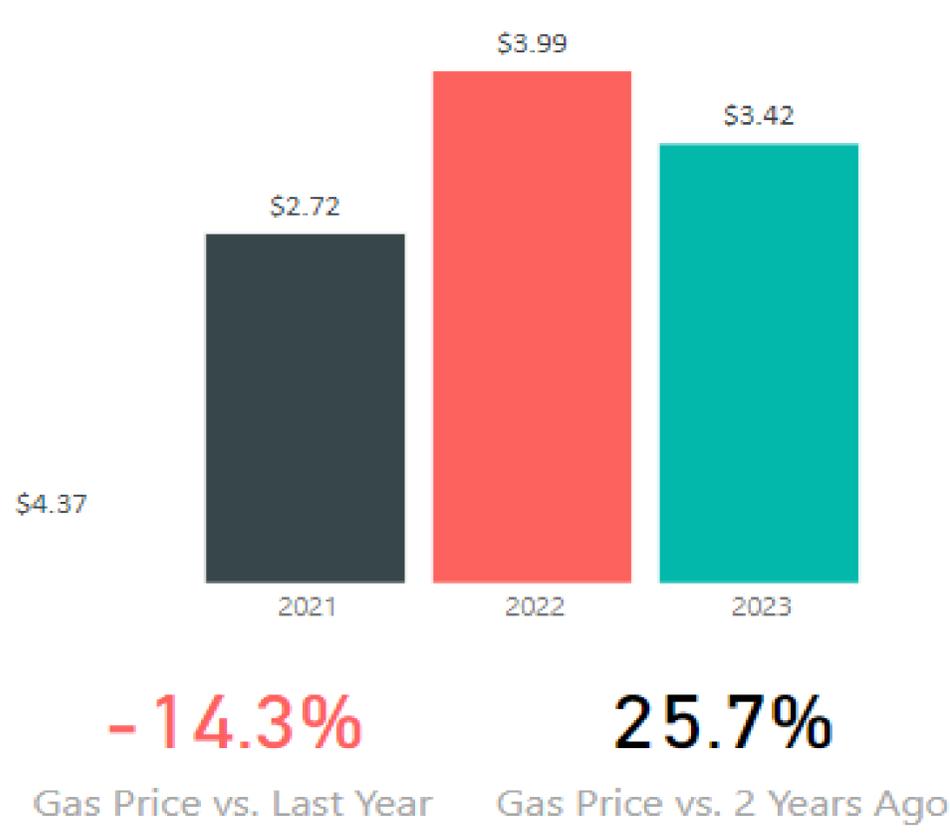
Gas Prices by Month



Gas Prices by Quarter



Gas Prices by Year



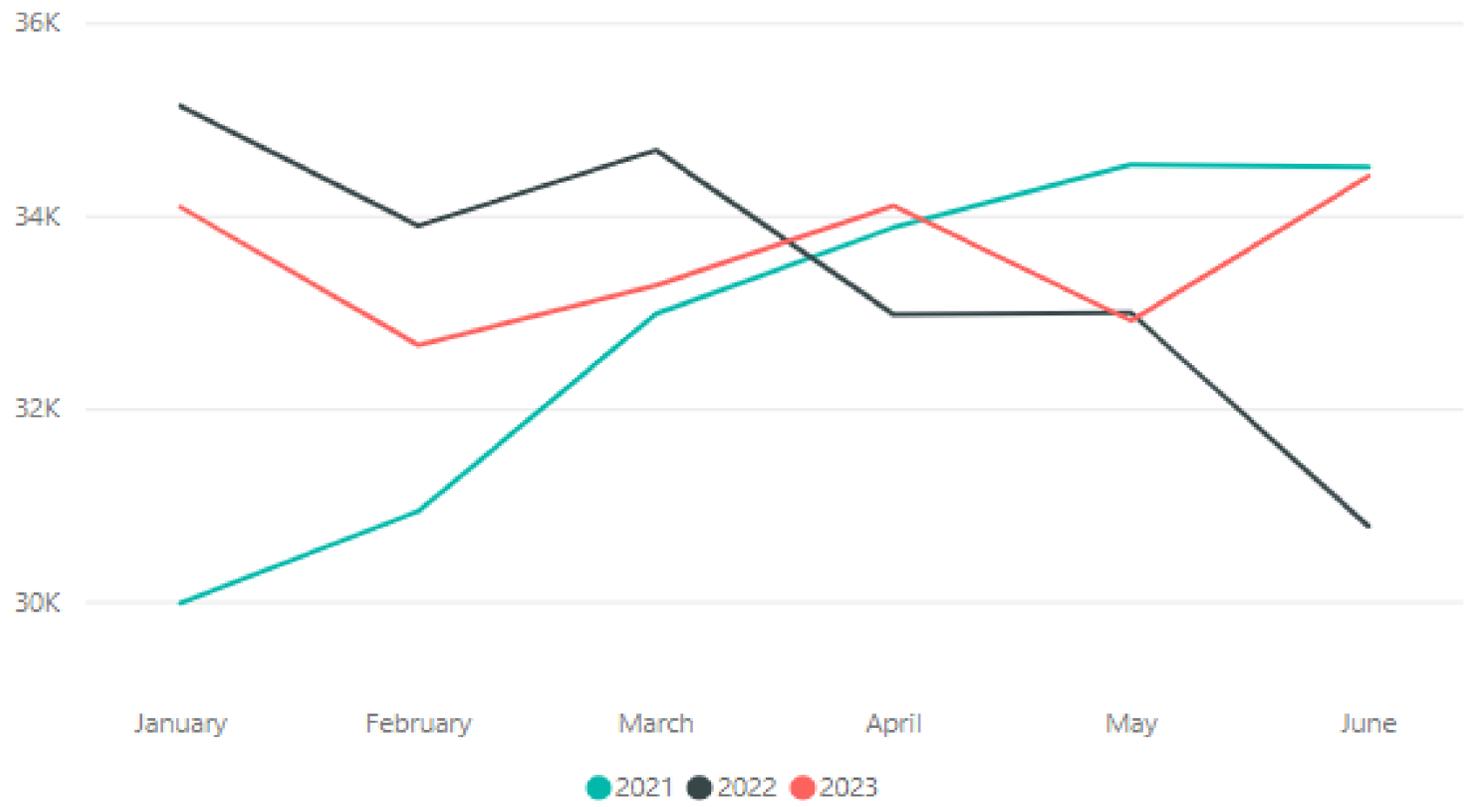


Quarter 2 2023

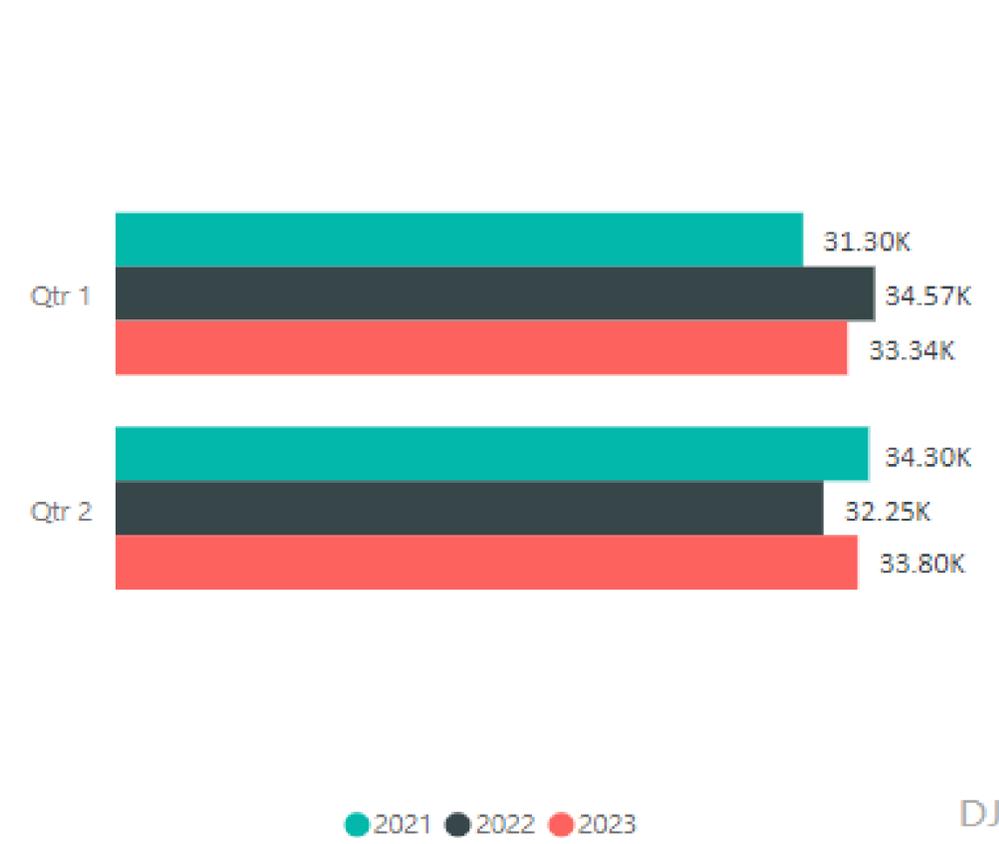
US ECONOMIC KPIS

Dow Jones Industrial Average (DJIA) YTD Thru June 2023

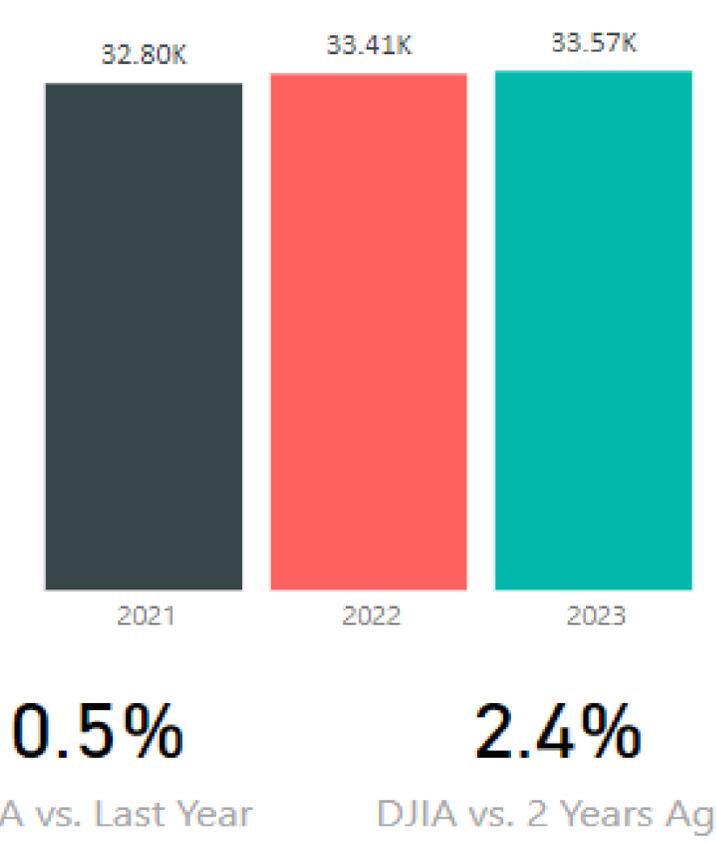
DJIA by Month



DJIA by Quarter



DJIA by Year





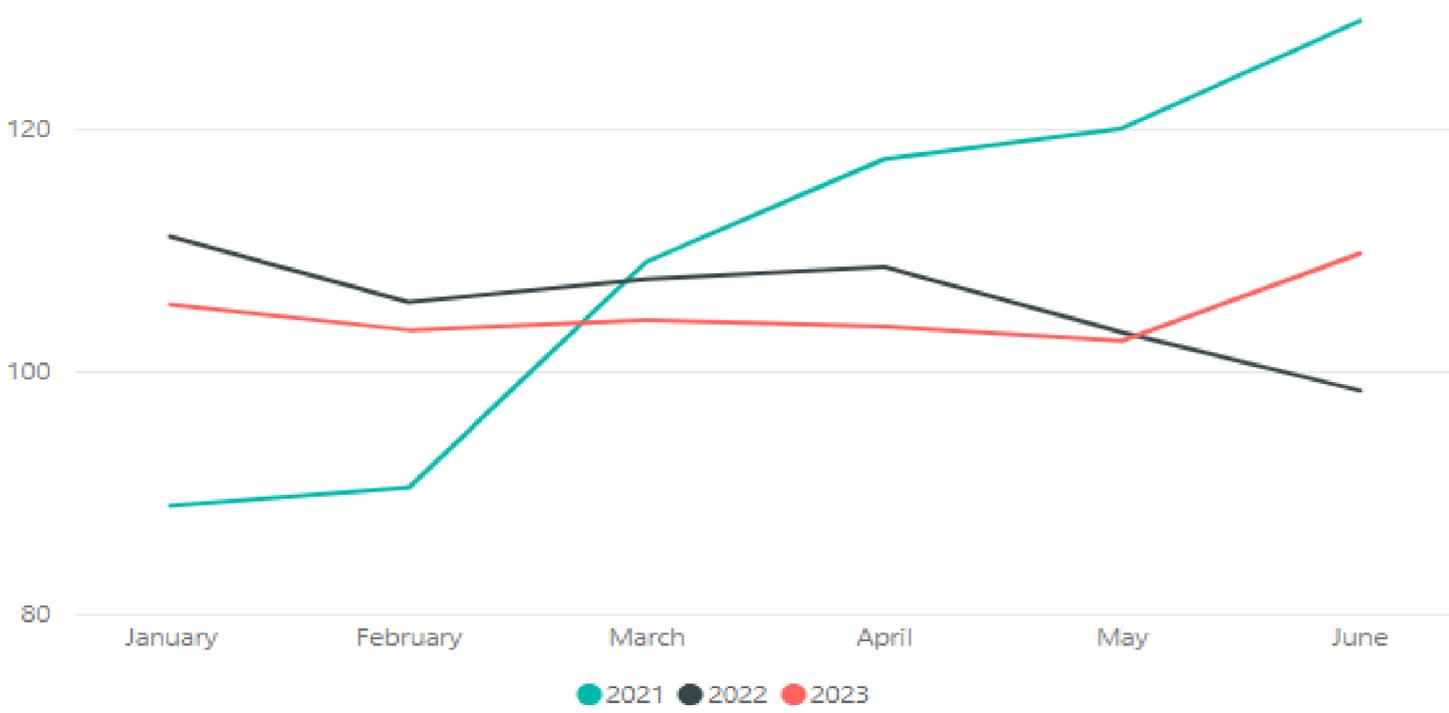
Branson/Lakes Area CVB Key Performance Indicators Dashboard

Quarter 2 2023

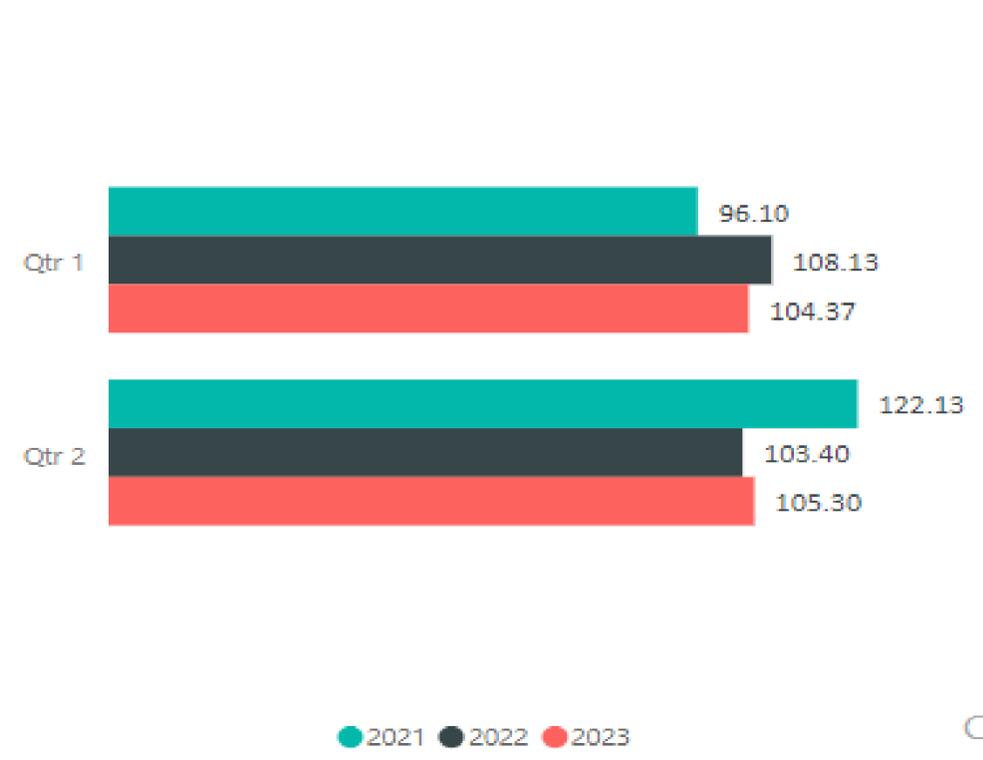
US ECONOMIC KPIS

Consumer Confidence Index (CCI) YTD Thru June 2023

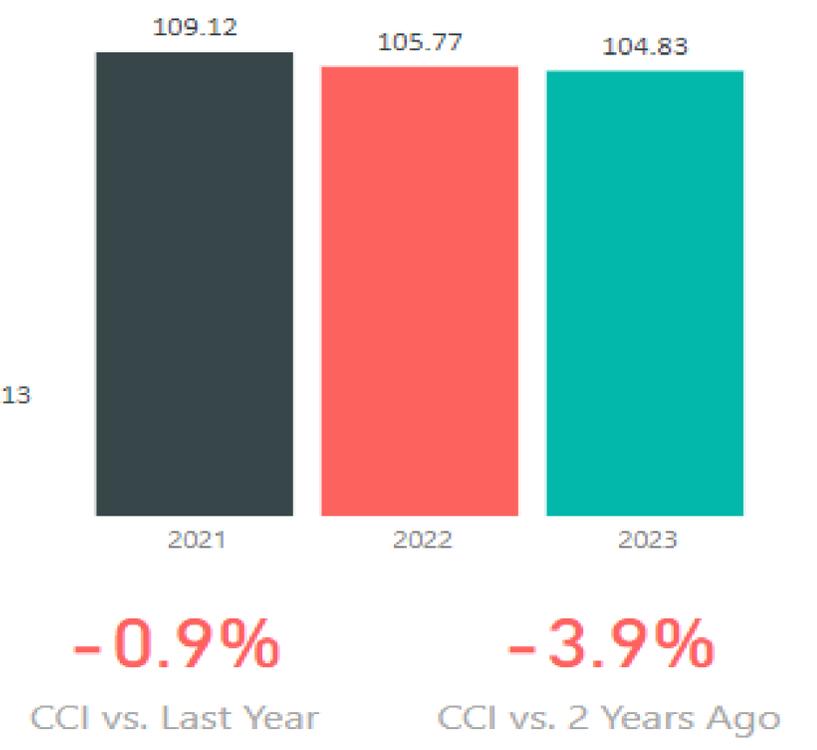
Consumer Confidence Index by Month



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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